

Wine
Australia
for
Australian
Wine

Export Report

12 months to 31 December 2022

t +61 8 8228 2000
f +61 8 8228 2066
e enquiries@wineaustralia.com

Wine Australia ABN 89 636 749 924

Industry House – National Wine Centre, Cnr Hackney and Botanic Roads, Adelaide SA 5000.
PO Box 2733, Kent Town SA 5071, Australia.

 @Wine_Australia  WineAustralia  WineAustralia www.wineaustralia.com

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Executive Summary

- Total value of Australian wine exports declined by 4 per cent in the 12 months to December 2022 to \$1.94 billion.
- Total volume increased by 1 per cent to 623 million litres.
- The decline in value was mostly driven by decreased shipments to the United Kingdom after two years of elevated exports due to Brexit and the COVID-19 pandemic.
- The increase in volume was driven by an acceleration of unpackaged wine shipments to markets such as the United States of America and Canada, as shipping challenges eased, and Australian wine producers were able to ship their 2021 and 2022 wines to customers overseas.
- Further contributing to the value decline was the increase in unpackaged shipments as a share of total exports, as well as the drop in the average value of unpackaged shipments.
- Increases in the value of exports to Thailand, Malaysia, and Canada offset declines in value to Singapore, Hong Kong, and the United States.
- Exports valued below \$5 per litre FOB declined by 9 per cent to \$988 million. Exports in this segment declined in value in a number of markets – including the UK, US, Denmark, Germany, the Netherlands, and New Zealand. Total volume shipped in this price segment was stable due to the increase in unpackaged shipments outweighing the decline in packaged shipments.
- Exports above \$5 per litre increased by 2 per cent in value to \$957 million, driven by Thailand, Malaysia, Canada, Denmark, and Japan.

Overview

In the year ended December 2022, Australian wine exports declined by 4 per cent in value to \$1.94 billion¹ and increased by 1 per cent in volume to 623 million litres (69.2 million 9-litre case equivalents). The average value dropped by 5 per cent to \$3.12 per litre Free on board (FOB)².

The decline in value was mostly driven by decreased shipments to the United Kingdom (UK). The amount of wine shipped from Australia to the UK dropped in the second half of 2022, following two years of elevated shipments due to Brexit deadlines and increased purchasing of wine in the off-trade during the COVID-19 pandemic. Elsewhere, increases in the value of exports to Thailand, Malaysia, and Canada offset declines in value to Singapore, Hong Kong, and the United States.

Wine Australia General Manager Marketing Paul Turale said, “It was another tough year for Australian wine exporters, with rising inflation, business costs and interest rates impacting margins. It is anticipated that this will continue in 2023 with many parts of the sector trying to balance short term need with longer term commercial sustainability. Wine Australia will continue to work closely with grape growers, wineries, and other exporters to provide information for them to make informed decisions on export market opportunities, and with in-market teams and partners to accelerate market diversification and intensification activities to grow demand for Australian wine.”

In a positive sign for the sector, there are indications that shipment complications that have been a factor since 2021 may be easing in some regions as freight rates start to return to a pre-pandemic level. However, some delays remain due to ongoing interruptions at ports and global restricted shipping capacity³.

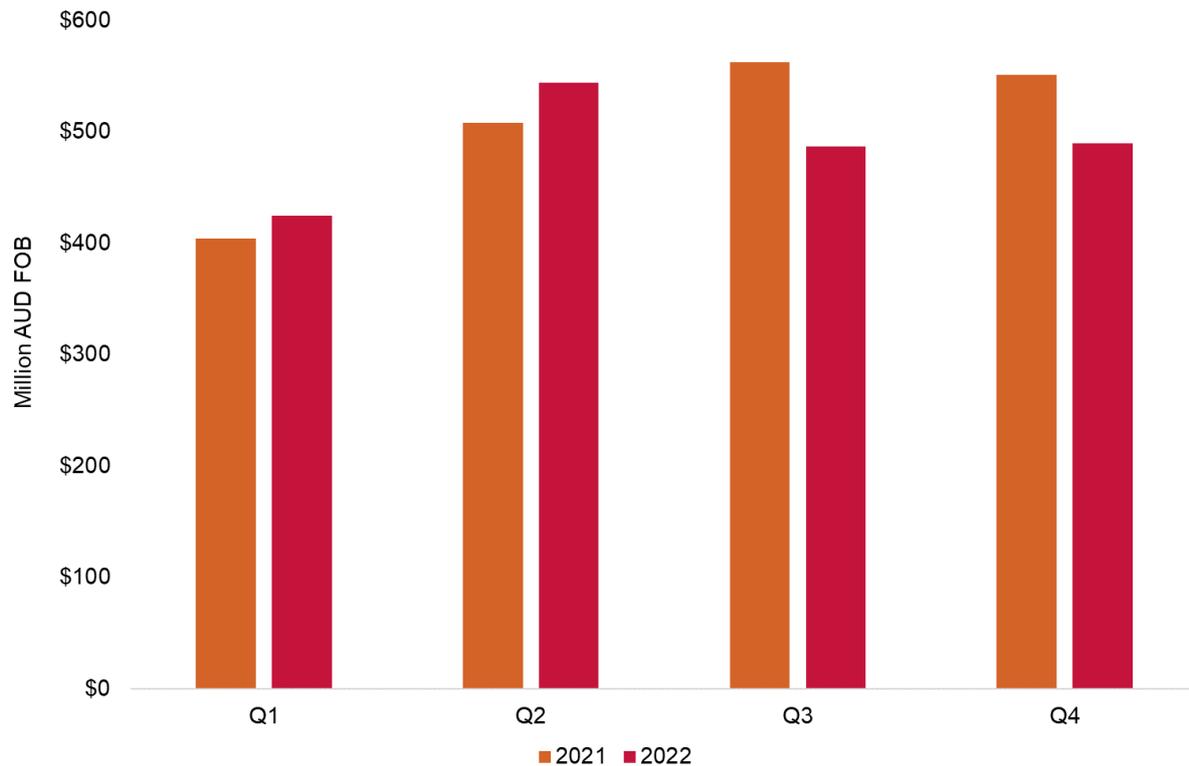
¹ Unless otherwise stated all values are given in Australian dollars.

² 'Free on board' value of the wine, where the point of valuation is where goods are placed on board the international carrier, at the border of the exporting country. The FOB value includes production and other costs up until placement on the international carrier but excludes international insurance and transport costs.

³ Hillebrand Gori

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Figure 1: Value of Australian wine exports by quarter, 2021 vs 2022



Packaging types

The overall increase in the volume of wine exported was driven by growth in the shipments of unpackaged wine, particularly to the US and Canada. This anticipated acceleration of the 2021 and 2022 vintages had been delayed due to global shipping challenges. As Australian wine producers were finally able to ship their large inventories to customers overseas, the unpackaged volume share of exports increased from 62 per cent in 2021 to 65 per cent in 2022. This increase in share of unpackaged wine shipments contributed to the decline in the total value of exports as unpackaged wine is shipped at a lower average value because packaging costs are excluded.

In the year ended December 2022, unpackaged exports increased in volume by 7 per cent to 407 million litres (45.2 million 9-litre case equivalents) and decreased in value by 6 per cent to \$488 million. This led to a decline in the average value of unpackaged shipments to \$1.20 per litre, the lowest average value since August 2019. The increase in unpackaged volume was driven mostly by exports to the United States (up 67 per cent) and Canada (up 81 per cent). North America also contributed the most to the decline in the average value of unpackaged exports, declining by 23 per cent to \$1.14 per litre FOB.

Packaged wine shipments declined by 9 per cent in volume to 216 million litres (24 million 9-litre case equivalents) and declined by 3 per cent in value to \$1.46 billion. Contributing most to the decline in packaged exports were shipments to the United States and United Kingdom – in particular at the \$2.50 to \$4.99 per litre price segment. In 2022, the proportion by packaging type in wines shipped in this category was 97 per cent in glass bottles, 2.7 per cent in soft pack and 0.5 per cent is shipped in alternative packaging which includes cans, PET, and flagons.

The average value of packaged shipments increased by 6 per cent to \$6.76 per litre FOB. This was driven by increases in average value to a number of markets including South Korea, Japan, Malaysia, the US and the UK.

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Wine styles & varieties

Still red wine exports declined by 7 per cent in value to \$1.27 billion and 5 per cent in volume to 319 million litres (35.5 million 9-litre case equivalents) in the year ended December 2022. The average value of red wine exports declined by 2 per cent to \$3.97 per litre FOB. The decline in still red wine exports was mostly driven by the UK, US, Singapore, and Hong Kong.

The top red wine varieties exported were:

- Shiraz, down 3 per cent to 146 million litres
- Cabernet Sauvignon, down 3 per cent to 83 million litres, and
- Merlot, down 11 per cent to 38 million litres.

While most of the top red varieties declined in 2022, Grenache and Mataro both grew, by 17 and 46 per cent respectively.

Still white wine exports increased by 5 per cent in value to \$566 million and by 10 per cent in volume to 277 million litres (30.8 million 9-litre case equivalents). The average value of white wine exports declined by 4 per cent to \$2.04 per litre FOB. Driving the growth in white wine exports were shipments to the US, Canada, New Zealand, Thailand, and Singapore. This growth was slightly offset by a decline in white wine shipments to the UK and Germany.

The top white wine varieties exported were:

- Chardonnay, up 11 per cent to 160 million litres
- Pinot Gris/Grigio, up 10 per cent to 39 million litres, and
- Sauvignon Blanc, down 9 per cent to 27 million litres.

Sparkling (where secondary ferment takes place in bottle or tank) and carbonated wines declined by 8 per cent in value to \$76 million and 14 per cent in volume to 14 million litres (1.5 million 9-litre case equivalents). The average value of sparkling and carbonated wine collectively grew by 6 per cent to \$5.61 per litre FOB. The decline in sparkling and carbonated exports was driven by a decline in semi-carbonated wine exports to Canada and the US. Sparkling, semi-sparkling, and carbonated exports all grew in value but the growth was not enough to make up for the loss in semi-carbonated exports.

Price segments

The main contributor to the decline in the overall value of exports was shipments valued below \$5 per litre FOB (see Figure 2), which declined by 9 per cent to \$988 million. Exports in this segment declined in value in a number of markets – including the UK, US, Denmark, Germany, the Netherlands, and New Zealand. Total volume shipped in this price segment was stable due to the increase in unpackaged shipments outweighing the decline in packaged shipments. As well as being driven by Australian wine producers finally being able to ship inventories overseas, this move towards unpackaged exports is also part of a long-term trend of exporters choosing to bottle their commercial wine in overseas markets for both economic and environmental reasons.

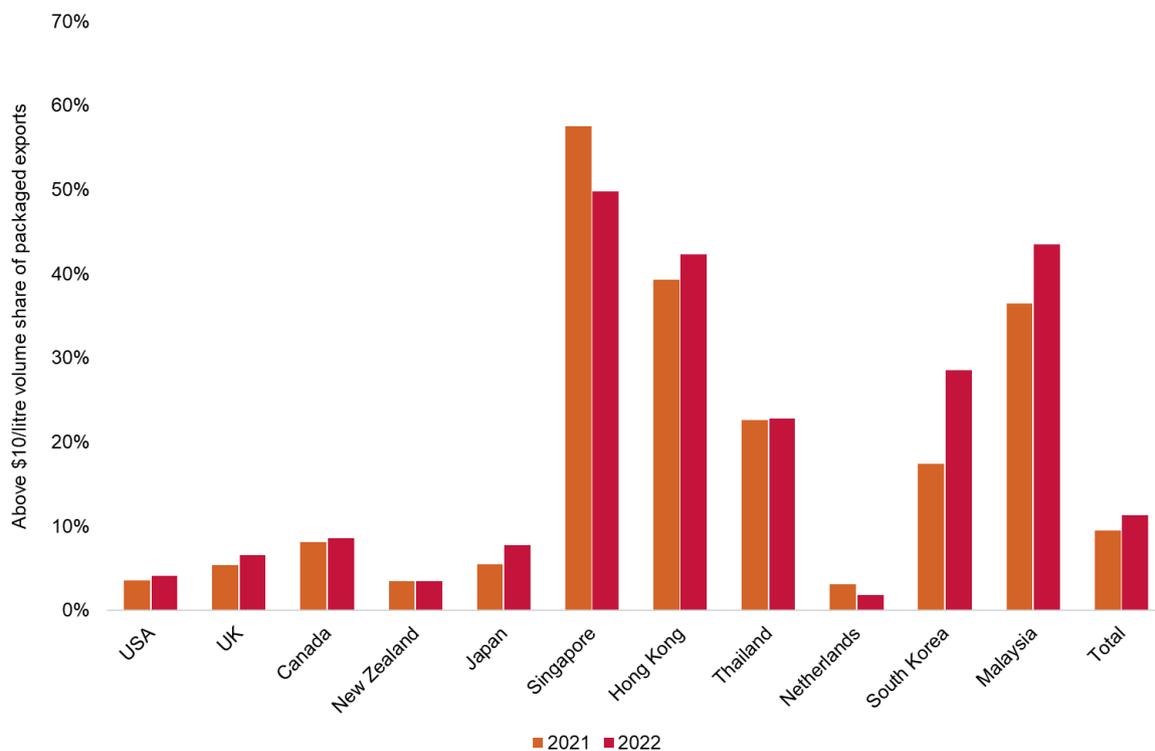
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Figure 2: Value of exports by price segment (\$ million FOB)

Price segment (A\$/litre)	MAT December 2022	Value change	Growth rate
\$2.49 and under	\$457	-\$29	-6%
\$2.50 to \$4.99	\$531	-\$71	-12%
\$5.00 to \$7.49	\$214	-\$3.7	-2%
\$7.50 to \$9.99	\$120	\$6.7	6%
\$10.00 to \$14.99	\$151	\$14	11%
\$15.00 to \$19.99	\$53	\$15	38%
\$20.00 to \$29.99	\$94	-\$10	-10%
\$30.00 to \$49.99	\$73	\$6.0	9%
\$50.00 to \$99.99	\$172	\$16	10%
\$100.00 to \$199.99	\$45	\$0.1	0.2%
\$200.00 and over	\$34	-\$24	-41%
Total value	\$1,945	-\$81	-4%

Meanwhile, exports \$5 per litre and above have increased by 2 per cent in value to \$957 million. The markets driving this trend are Thailand, Malaysia, and Canada. Growth to these markets has been partially offset by a decline in exports in this price segment to Singapore, Hong Kong, and the UK. Contributing most to the growth above \$5 per litre were exports valued above \$10 per litre, which grew by 3 per cent in value to \$623 million. This price segment has increased its share of packaged exports in many destinations (see Figure 3), which aligns with trends in mature markets of wine consumers drinking less, but higher priced, wine. While more established markets for Australian wine (such as the US, UK, and Canada) have a small – but growing – premium shares, markets such as Singapore, Hong Kong, and Thailand are well established for premium Australian wine exports. South Korea and Malaysia displayed strong growth in the share of this segment over the last 12 months.

Figure 3: Above \$10 per litre volume share of packaged exports in top markets

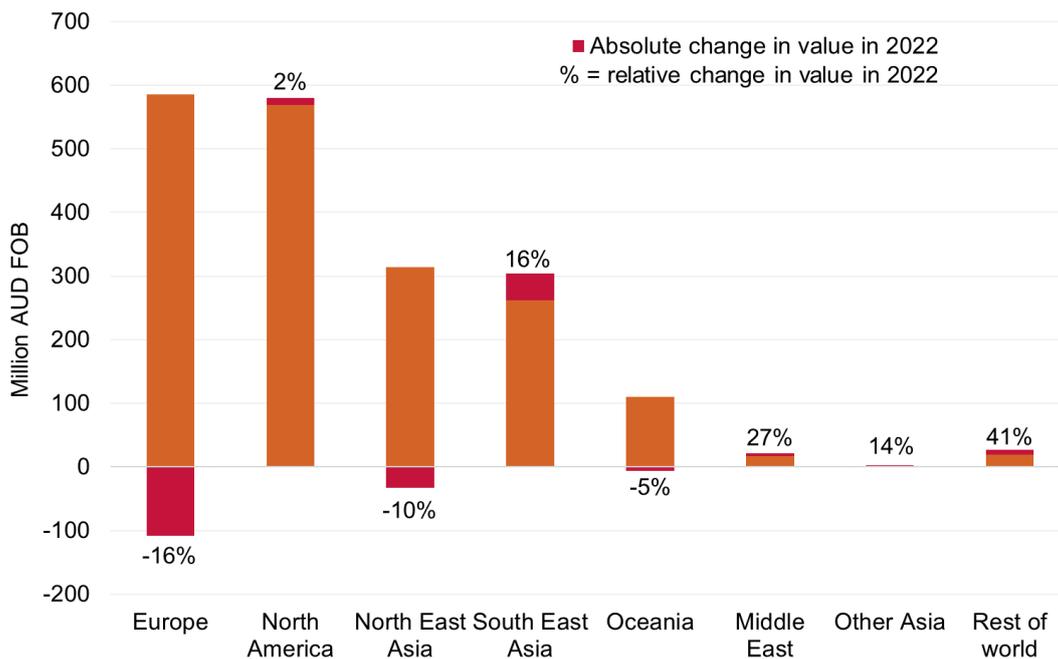


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Destinations

In the year ended December 2022, Australian wine exporters shipped wine to 120 destinations, up from 112 the previous year and the highest since the start of the COVID-19 pandemic, which disrupted shipping and restricted the movement of people – making finding new markets very difficult. In the past 12 months, the strongest growth was in exports to Southeast Asia, up 16 per cent to \$305 million. North America also grew, by 2 per cent to \$580 million. Offsetting this growth was a decline in exports to Europe, down 16 per cent to \$586 million. European markets are experiencing tough operating conditions resulting from economic challenges, shipping delays and conflict in the region. Northeast Asia also declined, down 10 per cent to \$314 million.

Figure 4: Export value growth/decline by region (\$ million FOB)



The top five markets by value were:

- US (down 3 per cent to \$390 million. 20 per cent value share of total export value)
- UK (down 18 per cent to \$373 million. 19 per cent share of total export value)
- Canada (up 14 per cent to \$188 million. 10 per cent share of total export value)
- Hong Kong (down 13 per cent to \$167 million. 9 per cent share of total export value), and
- Singapore (down 20 per cent to \$132 million. 7 per cent share of total export value).

The top five markets by volume were:

- UK (down 11 per cent to 216 million litres. 35 per cent share of total export volume)
- US (up 13 per cent to 140 million litres. 23 per cent share of total export volume)
- Canada (up 46 per cent to 68 million litres. 11 per cent share of total export volume)
- Germany (down 15 per cent to 29 million litres. 5 per cent share of total export volume), and
- New Zealand (down 6 per cent to 29 million litres. 5 per cent share of total export volume).

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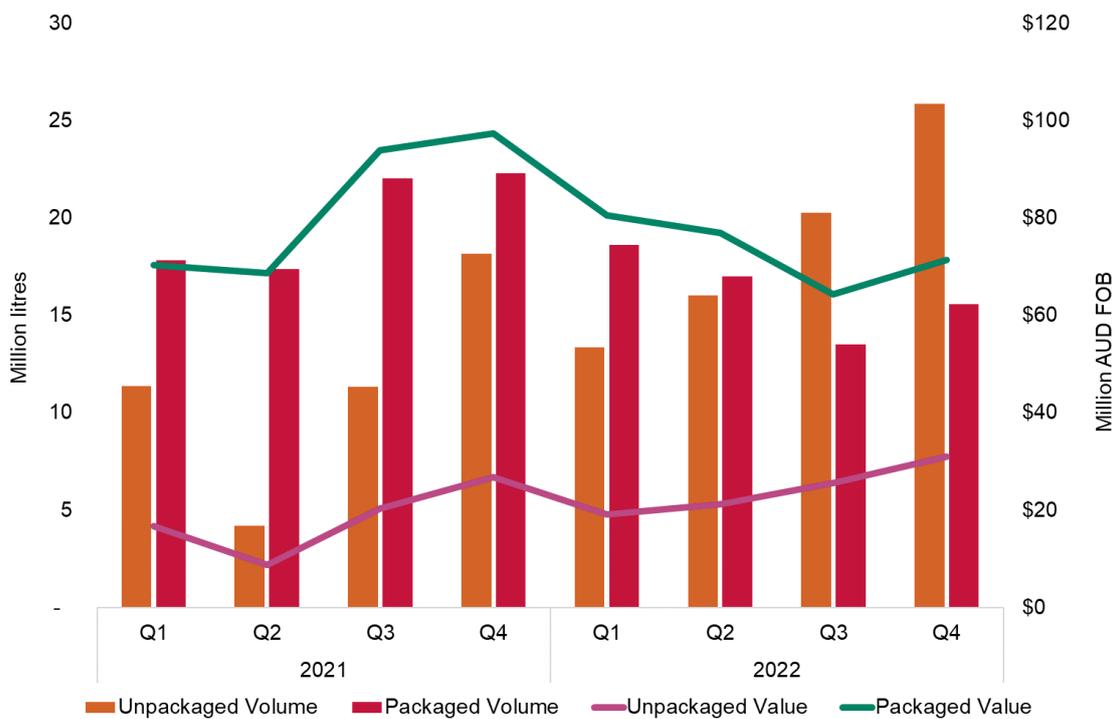
North America

United States

In the year ended December 2022, Australian wine exports to the US declined by 3 per cent in value to \$390 million and increased in volume by 13 per cent to 140 million litres. As volume growth outpaced value, the average value dropped by 14 per cent to \$2.78 per litre. The number of exporters to the US grew by 5 per cent to 303, the highest since 2008.

The main driver of this performance was the increase in unpackaged shipments to the US (see Figure 5); following an easing in shipping challenges Australian wine producers were able to deliver their large inventories of the 2021 and 2022 vintage to customers abroad. The volume of unpackaged wine shipped to the US increased by 67 per cent to 76 million litres. The average value of these shipments declined by 20 per cent, from \$1.61 per litre in 2021 to \$1.28 in 2022. Meanwhile, packaged shipments declined by 19 per cent in volume to 65 million litres and 11 per cent in value to \$293 million. This has translated to unpackaged shipments rising to a 54 per cent volume share of Australia's exports to the US, the highest share ever recorded for this market. Since unpackaged shipments have a lower average value than packaged shipments, due to the exclusion of packaging costs, this intensified the loss in value from the decline in packaged wine.

Figure 5: Exports to the United States by quarter, packaged vs unpackaged



The decline in packaged wine was nearly all in the \$2.50 to \$4.99 per litre price segment (see Figure 6). Meanwhile, exports above \$10 per litre grew by 4 per cent to \$50 million. There were 241 exporters shipping in this price segment in 2022, up from 222 in 2021 and the highest number for a calendar year since 2007. Two-thirds of these exporters either started exporting or grew their exports in this price segment during 2022.

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Figure 6: Value of exports to the US by price segment (\$ million FOB)

Price segment (A\$/litre)	MAT December 2022	Value change	Growth rate
\$2.49 and under	\$89	\$27	43%
\$2.50 to \$4.99	\$220	-\$37	-15%
\$5.00 to \$7.49	\$19	-\$4.3	-18%
\$7.50 to \$9.99	\$11	-\$0.3	-3%
\$10.00 to \$14.99	\$17	-\$4.1	-19%
\$15.00 to \$19.99	\$8.7	\$2.2	35%
\$20.00 to \$29.99	\$9.2	-\$1.9	-17%
\$30.00 to \$49.99	\$7.6	\$2.5	50%
\$50.00 to \$99.99	\$5.2	\$3.0	136%
\$100.00 to \$199.99	\$1.2	-\$0.4	-26%
\$200.00 and over	\$1.3	\$0.8	169%
Total value	\$390	-\$13	-3%

The variety label claims driving growth above \$10 per litre were:

- Shiraz, up 3 per cent \$24 million
- Cabernet Sauvignon/Cabernet, up 13 per cent to \$12 million
- Chardonnay, up 5 per cent to \$2.7 million, and
- Pinot Noir, up 22 per cent to \$1.8 million.

In the year ended December 2022, the total US off-trade market declined by 4 per cent in volume but increased in value by 0.3 per cent. This was due to the decline of the commercial end of the market (below US\$11 per bottle) by 8 per cent and the growth of the premium end (above US\$11 per bottle) by 2 per cent. These figures show a slight softening of the premium segment compared to the previous quarter, which could be a result of consumers trading down as tough economic conditions impact disposable income.

Australian wine sales in the US off-trade market declined by 8 per cent in volume and 6 per cent in value in 2022. The steeper decline than the overall market is because 80 per cent of Australian wine sales are in the US\$4 to US\$7.99 per bottle segment, which declined by 7 per cent in the total market. Pleasingly, Australian wine participated in the growth of premium wine, with Australian wines priced between US\$15 and US\$25 per bottle up by 6 per cent in volume.

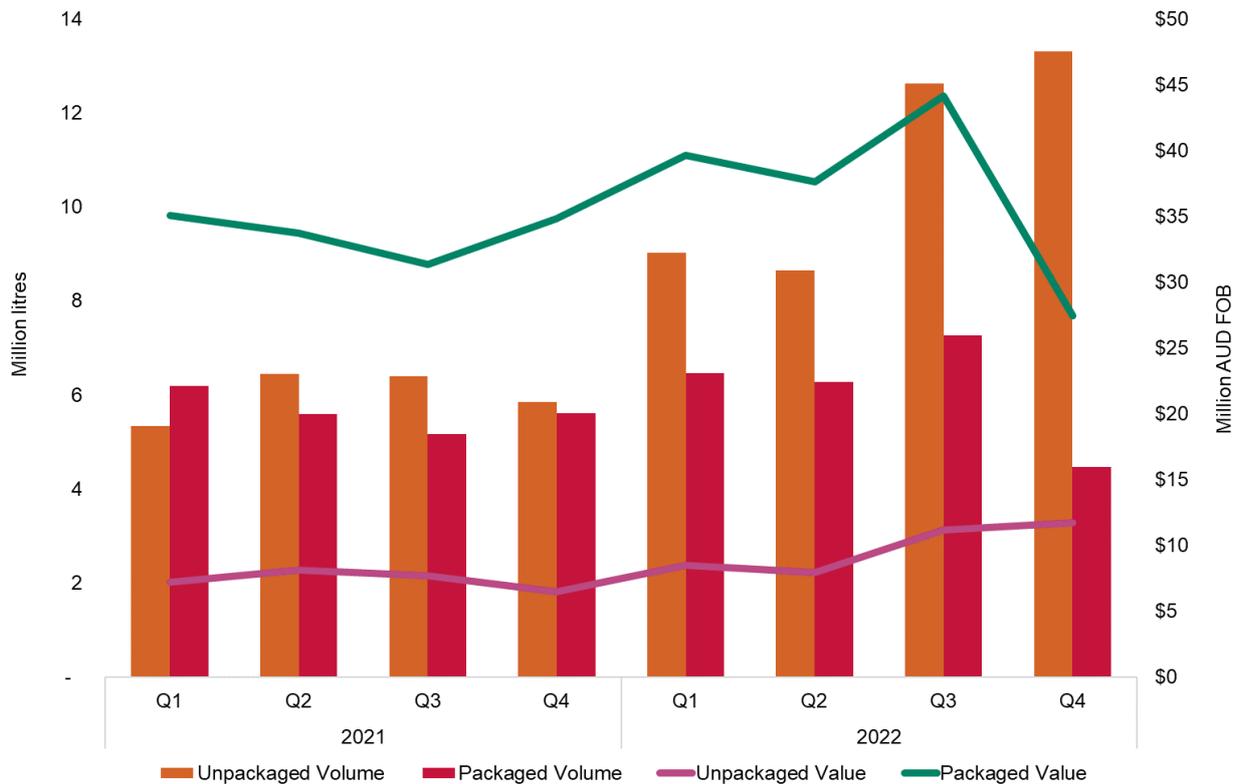
Wine Australia's Regional General Manager Americas Aaron Ridgway said, "Despite extreme challenges at the lower end of the market, and broader uncertainty in the economy affecting consumer confidence, above-\$10 exports-maintained growth over the past year and the number of wineries trading in this segment grew to a 15-year high. Australian wine is also gaining ground between US\$15 and US\$25 dollars in retail, arguably the most critical price segment for wine in the near term as it battles structural decline below US\$10 a bottle. If Australia is able to continue supplying unpackaged wine at competitive prices this will naturally drive average value lower but in no way indicates that US consumers are suddenly trading down within the Australian category."

Canada

In the year ended December 2022, exports to Canada increased by 14 per cent in value to \$188 million and 46 per cent in volume to 68 million litres. The average value of exports declined by 22 per cent to \$2.76 per litre FOB.

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Figure 7: Exports to Canada by quarter, packaged vs unpackaged



Like in the US, unpackaged exports are a key driver of Canada’s export performance in 2022 (see Figure 7 and exports valued “\$2.49 per litre and under” in Figure 8). Unpackaged wine exports nearly doubled in volume, up 81 per cent to 44 million litres. Average value declined by 26 per cent to \$0.90 per litre FOB.

However, unlike the US, exports of packaged wine also grew to Canada. Packaged exports increased by 10 per cent in value to \$149 million and 8 per cent in volume to 24 million litres. The strongest growth came from exports valued at \$5 per litre and above, up by 13 per cent to \$114 million.

The variety label claims driving growth \$5 per litre and above were:

- Shiraz, up 12 per cent to \$44 million
- Moscato, up 11 per cent to \$20 million
- Cabernet Sauvignon, up 11 per cent to \$20 million, and
- Chardonnay, up 46 per cent to \$8.5 million.

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Figure 8: Value of exports to Canada by price segment (\$ million FOB)

Price segment (A\$/litre)	MAT December 2022	Value change	Growth rate
\$2.49 and under	\$39	\$10	36%
\$2.50 to \$4.99	\$35	\$0.4	1%
\$5.00 to \$7.49	\$64	\$2.1	3%
\$7.50 to \$9.99	\$22	\$6.7	44%
\$10.00 to \$14.99	\$21	\$2.0	11%
\$15.00 to \$19.99	\$3.4	\$1.5	76%
\$20.00 to \$29.99	\$1.9	\$0.6	45%
\$30.00 to \$49.99	\$1.4	\$0.2	21%
\$50.00 to \$99.99	\$0.7	\$0.0	-5%
\$100.00 to \$199.99	\$0.2	\$0.0	-16%
\$200.00 and over	\$0.1	\$0.0	-25%
Total value	\$188	\$24	14%

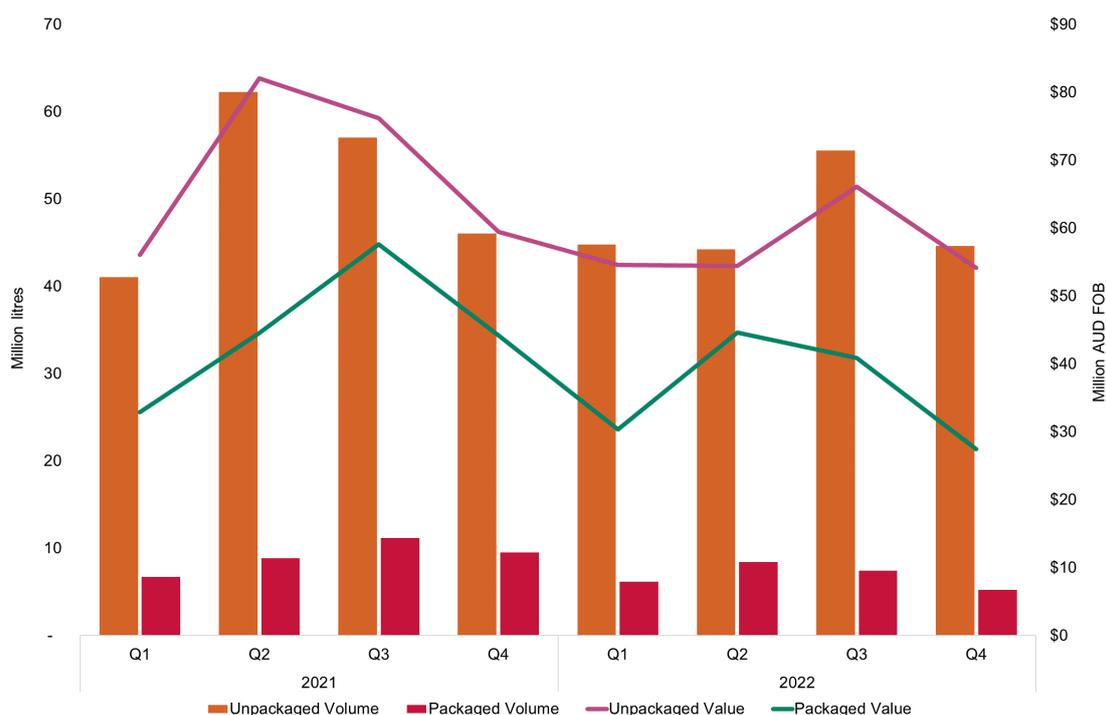
Europe

United Kingdom

Since Brexit was announced in 2016, exports to the UK have been unpredictable. There have been several peaks and troughs during this time before the COVID-19 pandemic also influenced shipment levels in 2020. In the latest figures, Australian wine exports to the UK declined in value by 18 per cent to \$373 million and in volume by 11 per cent to 216 million litres. The average value of exports also declined, by 8 per cent to \$1.72 per litre FOB.

Unpackaged exports have an 87 per cent volume share of Australia's exports the UK, and as such, most of the decline in volume and value was in this segment (see Figure 9). Unpackaged exports fell by 16 per cent in value to \$229 million and 8 per cent in volume to 189 million litres. Packaged exports, while only amounting to a 13 per cent share of exports, fell at a faster rate – down 20 per cent in value to \$143 million and 25 per cent in volume to 27 million litres.

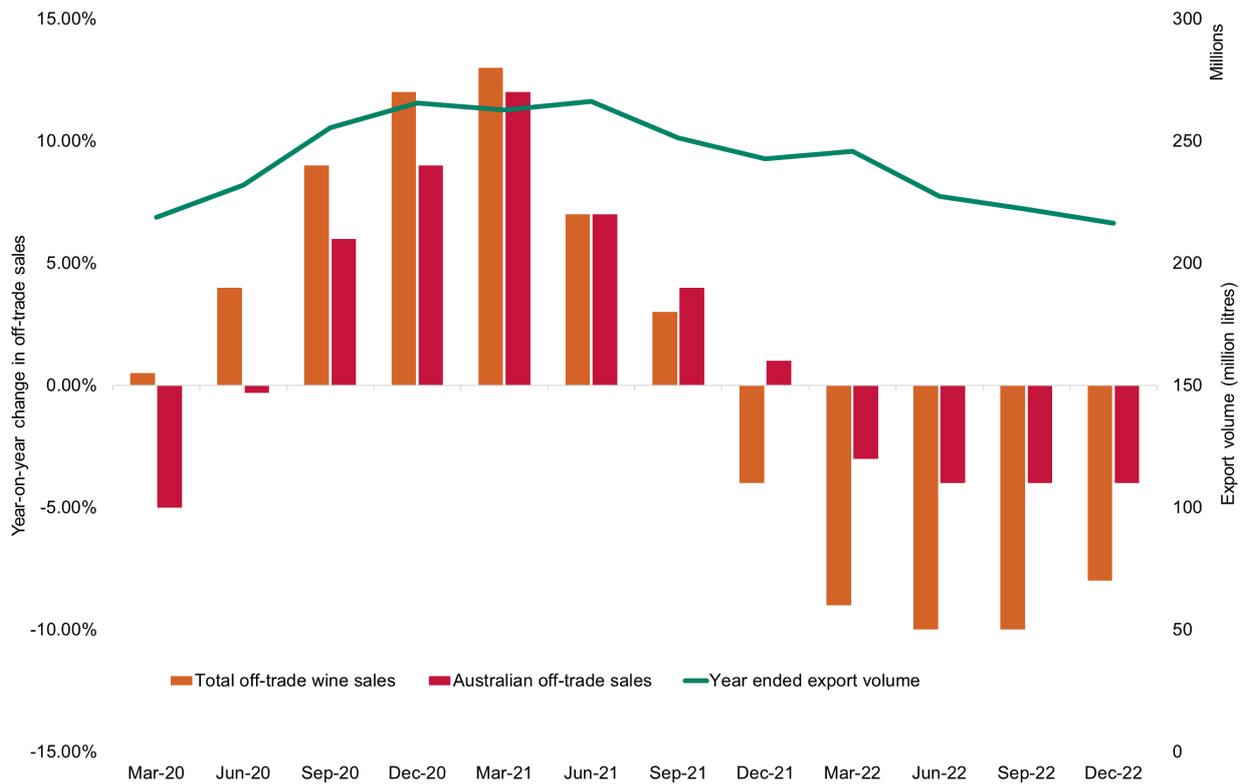
Figure 9: Exports to the United Kingdom by quarter, packaged vs unpackaged



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Australian wine holds the number one position in the UK off-trade – a category that benefitted greatly from the closure of the on-trade during the COVID-19 pandemic, and as the on-trade reopened in 2021 and 2022, there was a counter-swing in the demand for Australian wine as Australia’s share in the on-trade is substantially lower. Figure 10 illustrates the relationship between sales performance in the off-trade and Australian exports to the UK. In 2020, there was an acceleration of exports in response to increased sales (and the end of the Brexit transition period on 31 December 2020). Sales growth slowed in 2021 and finally reversed in 2022.

Figure 10: Year-on-year change in UK off-trade wine sales vs. volume of exports



Source: IRI Worldwide and Wine Australia

The return to more normal levels of off-trade sales is evident in IRI data for the year ended 31 December 2022. The total off-trade wine market declined by 8 per cent in volume and 6 per cent in value during the period, while Australia’s decline was slower – down by 4 per cent in volume and 3 per cent in value. While the decline for the total market was across the whole price spectrum, Australia wines priced between £6 and £7 grew by 7 per cent and wines priced above £10 per bottle grew by 30 per cent, albeit off a small base.

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Figure 11: Value of exports to the UK by price segment (\$ million FOB)

Price segment (A\$/litre)	MAT December 2022	Value change	Growth rate
\$2.49 and under	\$215	-\$39	-15%
\$2.50 to \$4.99	\$78	-\$29.6	-28%
\$5.00 to \$7.49	\$30	-\$5.0	-14%
\$7.50 to \$9.99	\$18	-\$4.8	-21%
\$10.00 to \$14.99	\$14	-\$0.8	-5%
\$15.00 to \$19.99	\$4.3	\$0.2	5%
\$20.00 to \$29.99	\$4.1	-\$1.7	-30%
\$30.00 to \$49.99	\$4.1	-\$0.5	-11%
\$50.00 to \$99.99	\$3.4	\$0.9	37%
\$100.00 to \$199.99	\$1.1	\$0.0	-4%
\$200.00 and over	\$1.3	\$0.2	23%
Total value	\$373	-\$80	-18%

Wine Australia's Regional General Manager UK/EMEA Laura Jewell MW said "The hospitality sector in the UK was particularly hard hit during 2022, with more businesses closing due to rising costs, staff shortages, low consumer confidence and strikes affecting travel and delivery services. These also impacted the Christmas trade as the rail strikes meant that many corporate events were cancelled, and those that did go ahead were with reduced numbers. For the on-trade in cities, it was even more challenging as this was the first Christmas since 2019 that was not affected by COVID restrictions. In the off-trade, while Australian wine outperformed the market, the major retailers reported mixed results in their festive trading figures. At the Australian Trade Tasting in London in January, we saw some optimism in the market and rekindled interest from across all sectors of the trade."

Other Europe

Exports to Europe (excluding the UK) declined by 12 per cent in value to \$213 million and 11 per cent in volume to 97 million litres. Nearly every destination declined, as harsh economic conditions and logistical challenges made it hard to do business in the region. The largest contributor to the decline was Germany (down 22 per cent in value to \$38 million), followed by the Netherlands (down 19 per cent to \$29 million) and Denmark (down 13 per cent to \$37 million). Partially offsetting these declines was a significant increase in exports to Spain to \$9.6 million, driven by unpackaged wine that is being bottled there and then shipped to other European markets.

Figure 12: Exports to Europe (excluding the UK) by destination market

Market	Value		Volume	
	\$ million	% change	Million litres	% change
Germany	\$38.2	-22%	29.2	-15%
Denmark	\$36.7	-13%	17.8	-19%
Netherlands	\$28.6	-19%	8.9	-26%
Sweden	\$21.9	-2%	5.2	-4%
Belgium	\$15.4	-18%	9.2	-2%
France	\$15.4	-1%	10.0	6%
Finland	\$10.9	-8%	5.3	11%
Spain	\$9.6	1386%	1.9	647%
Ireland	\$9.6	-10%	2.6	-4%
Norway	\$7.0	-21%	2.1	-21%
Others	\$19.7	-22%	4.7	-23%
Total	\$213.1	-12%	96.8	-11%

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Northeast Asia

Exports to Northeast Asia declined by 10 per cent in value to \$314 million and 15 per cent in volume to 32 million litres. The largest decline in this region was in exports to Hong Kong, down 13 per cent to \$167 million. Exports to mainland China continued their decline, more than two years after tariffs were enforced on Australian wine imports, down by 58 per cent to \$12 million. Growth in exports to Japan offset some of this loss, up by 8 per cent to \$51 million and driven by exports above \$10 per litre, which reached a calendar year record of \$13 million. The number of exporters to Japan grew by 23 per cent to 260 in 2022, up from 211 in 2021. While exports to South Korea declined overall, the \$10 and above segment showed strong growth, up 28 per cent to \$26 million.

Figure 12: Exports to Northeast Asia by destination market

Market	Value		Volume	
	\$ million	% change	Million litres	% change
Hong Kong	\$166.5	-13%	7.4	-14%
Japan	\$50.9	8%	13.7	4%
South Korea	\$44.3	-5%	4.7	-26%
Taiwan	\$26.7	-13%	2.9	-6%
Macao	\$13.1	692%	0.3	590%
China mainland	\$12.4	-58%	3.0	-54%
Total	\$314.0	-10%	31.8	-15%

Southeast Asia

In the year ended December 2022, exports to Southeast Asia increased by 16 per cent in value to \$305 million and 56 per cent in volume to 27 million litres. Exports to all key Southeast Asian destinations increased, with the exception of Singapore. The main drivers behind this growth were Thailand (up 118 per cent to \$62 million) and Malaysia (up 78 per cent to \$61 million). A decline in the value of exports to Singapore, down 20 per cent to \$132 million, offset some of these gains. Singapore remains the number one destination in Southeast Asia for Australian wine exports but is a trading hub and some of the wine is on-shipped to other Asian markets. As with all trading hubs globally, export levels can vary to these types of markets depending on changes in business practices of shipping directly to the selling destination or vice versa.

Figure 13: Exports to Southeast Asia by destination market

Market	Value		Volume	
	\$ million	% change	Million litres	% change
Singapore	\$132.4	-20%	8.5	7%
Thailand	\$61.7	118%	7.0	129%
Malaysia	\$60.9	78%	4.9	106%
Indonesia	\$18.7	30%	0.9	17%
Philippines	\$16.0	38%	2.7	35%
Vietnam	\$11.1	103%	2.1	222%
Cambodia	\$1.9	10%	0.3	80%
Others	\$1.9	898%	0.1	371%
Total	\$304.5	16%	26.6	56%

Wine Australia Regional Manager Asia Pacific Sarah Roberts said, "While changes to licensing and regulations post-COVID continue in some markets, strength at the premium price points in Japan and South Korea is a positive trend as this part of the region continues to open back up. With our

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increased engagement through our Country Managers, we will hopefully continue to gain traction in these key markets.

“It’s encouraging to still see significant growth trends across Southeast Asia, as we continue to increase our focus on this part of the region to further drive the momentum for Australian wine. We are looking forward to a significant Australian presence at Vinexpo in Singapore in May, which will provide an opportunity to engage with trade from these key markets and demonstrate our commitment to maintaining growth trends.”

Other markets

Other markets around the world where Australian exports are increasing include:

- United Arab Emirates, up 20 per cent to \$19 million
- India, up 20 per cent to \$14 million
- Fiji, up 92 per cent to \$7.1 million
- Brazil, up 300 per cent to \$6.2 million, and
- Qatar, up 147 per cent to \$2.3 million.

About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RDA), growing domestic and international markets, and protecting the reputation of Australian wine.

Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RDA investments.

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