Wine Australia Market Insights

Variety snapshot 2026 - Mataro/Mourvedre

Variety	**Mourvedre**
Colour	**Red**

Plantings

Source: ABS 2015	Mourvedre	All varieties
Area planted in Australia (hectares)	751	135,133
Percentage of total area	0.6%	
Percentage of red varieties	0.9%	

Crush

Source: National Vintage Survey 2026	Mourvedre	All varieties
Tonnes crushed in 2026	3,955	1,265,671
Percentage of total crush	0.3%	
Percentage of red crush	0.7%	

Top five regions % of total crush	Mourvedre	All varieties
Riverland	38%	31%
Barossa Valley	26%	4%
McLaren Vale	13%	3%
Heathcote	8%	0%
Limestone Coast zone other	6%	1%
Others	8%	62%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

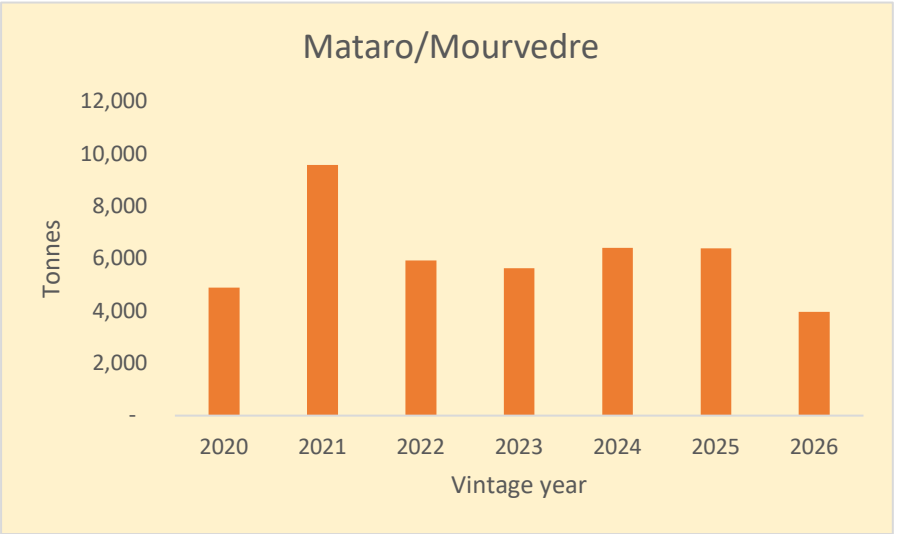
Exports by variety content	Mourvedre	All varieties
Export volume ('000 litres)	1,496	596,929
Export value ($'000 FOB)	14,382	2,295,383
Share of export volume	0.3%	
Share of export value	0.6%	

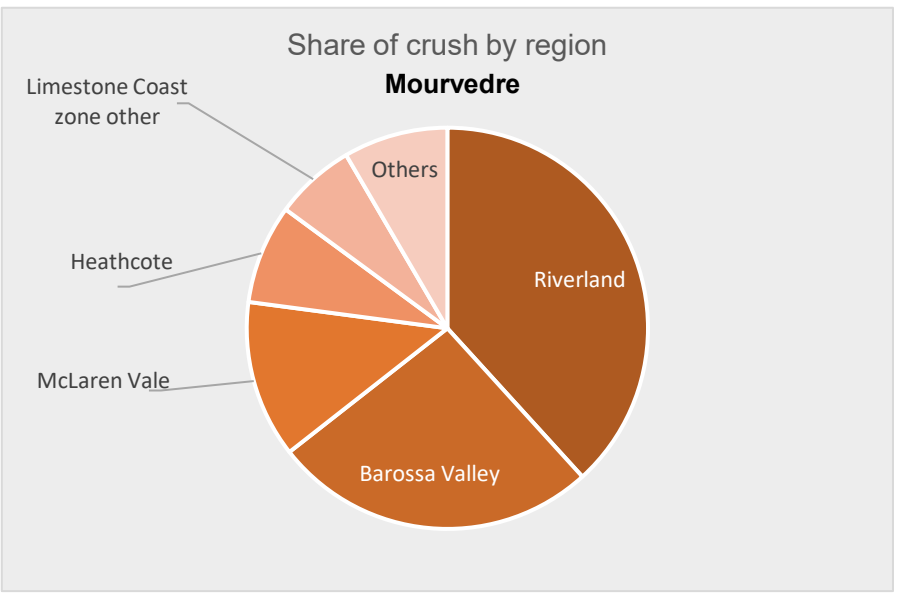
Label claim exports (packaged only)	Mourvedre and Mourvedre blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	29	191,153
Change in volume from 2024-25	-16%	-10%
Total export value ($'000 FOB) in 2025-26	420	1,837,204
Average value per litre	$14.62	$9.61

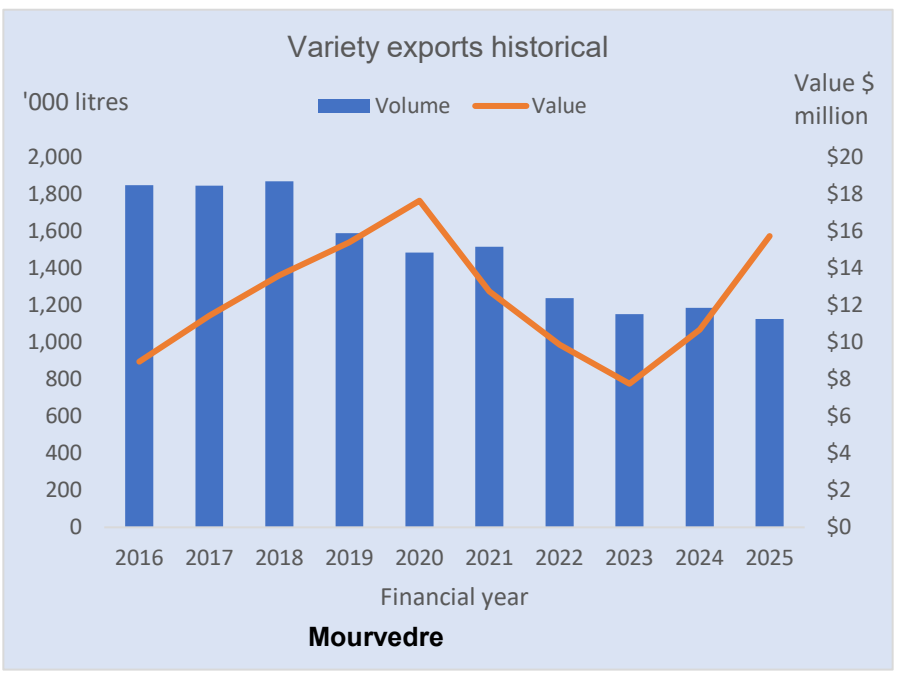
Top five export destinations and share of exports by value	Mourvedre and Mourvedre blends	All packaged wine exports
UK	36%	6%
China mainland	17%	39%
Belgium	10%	0%
New Zealand	5%	5%
Denmark	5%	0%
Others	27%	50%

Top five varietal label claims by value with Mataro/Mourvedre in the name

- Mourvèdre
- Mataro
- Mataro, Shiraz, Grenache
- Mourvèdre, Grenache, Shiraz
- Mataro, Cabernet









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