

Wine
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Wine

Margaret River
Export Report:
Packaged wine
MAT December 2019

Important reading

- This report provides an overview of packaged wine exports where there is a GI claim on the label. It does not provide a full picture of all wine that has been produced and exported from a specific region. Packaged wine includes glass bottle, soft pack and alternative packaging.
- This report is for packaged wine only and wine exported in bulk containers is not included.
- This report is updated quarterly.
- All data, unless specifically stated, is for the moving annual total (MAT), in other words, for the 12 months to the month ending that stated on the front cover. All growth rates are for the annual change to the same period.
- All data presented is for wines where the report's region is the primary GI named on the label. For example, one bottle of Yarra Valley/King Valley blend will contribute 750ml towards the Yarra Valley report but will be excluded from the King Valley report.
- When the wine is not regionally identified, data is not included in this report. For example, if the same Yarra Valley/King Valley wine has no GI claim on the bottle it will be included in a report 'no label claim'.

Disclaimer: While Wine Australia makes every effort to ensure the accuracy and currency of information within this report, we accept no responsibility for information, which may later prove to be misrepresented or inaccurate, or reliance placed on that information by readers.

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GI claims over time

	Volume		Value		Average Value AUD per litre	
	'000 litres	Change	'000 AUD	Change	litre	Change
MAT December 2011	2,509	20%	\$24,210	15%	\$9.65	-4%
MAT December 2012	2,813	12%	\$27,970	16%	\$9.94	3%
MAT December 2013	2,250	-20%	\$23,776	-15%	\$10.57	6%
MAT December 2014	2,074	-8%	\$22,906	-4%	\$11.04	4%
MAT December 2015	2,038	-2%	\$23,456	2%	\$11.51	4%
MAT December 2016	2,380	17%	\$27,941	19%	\$11.74	2%
MAT December 2017	2,614	10%	\$31,810	14%	\$12.17	4%
MAT December 2018	2,488	-5%	\$30,149	-5%	\$12.12	0%
MAT December 2019	2,587	4%	\$32,944	9%	\$12.74	5%

GI claims by country

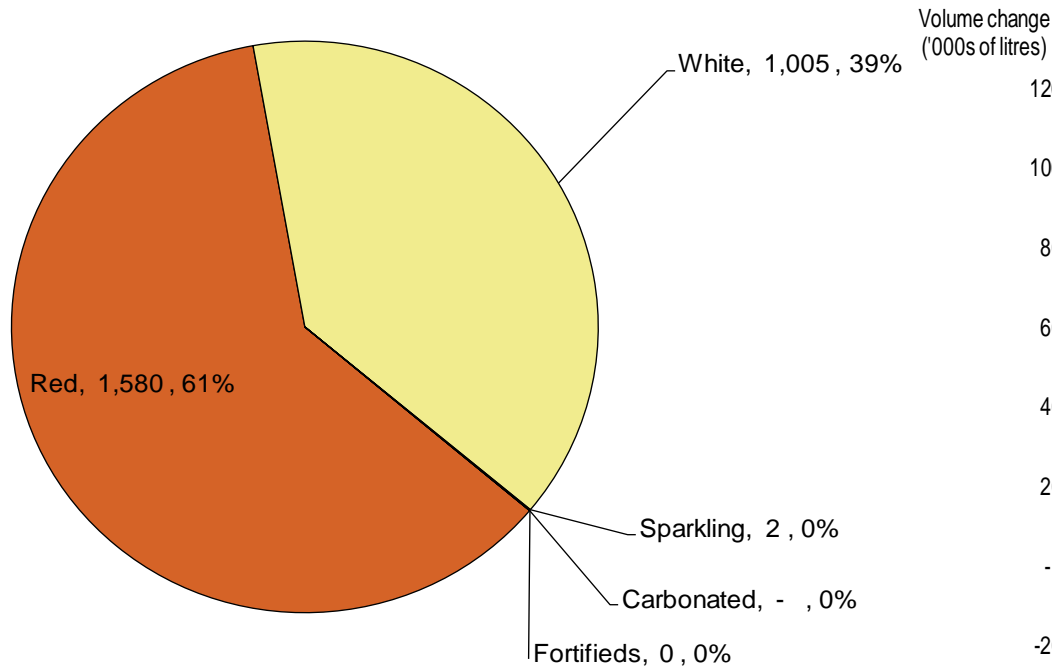
	MAT December									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Volume ('000 litres)										
Canada	166	202	195	190	145	137	161	152	141	113
China, Pr	387	361	694	393	345	321	454	689	694	684
France	52	78	69	87	58	48	38	49	8	31
Hong Kong	178	269	404	224	119	140	108	104	128	100
Indonesia	12	36	29	26	23	25	18	39	31	37
Japan	61	67	57	47	44	43	32	35	35	65
Malaysia	22	45	43	47	49	40	23	43	38	33
New Zealand	40	41	59	46	96	59	72	94	82	67
Ship	35	64	41	69	19	45	79	38	48	47
Singapore	223	210	217	191	198	252	226	236	202	265
Thailand	21	41	49	32	39	34	83	82	94	92
United Arab Emirates	34	37	62	67	80	61	33	75	39	33
United Kingdom	527	641	351	370	343	394	501	417	342	296
United States Of America	111	193	331	256	376	295	394	368	369	483
Vietnam	17	9	12	10	7	6	5	8	9	110
Value ('000 AUD)										
Canada	1,670	2,172	2,033	1,903	1,501	1,737	1,986	1,892	1,880	1,546
China, Pr	3,051	3,598	6,953	4,240	3,717	3,681	5,175	7,816	7,770	8,716
France	704	778	672	954	694	485	442	489	126	395
Hong Kong	2,007	2,585	2,915	2,083	1,442	1,679	1,518	1,592	1,813	1,418
Indonesia	184	558	389	417	319	326	188	566	508	552
Japan	913	988	1,316	622	657	623	500	563	550	848
Malaysia	304	506	562	509	515	475	299	514	438	486
New Zealand	455	396	576	465	777	556	679	861	806	669
Ship	492	830	581	701	230	408	695	486	549	480
Singapore	2,680	2,628	2,838	2,584	2,551	3,367	3,133	3,443	3,066	4,139
Thailand	248	346	427	285	314	329	792	735	995	957
United Arab Emirates	407	614	844	1,066	942	690	607	1,162	564	571
United Kingdom	4,396	4,399	3,098	3,181	3,513	4,084	4,881	4,692	3,854	3,397
United States Of America	1,272	1,558	2,579	2,639	4,089	3,439	4,875	4,569	4,277	5,790
Vietnam	216	106	163	141	108	94	75	139	128	1,191

Packaged exports by price point and destination

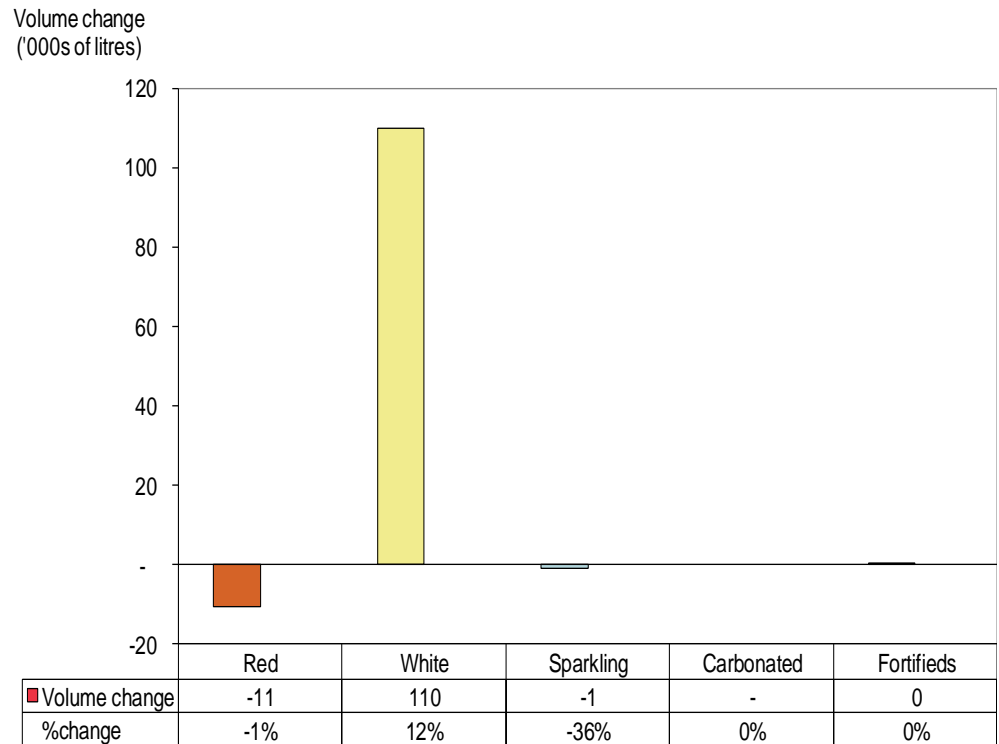
	\$2.49 and under		\$2.50 to \$4.99		\$5.00 to \$7.49		\$7.50 to \$9.99		\$10 to \$19.99		Above \$20		Total	
	('000 litres)	(%)	('000 litres)	(%)	('000 litres)	(%)	('000 litres)	(%)	('000 litres)	(%)	('000 litres)	(%)	('000 litres)	(%)
China, Pr	6	38%	63	-44%	61	-51%	132	44%	347	15%	76	27%	684	-2%
United States Of America	-	-100%	6	-6%	56	80%	264	60%	108	-23%	48	92%	483	31%
United Kingdom	0	na	9	-12%	48	-51%	161	27%	51	-36%	27	-3%	296	-13%
Singapore	1	na	-	-100%	4	-12%	19	-1%	192	28%	50	76%	265	31%
Canada	0	-52%	-	na	1	-82%	6	183%	98	-22%	8	-20%	113	-20%
Vietnam	-	na	1	na	23	5349%	43	1477%	42	852%	2	38%	110	1145%
Hong Kong	-	-100%	2	1180%	11	-25%	34	26%	43	-37%	10	-43%	100	-22%
Thailand	-	na	1	na	5	8%	51	-15%	32	27%	3	-31%	92	-2%
New Zealand	-	na	3	-8%	24	-38%	23	46%	15	-31%	3	-33%	67	-19%
Japan	-	na	8	na	-	-100%	25	243%	24	16%	8	22%	65	85%
Ship	-	na	12	na	4	-35%	5	-45%	25	-21%	1	129%	47	-1%
Indonesia	-	na	-	na	-	na	10	102%	19	16%	7	-26%	37	18%
United Arab Emirates	-	na	-	na	0	na	6	47%	22	-30%	5	52%	33	-15%
Malaysia	-	na	0	-94%	5	-25%	8	-19%	13	9%	6	64%	33	-13%
France	-	na	-	na	-	na	15	1485%	13	100%	3	216%	31	274%
Other	0.1	-75%	0	na	14	-72%	32	-59%	68	-12%	18	-26%	132	-42%
Total	7.0	28%	104	-23%	254	-33%	834	33%	1,113	0%	274	21%	2,587	4%

Packaged exports by colour/wine style

Volume ('000 litres)

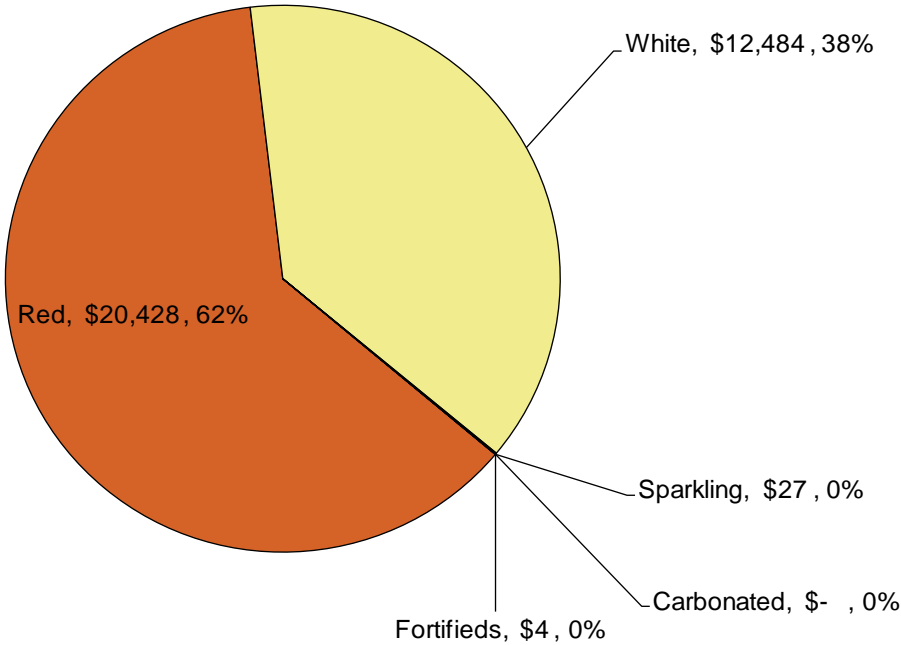


Change in volume

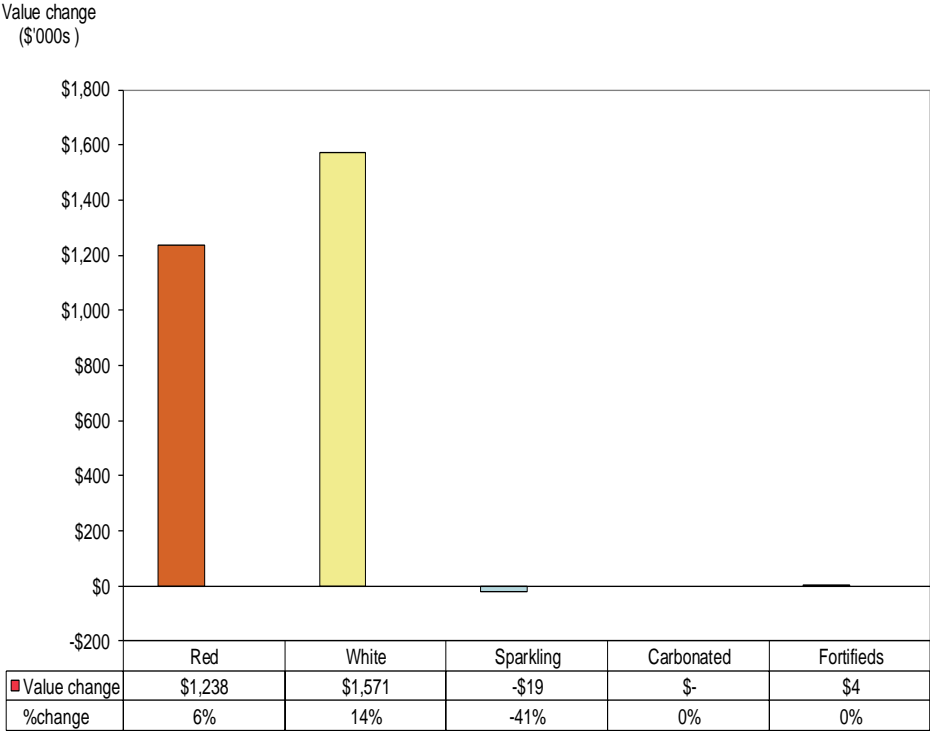


Packaged exports by colour/wine style

Value ('000 AUD)

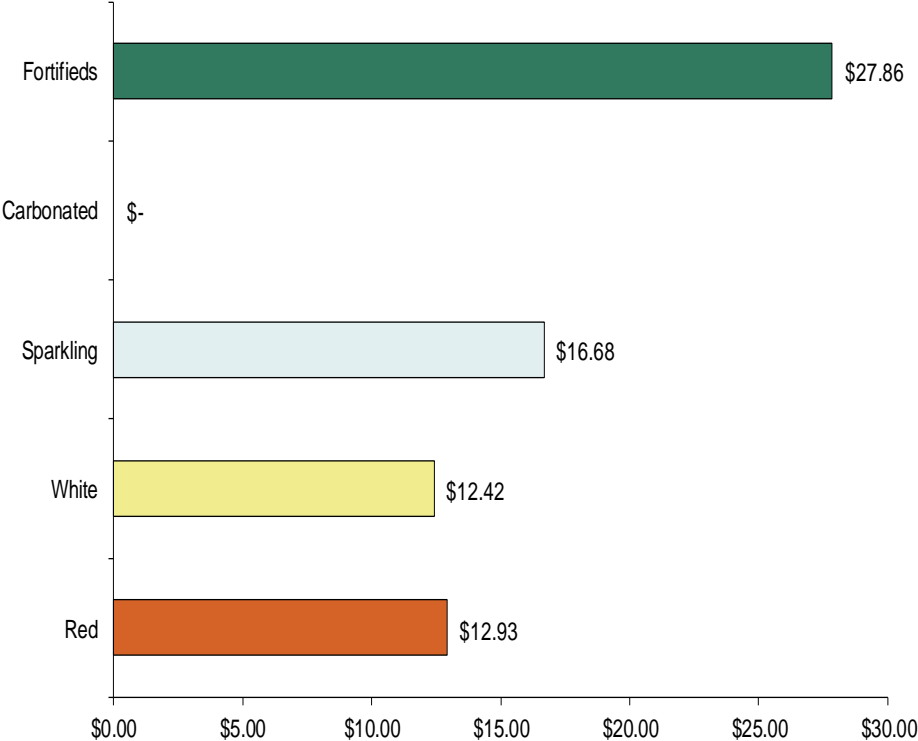


Change in value

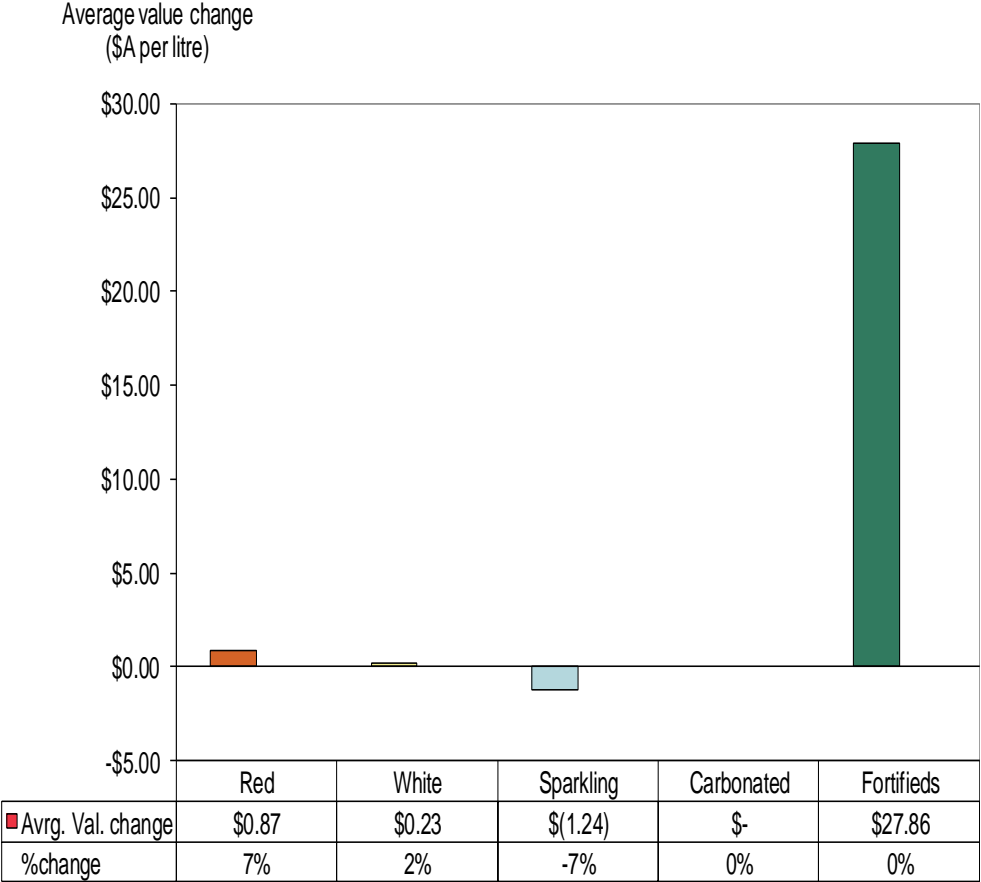


Packaged exports by colour/wine style

Average value (AUD per litre)



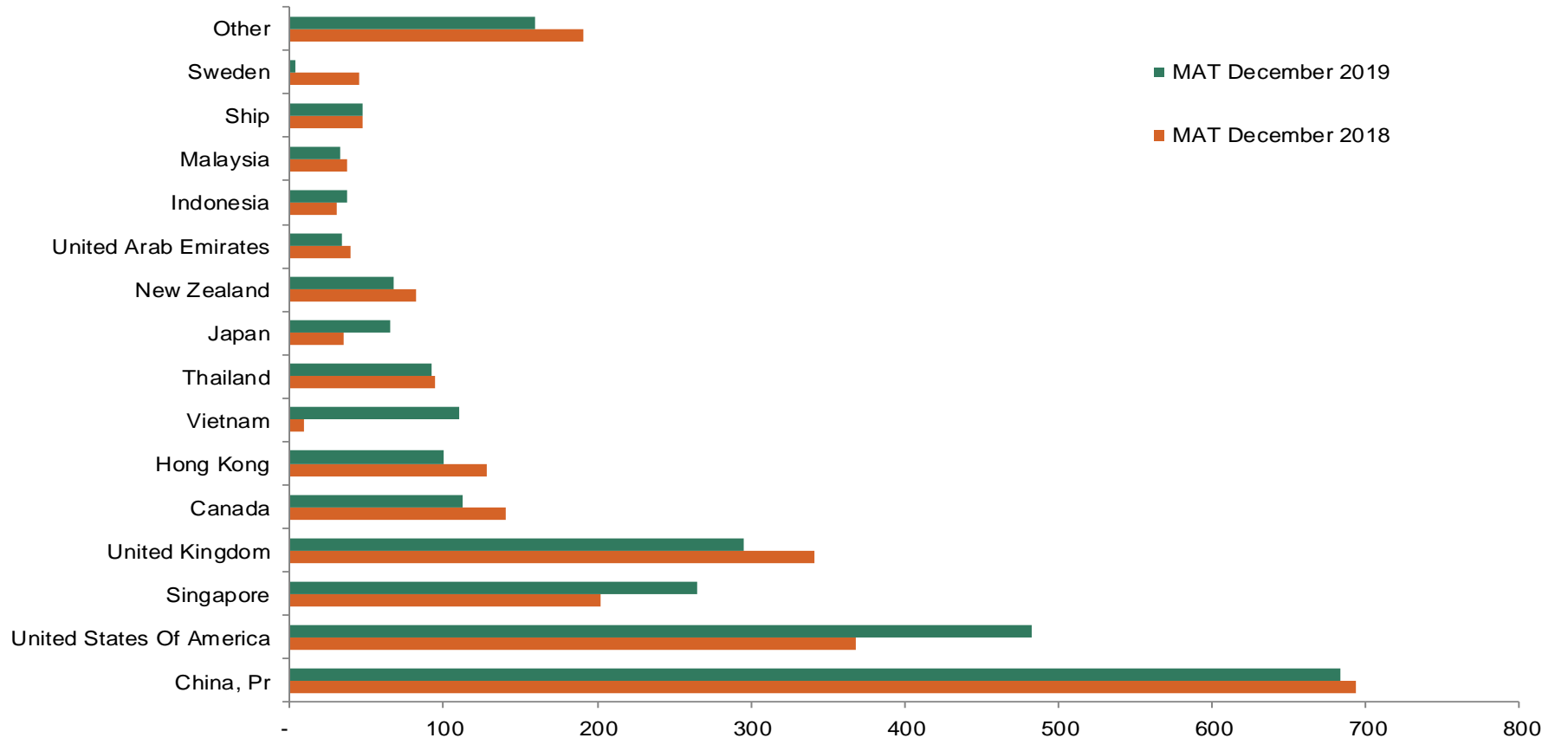
Change in average value



	Red	White	Sparkling	Carbonated	Fortifieds
■ Avg. Val. change	\$0.87	\$0.23	\$(1.24)	\$-	\$27.86
%change	7%	2%	-7%	0%	0%

Packaged exports by top 15 destinations

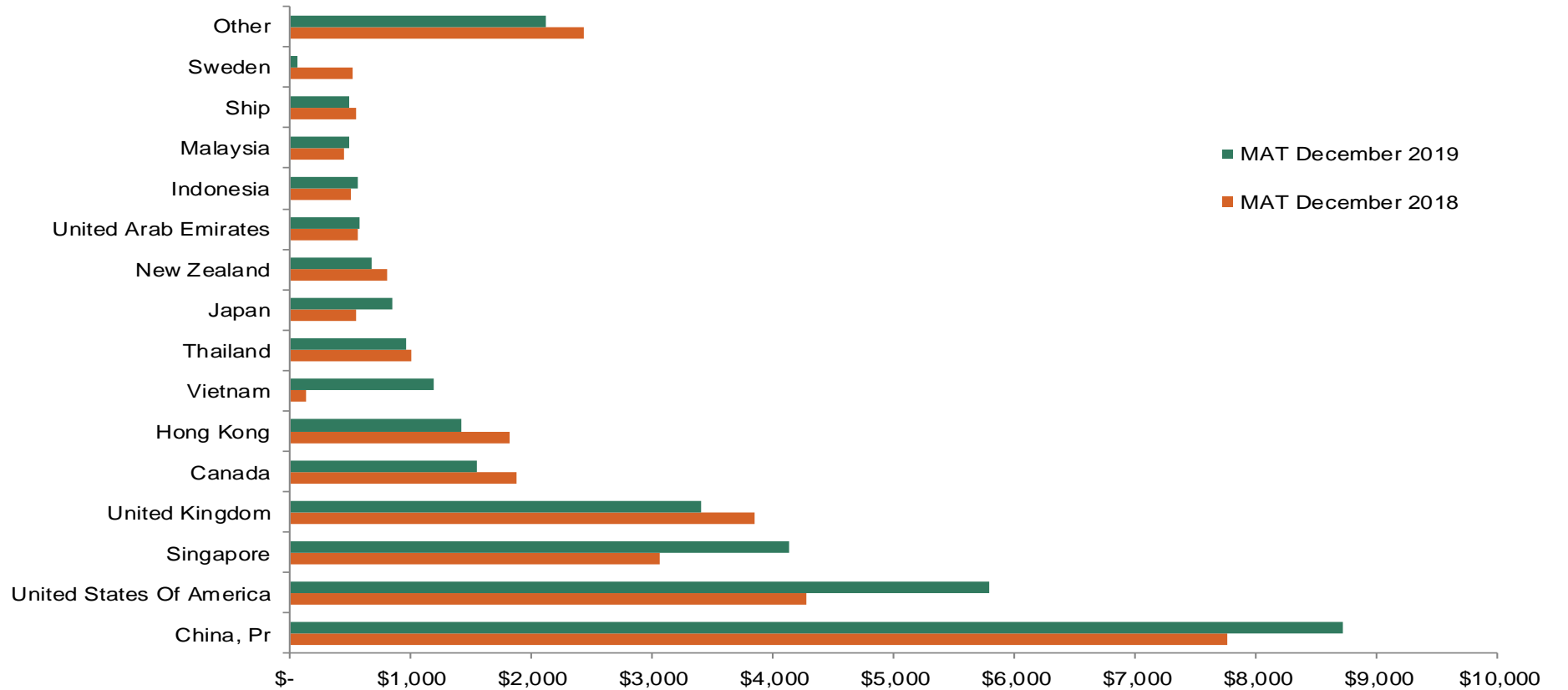
Volume ('000 litres)



	China, Pr	United States Of America	Singapore	United Kingdom	Canada	Hong Kong	Vietnam	Thailand	Japan	New Zealand	United Arab Emirates	Indonesia	Malaysia	Ship	Sweden	Other
■ MAT December 2019	684	483	265	296	113	100	110	92	65	67	33	37	33	47	3	160
■ MAT December 2018	694	369	202	342	141	128	9	94	35	82	39	31	38	48	46	191

Packaged exports by top 15 destinations

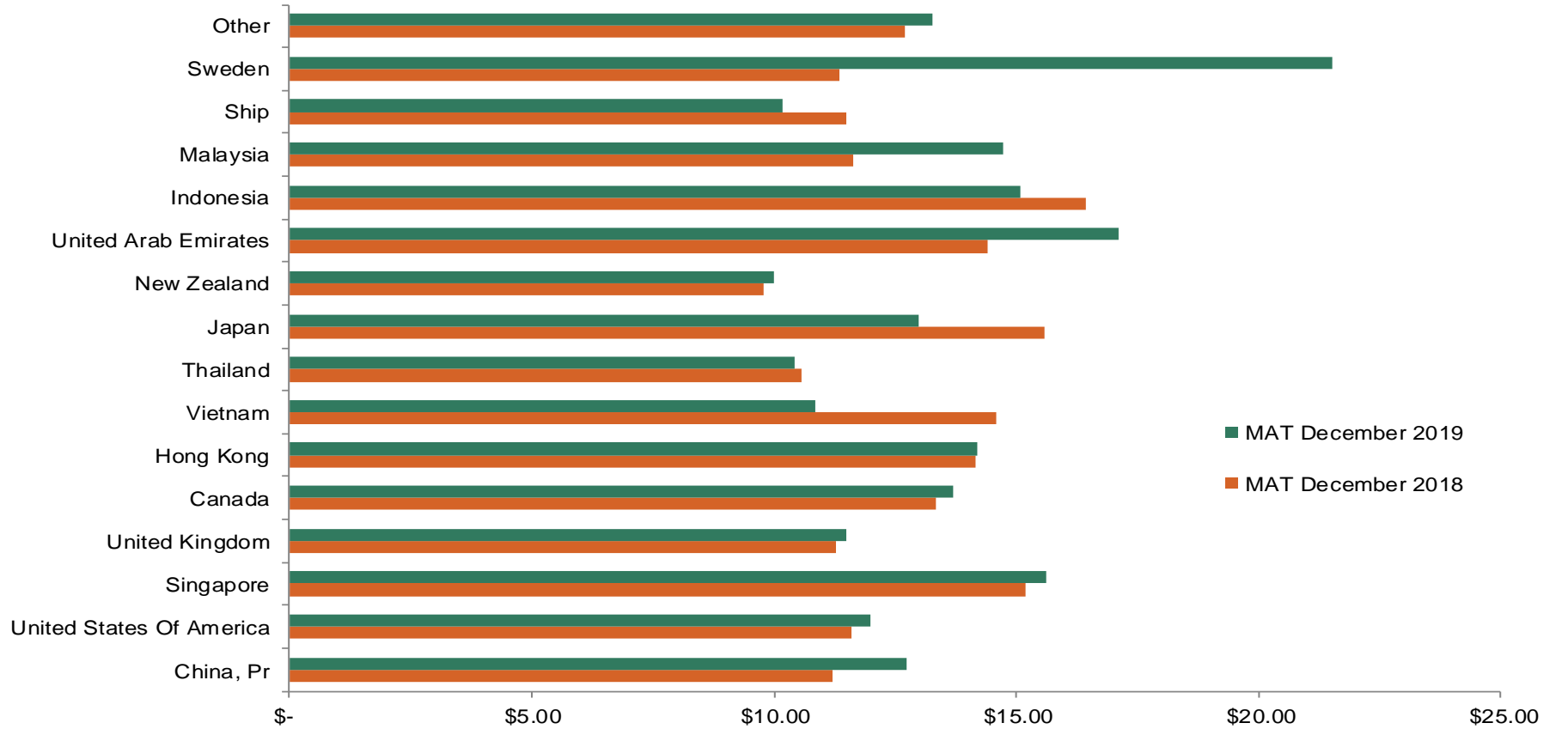
Value ('000 AUD)



	China, Pr	United States Of America	Singapore	United Kingdom	Canada	Hong Kong	Vietnam	Thailand	Japan	New Zealand	United Arab Emirates	Indonesia	Malaysia	Ship	Sweden	Other
■ MAT December 2019	\$8,716	\$5,790	\$4,139	\$3,397	\$1,546	\$1,418	\$1,191	\$957	\$848	\$669	\$571	\$552	\$486	\$480	\$64	\$2,120
■ MAT December 2018	\$7,770	\$4,277	\$3,066	\$3,854	\$1,880	\$1,813	\$128	\$995	\$550	\$806	\$564	\$508	\$438	\$549	\$517	\$2,432

Packaged exports by top 15 destinations

Average Value (AUD per litre)

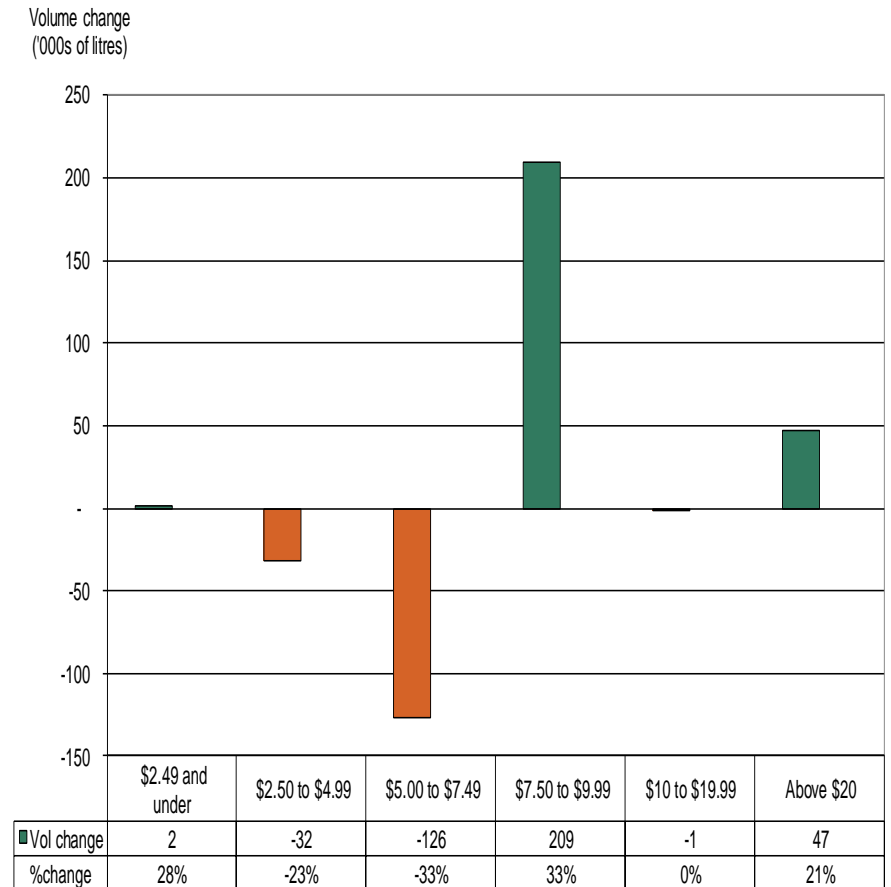
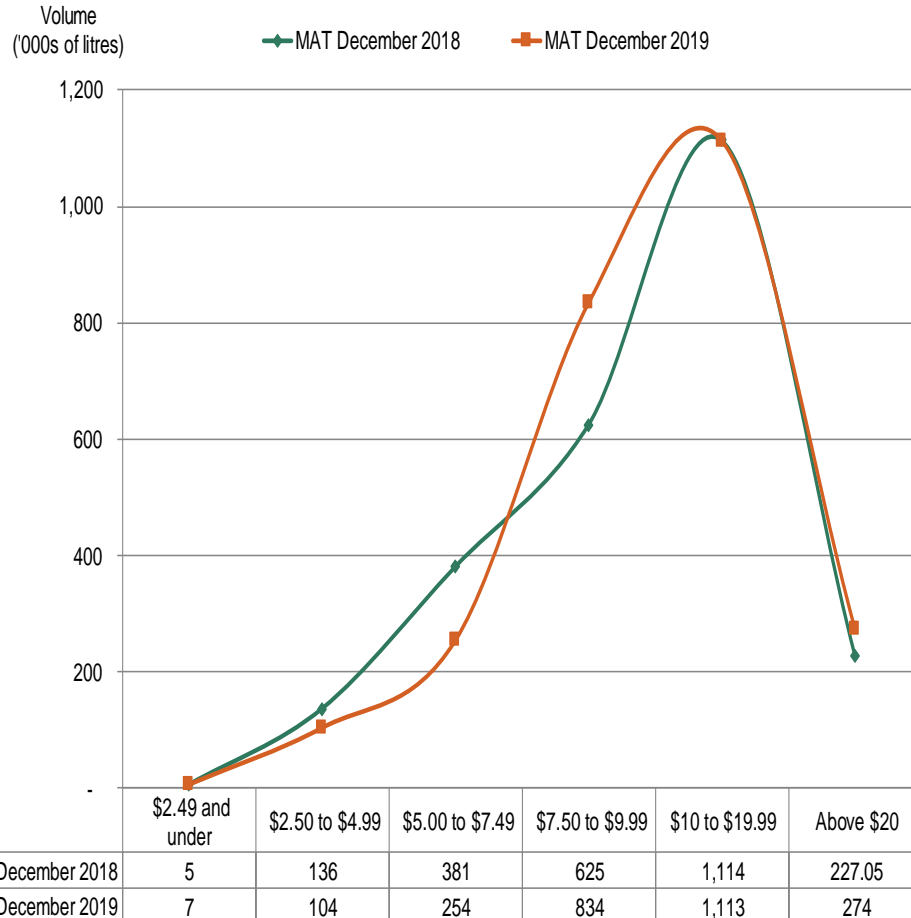


	China, Pr	United States Of America	Singapore	United Kingdom	Canada	Hong Kong	Vietnam	Thailand	Japan	New Zealand	United Arab Emirates	Indonesia	Malaysia	Ship	Sweden	Other
MAT December 2019	\$12.75	\$11.99	\$15.62	\$11.49	\$13.70	\$14.21	\$10.84	\$10.41	\$12.97	\$9.99	\$17.10	\$15.08	\$14.72	\$10.16	\$21.52	\$13.28
MAT December 2018	\$11.19	\$11.60	\$15.20	\$11.29	\$13.34	\$14.16	\$14.57	\$10.58	\$15.57	\$9.77	\$14.42	\$16.44	\$11.62	\$11.51	\$11.36	\$12.71

Packaged exports by price point

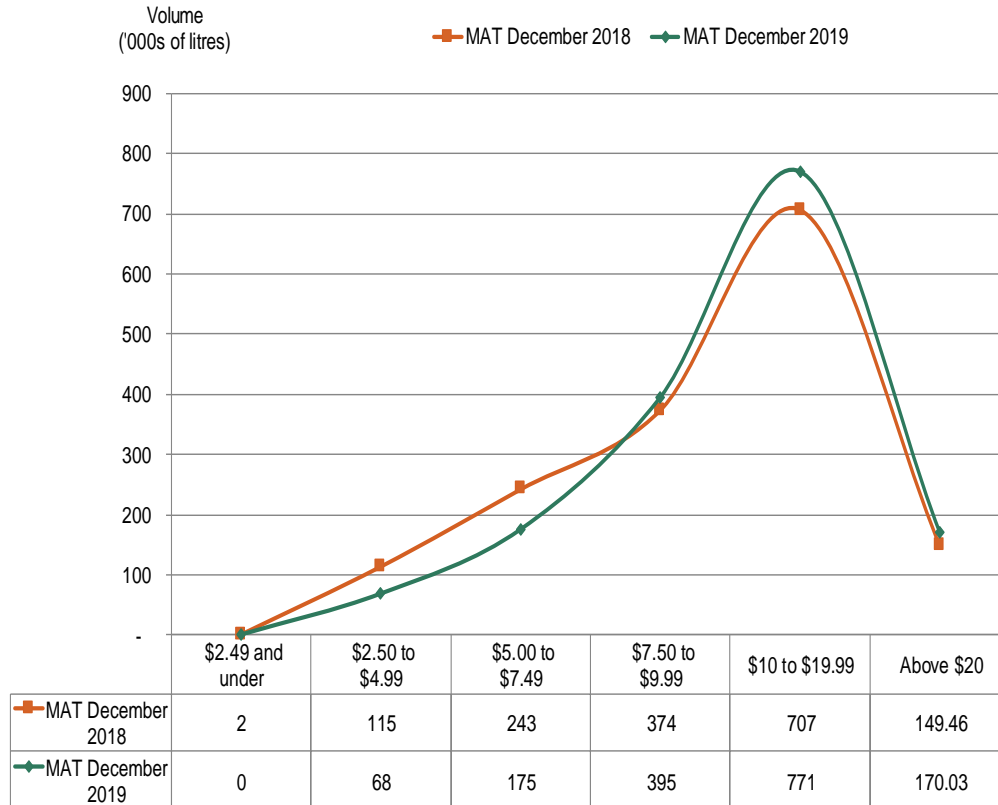
Volume ('000 litres)

Change in volume

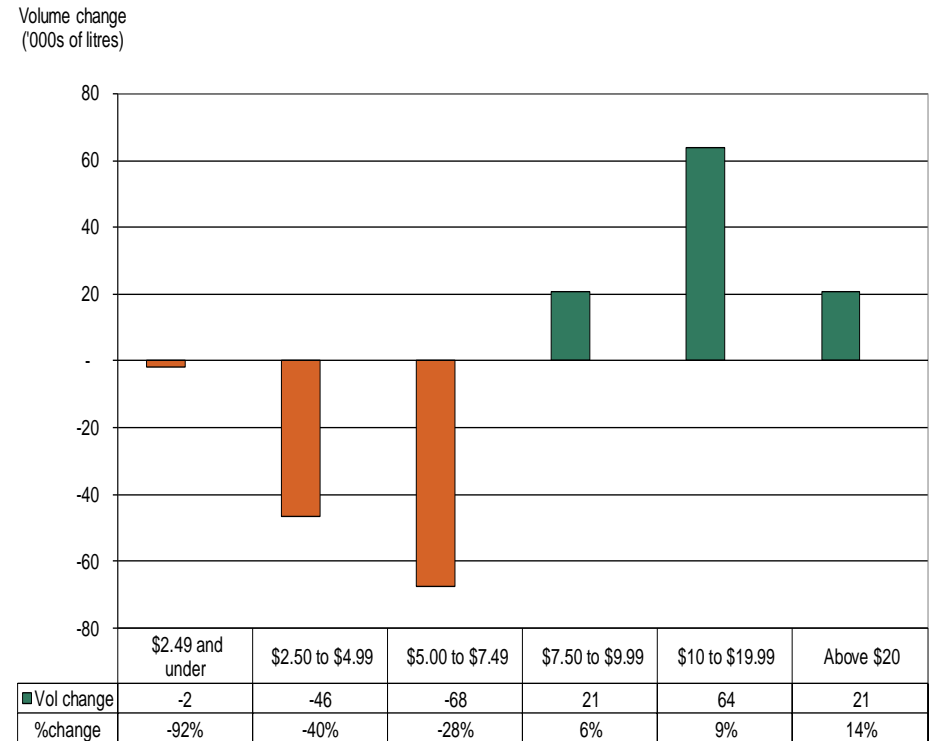


Packaged red wine exports by price point

Volume ('000 litres)



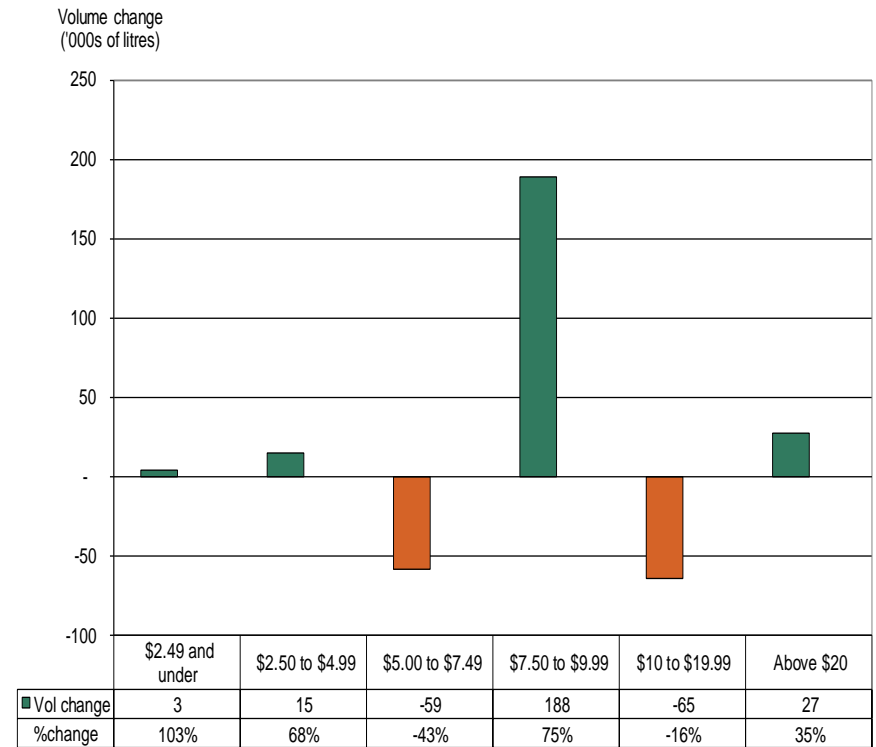
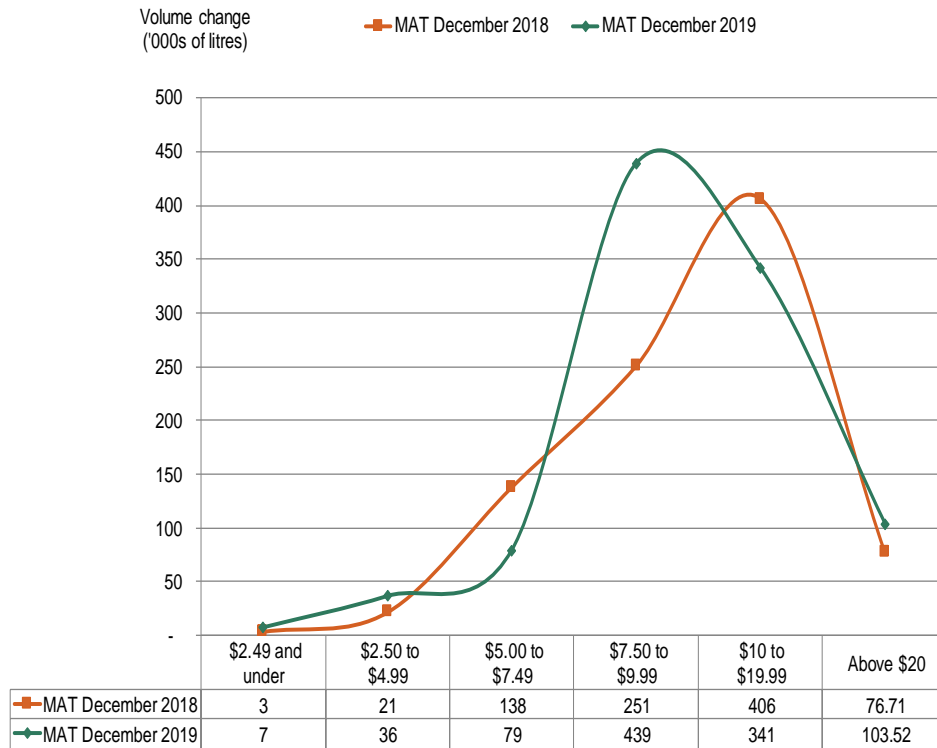
Change in volume



Packaged white wine exports by price point

Volume ('000 litres)

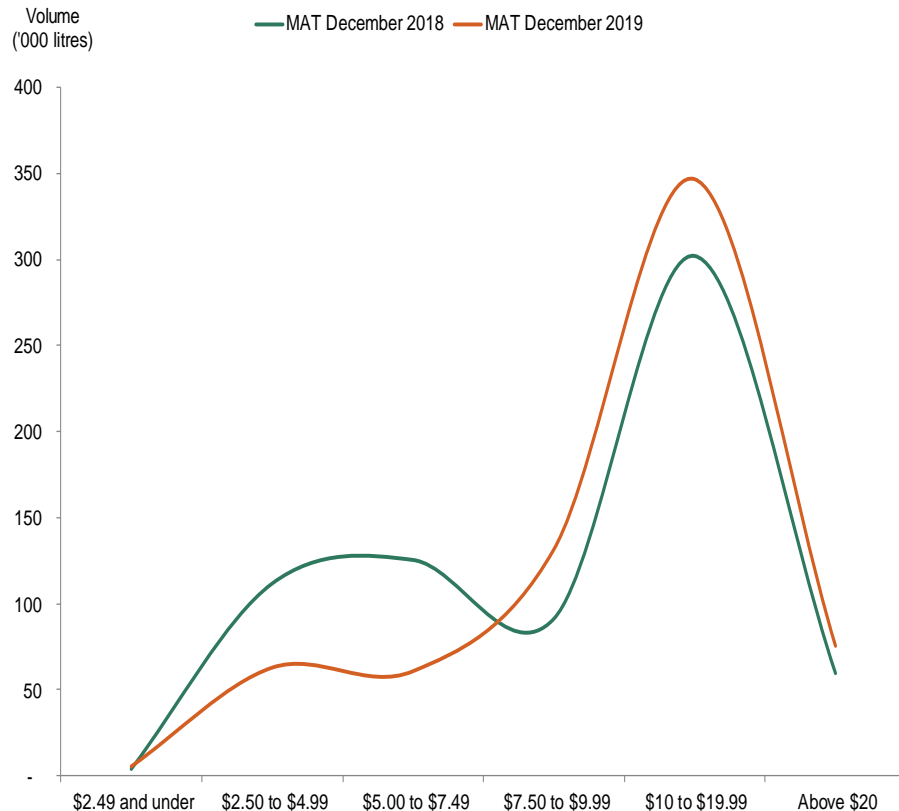
Change in volume



Packaged wine exports to China, Pr

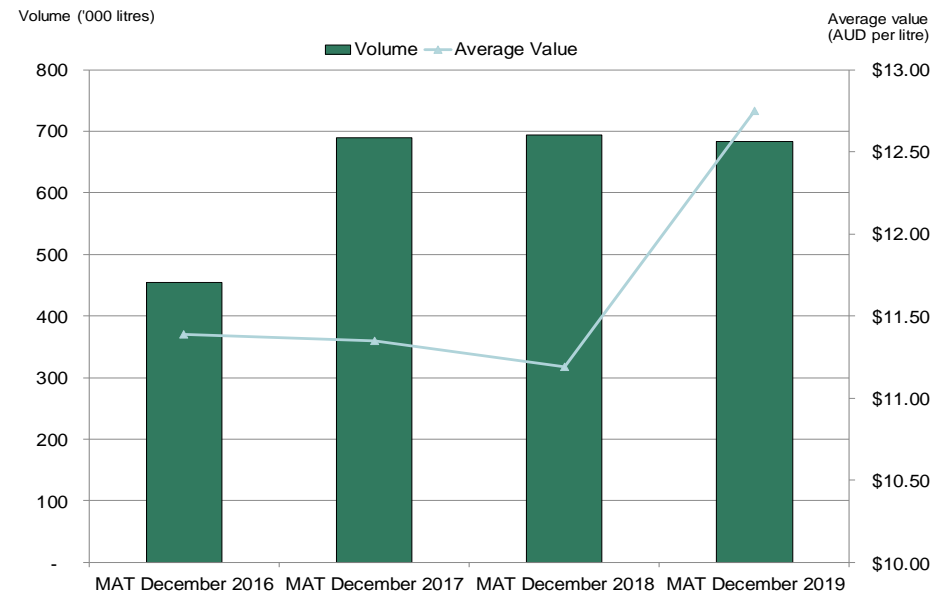
Overview

Total wine by price point



		MAT December 2018	MAT December 2019	Change
Red wine	Volume (litres)	602,990	608,096	1%
	Value (AUD)	\$6,713,834	\$7,706,397	15%
	Average value	\$11.13	\$12.67	14%
White wine	Volume (litres)	89,694	75,192	-16%
	Value (AUD)	\$1,027,157	\$1,004,484	-2%
	Average value	\$11.45	\$13.36	17%
Total wine	Volume (litres)	694,326	683,507	-2%
	Value (AUD)	\$7,769,949	\$8,715,855	12%
	Average value	\$11.19	\$12.75	14%

Total volume and average value

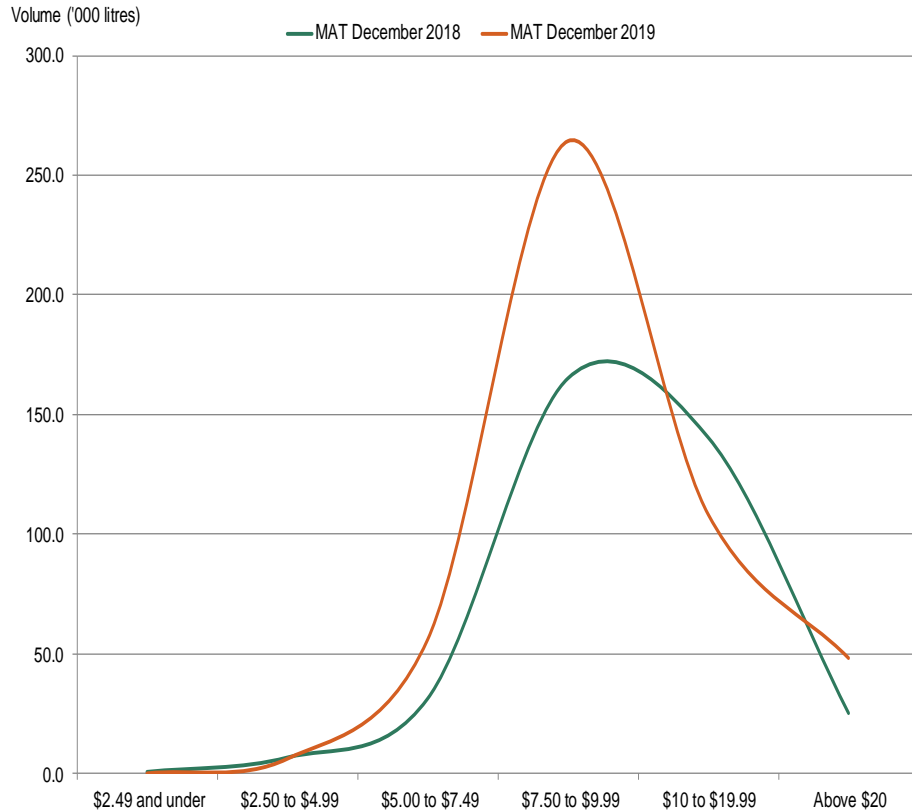


Packaged wine exports to United States Of America

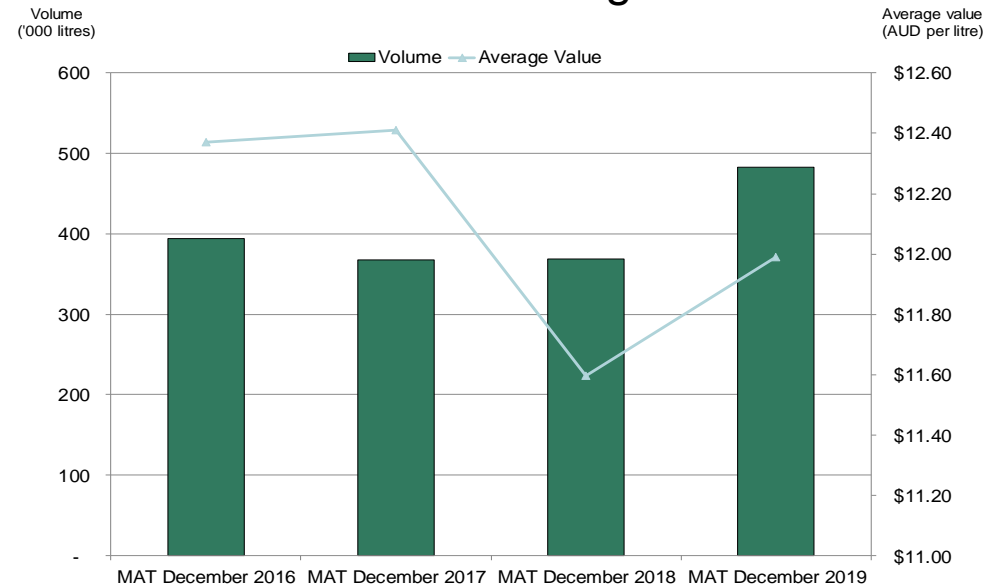
Overview

		MAT December 2018	MAT December 2019	Change
Red wine	Volume (litres)	124,241	142,353	15%
	Value (AUD)	\$1,655,011	\$2,055,126	24%
	Average value	\$13.32	\$14.44	8%
White wine	Volume (litres)	244,175	340,520	39%
	Value (AUD)	\$2,614,036	\$3,734,518	43%
	Average value	\$10.71	\$10.97	2%
Total wine	Volume (litres)	368,811	482,873	31%
	Value (AUD)	\$4,276,967	\$5,789,644	35%
	Average value	\$11.60	\$11.99	3%

Total wine by price point



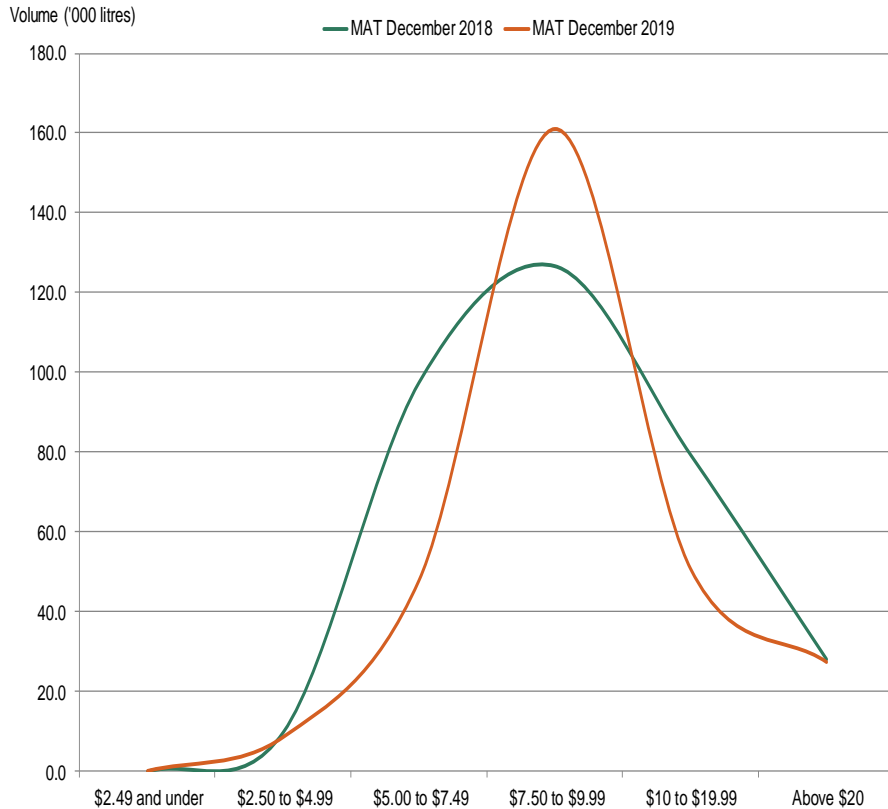
Total volume and average value



Packaged wine exports to United Kingdom

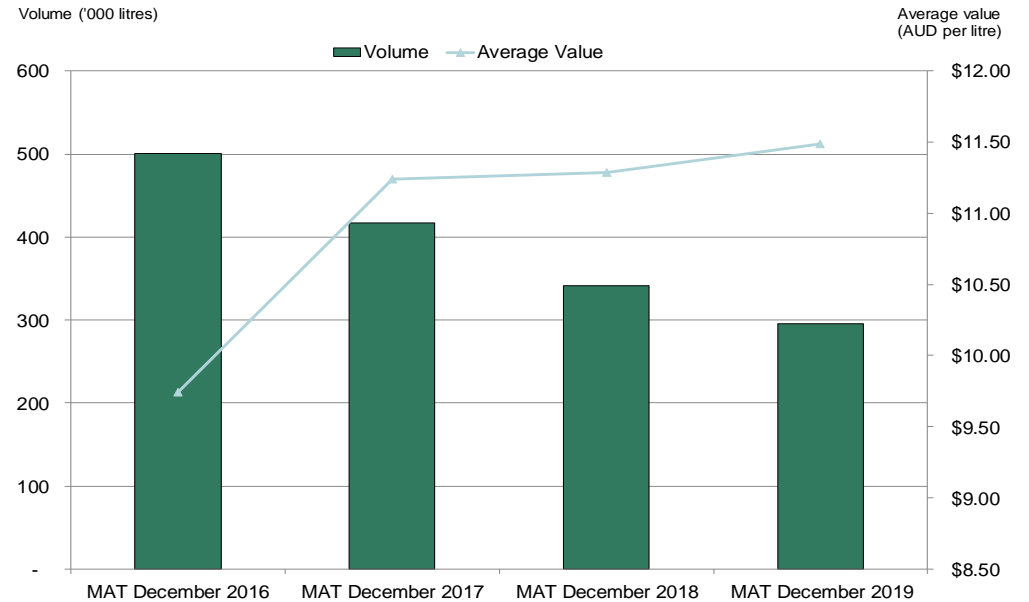
Overview

Total wine by price point



		MAT December 2018	MAT December 2019	Change
Red wine	Volume (litres)	207,713	182,499	-12%
	Value (AUD)	\$2,282,900	\$1,971,583	-14%
	Average value	\$10.99	\$10.80	-2%
White wine	Volume (litres)	133,646	112,833	-16%
	Value (AUD)	\$1,568,055	\$1,419,994	-9%
	Average value	\$11.73	\$12.58	7%
Total wine	Volume (litres)	341,521	295,719	-13%
	Value (AUD)	\$3,854,411	\$3,397,193	-12%
	Average value	\$11.29	\$11.49	2%

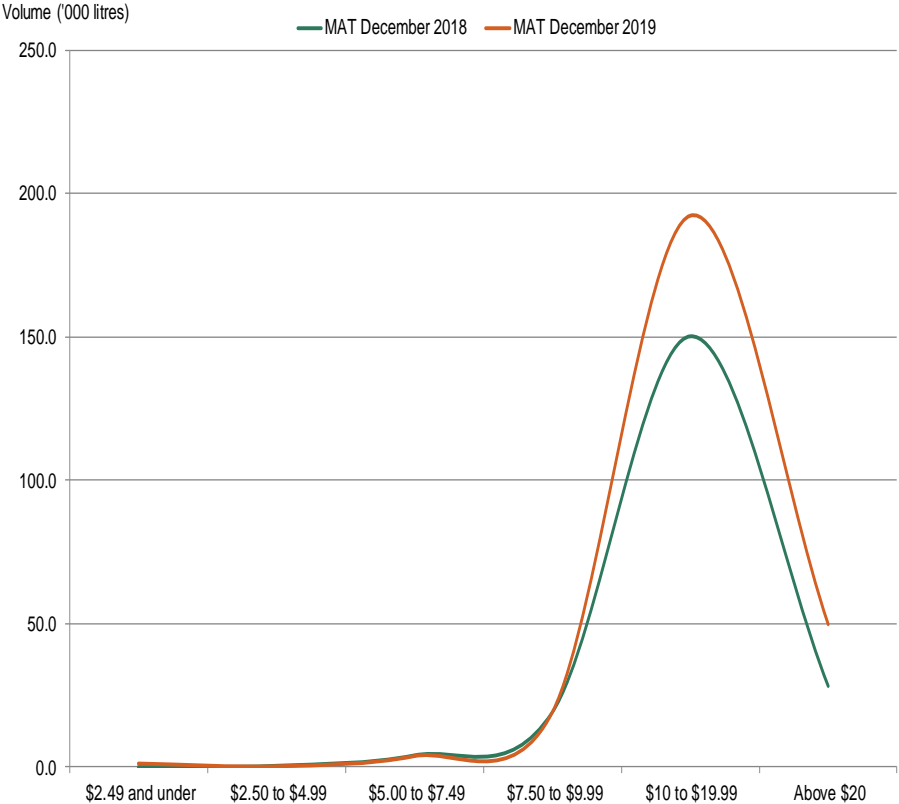
Total volume and average value



Packaged wine exports to Singapore

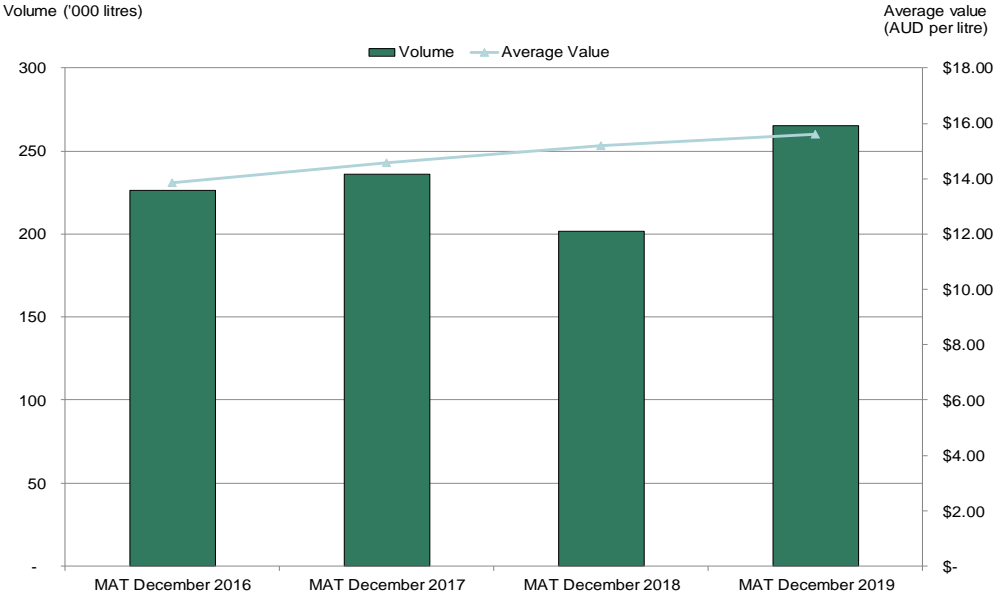
Overview

Total wine by price point



		MAT December 2018	MAT December 2019	Change
Red wine	Volume (litres)	113,425	143,865	27%
	Value (AUD)	\$1,792,607	\$2,269,829	27%
	Average value	\$15.80	\$15.78	0%
White wine	Volume (litres)	88,224	120,879	37%
	Value (AUD)	\$1,271,857	\$1,863,975	47%
	Average value	\$14.42	\$15.42	7%
Total wine	Volume (litres)	201,721	265,032	31%
	Value (AUD)	\$3,065,584	\$4,138,567	35%
	Average value	\$15.20	\$15.62	3%

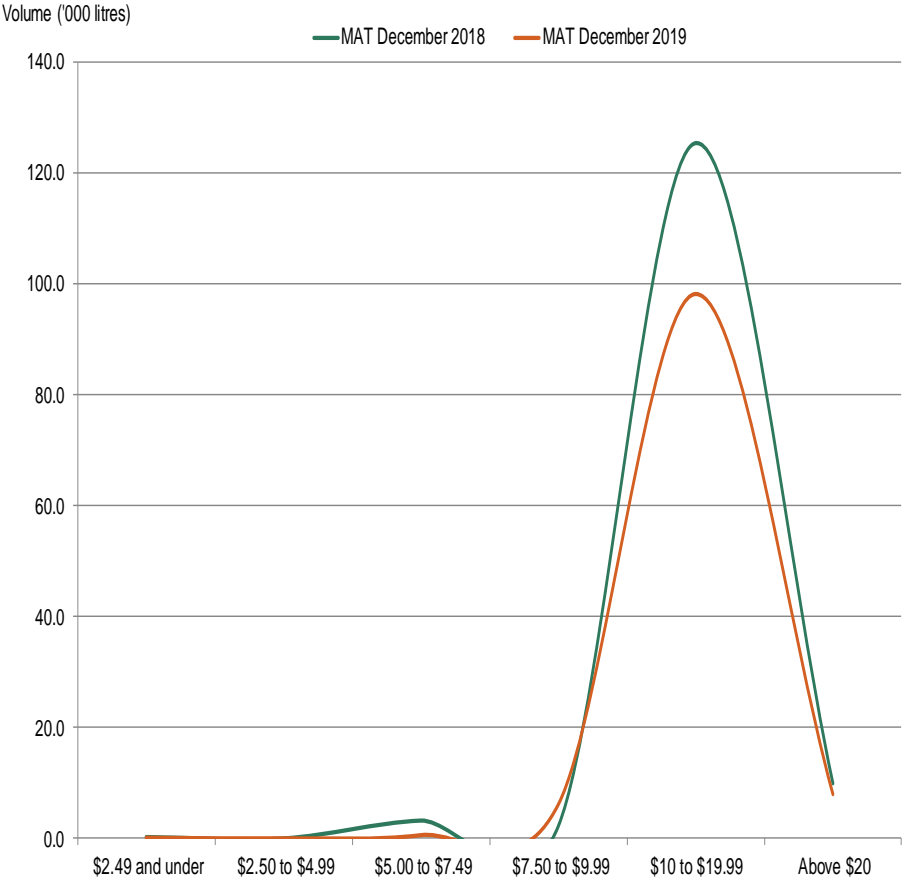
Total volume and average value



Packaged wine exports to Canada

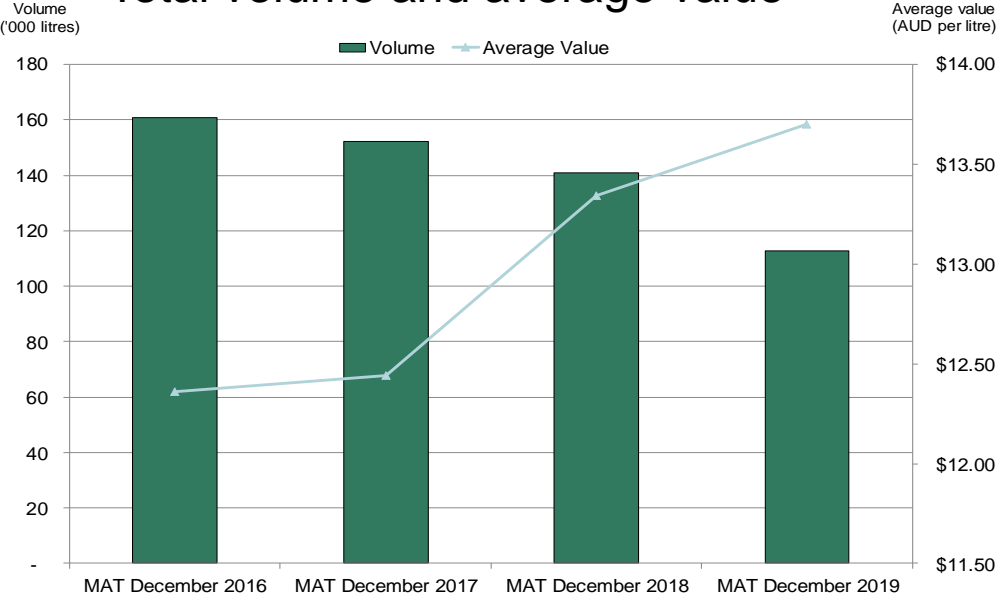
Overview

Total wine by price point



		MAT December 2018	MAT December 2019	Change
Red wine	Volume (litres)	100,919	82,368	-18%
	Value (AUD)	\$1,330,556	\$1,112,478	-16%
	Average value	\$13.18	\$13.51	2%
White wine	Volume (litres)	39,825	30,294	-24%
	Value (AUD)	\$547,415	\$431,085	-21%
	Average value	\$13.75	\$14.23	4%
Total wine	Volume (litres)	140,879	112,820	-20%
	Value (AUD)	\$1,879,871	\$1,545,662	-18%
	Average value	\$13.34	\$13.70	3%

Total volume and average value



Notes & Definitions

Export approvals: Wine approved by Wine Australia for export on specified dates. Exports reported in this document refer to the date wine is shipped and not the date of approval. Note that the AUD FOB value of wine reported in this document may differ from export values reported by the Australian Bureau of Statistics (ABS). The divergence between the two values derives from differences between Wine Australia and the ABS in the method of converting the value of exports denominated in foreign currency to AUD. In the case of the Australia, the exporter makes the conversion when submitting wine for export approval while the ABS converts the value on the day of shipment, at the daily conversion rate. With the Wine Australia method, it is expected that some of the conversions will occur at hedged rates while this does not occur with the ABS method. When the Australian exchange rate is moving significantly the alternative methods will result in diverging valuations. Volumes reported by Wine Australia and the ABS differ only marginally due to the 'approval' versus 'shipment' basis of reporting as well as marginal differences in scope and definition.

MAT: Moving annual total - refers to the twelve months to the end of the nominated month.

% Change : Is calculated as the percentage change in the MAT for the immediate past 12 months compared to the preceding 12 months.

Formula: % Change = ((current MAT - preceding MAT)/preceding MAT) x 100

AUD: Australian dollars

FOB: '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.

Country: In most instances, this indicates where the wine is consumed. In some instances, it may be the country at which the wine is off-loaded for bottling and/or trans-shipment to the country of final consumption.

GI: Geographical indications identify wines as originating in a region or locality.

Notes & Definitions (continued)

Still wine: Still wine in bottles, casks, flagons or bulk containers.

Bulk: Wine shipped for repackaging elsewhere. This may involve containers with a capacity of 20 litres or more but will most often mean large shipping containers ranging in size between 10 000 and 24 000 litres.

Cask or soft packs: Plastic containers within cardboard outers usually carrying between 2 and 20 litres.

Flagons: Glass containers holding 2 litres or more.

Bottles: Glass containers holding less than 2 litres.

Alternative packaging: Includes: Flagon, Tetra-pak, PET and Aluminium

Red wine: Amounts reported may or may not include both dry red wine and rose

White wine: Amounts reported may or may not include both dry and sweet white wine

Fermented sparkling: Sparkling wine in which the effervescence is produced naturally through secondary fermentation in the bottle.