

Wine Australia providing insights on Australian Wine

Variety snapshot 2020 - Chenin Blanc

Variety	Chenin Blanc
Colour	White

Plantings

Source: ABS National Vineyard Survey 2015	Chenin Blanc	All varieties
Area planted in Australia (hectares)	407	135,133
Percentage of total area	0.3%	
Percentage of white varieties	0.8%	

Crush

Source: National Vintage Survey 2020	Chenin Blanc	All varieties
Tonnes crushed in 2020	4,426	1,520,608
Percentage of total crush	0.3%	
Percentage of white crush	0.6%	

Top five regions % of total crush	Chenin Blanc	All varieties
Riverland	36%	34%
Swan District	27%	0%
Margaret River	16%	2%
Riverina	12%	20%
Big Rivers zone other	4%	1%
Others	4%	45%

Exports

Source: Wine Australia Wine Export Approval System 2019-20

Exports by variety content	Chenin Blanc	All varieties
Export volume ('000 litres)	196	729,712
Export value (\$'000 FOB)	796	2,839,993
Share of export volume	0.0%	
Share of export value	0.0%	

Label claim exports (packaged only)	Chenin Blanc and Chenin Blanc blends	All bottled wine exports
Total exports ('000 litres) in 2019-20	30	332,592
Change in volume from 2018-19	↓ -56%	↓ -8%
Total export value (\$'000 FOB) in 2019-20	353	2,321,680
Average value per litre	\$11.85	\$6.98

Top five export destinations and share of exports by value	Chenin Blanc and Chenin Blanc blends	All packaged wine exports
China mainland	22%	45%
Hong Kong	21%	4%
Japan	9%	2%
UK	7%	7%
USA	6%	15%
Others	35%	28%

Top five varietal label claims by value with Chenin Blanc in the name

- Chenin Blanc
- Chenin Blanc, Sauvignon Blanc
- Chenin Blanc, Black Frontignac
- Chenin Blanc, Crouchen, Pedro Ximenes
- Chenin Blanc, Gewurztraminer, Gruner Veltliner, Riesling

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