Wine Australia Market Insights

Variety snapshot 2026 - Prosecco

Variety	**Prosecco**
Colour	**White**

Plantings

Source: ABS 2015	Prosecco	All varieties
Area planted in Australia (hectares)	183	135,133
Percentage of total area	0.1%	
Percentage of white varieties	0.4%	

Crush

Source: National Vintage Survey 2026	Prosecco	All varieties
Tonnes crushed in 2026	23,982	1,265,671
Percentage of total crush	1.9%	
Percentage of white crush	3.6%	

Top five regions % of total crush	Prosecco	All varieties
King Valley	43%	2%
Murray Darling - Swan Hill NSW	21%	10%
Murray Darling - Swan Hill VIC	14%	11%
Riverland	10%	31%
Alpine Valleys	5%	0%
Others	6%	46%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

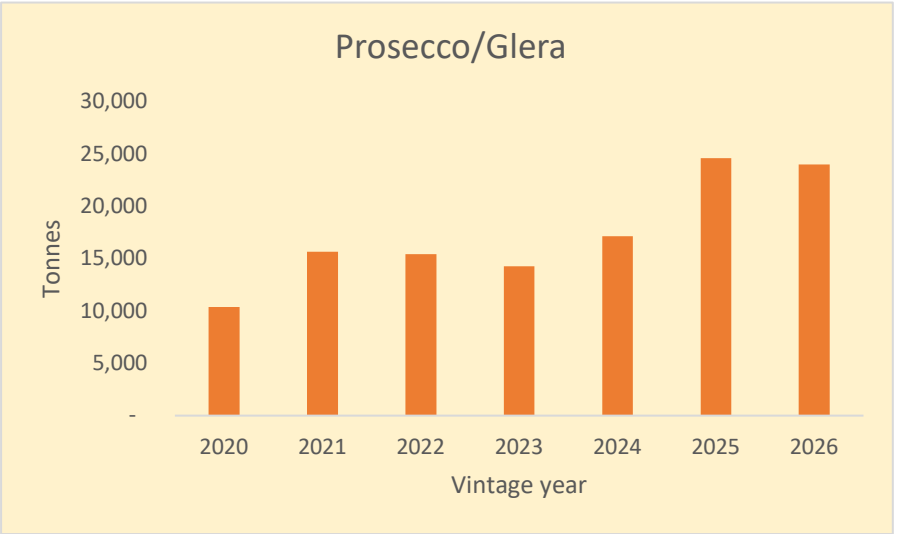
Exports by variety content	Prosecco	All varieties
Export volume ('000 litres)	1,420	596,929
Export value ($'000 FOB)	7,845	2,295,383
Share of export volume	0.2%	
Share of export value	0.3%	

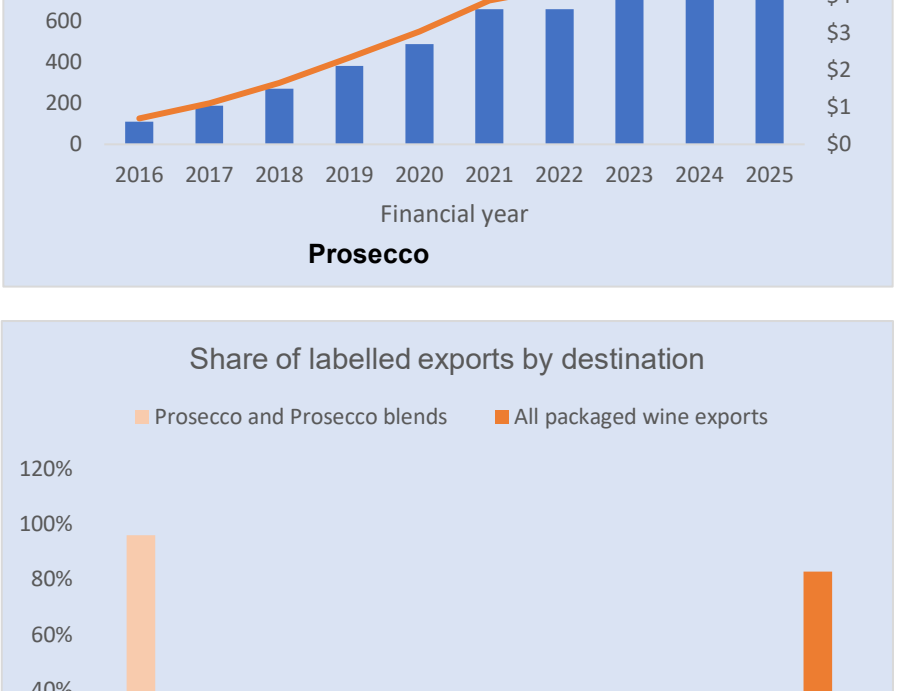
Label claim exports (packaged only)	Prosecco and Prosecco blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	1,075	191,153
Change in volume from 2024-25	↑ 7%	↓ -10%
Total export value ($'000 FOB) in 2025-26	7,067	1,837,204
Average value per litre	$6.57	$9.61

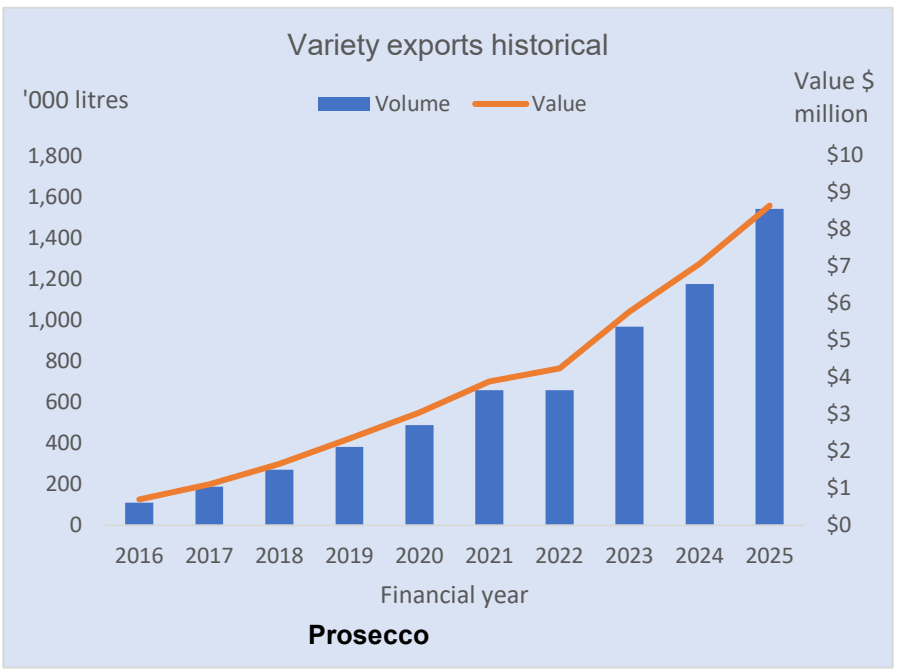
Top five export destinations and share of exports by value	Prosecco and Prosecco blends	All packaged wine exports
New Zealand	96%	5%
Singapore	1%	7%
Fiji	1%	0%
Hong Kong	0%	5%
Papua New Guinea	0%	0%
Others	1%	83%

Top five varietal label claims by value with Prosecco in the name

- Prosecco
- Glera







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