Wine Australia Market Insights

Variety snapshot 2026 - Cabernet Sauvignon

Variety	**Cabernet Sauvignon**
Colour	**Red**

Plantings

Source: ABS 2015

	Cabernet Sauvignon	All varieties
Area planted in Australia (hectares)	24,682	135,133
Percentage of total area	18.3%	
Percentage of red varieties	28.5%	

Crush

Source: National Vintage Survey 2026

	Cabernet Sauvignon	All varieties
Tonnes crushed in 2026	156,612	1,265,671
Percentage of total crush	12.4%	
Percentage of red crush	26.3%	

Top five regions % of total crush	Cabernet Sauvignon	All varieties
Riverland	30%	31%
Coonawarra	14%	3%
Murray Darling - Swan Hill VIC	9%	11%
Riverina	7%	19%
Barossa Valley	6%	4%
Others	34%	33%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

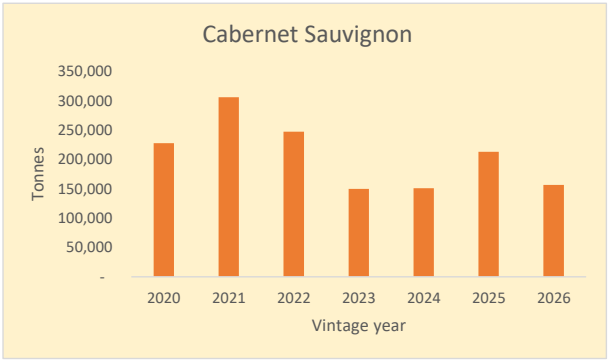
Exports by variety content	Cabernet Sauvignon	All varieties
Export volume ('000 litres)	93,563	596,929
Export value ($'000 FOB)	699,189	2,295,383
Share of export volume	15.7%	
Share of export value	30.5%	

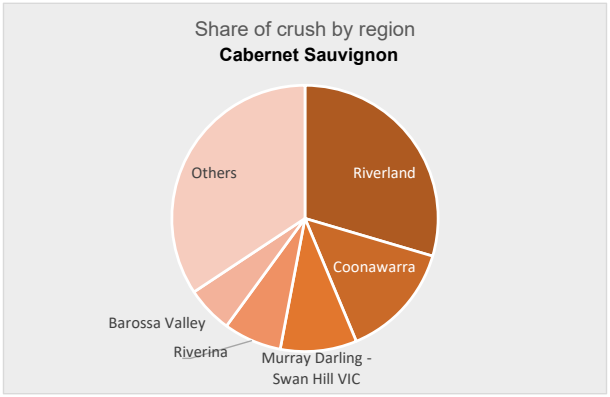
Label claim exports (packaged only)	Cabernet Sauvignon and Cabernet Sauvignon blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	35,056	191,153
Change in volume from 2024-25	2%	-10%
Total export value ($'000 FOB) in 2025-26	725,889	1,837,204
Average value per litre	$20.71	$9.61

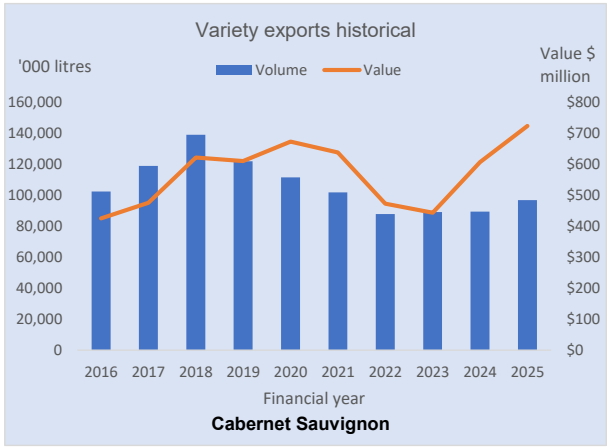
Top five export destinations and share of exports by value	Cabernet Sauvignon and Cabernet Sauvignon blends	All packaged wine exports
China mainland	59%	39%
Singapore	8%	7%
Canada	5%	8%
Hong Kong	5%	5%
USA	4%	9%
Others	18%	32%

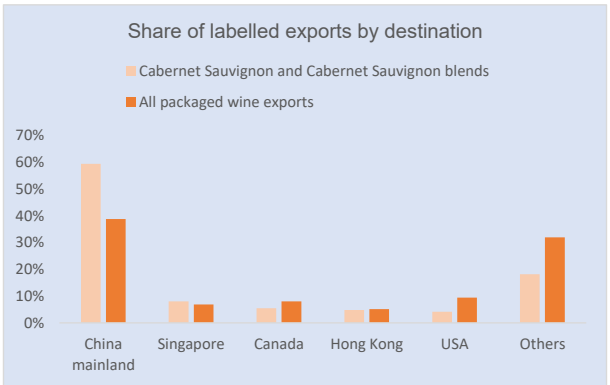
Top five varietal label claims by value with Cabernet Sauvignon in the name

- Cabernet Sauvignon
- Cabernet Sauvignon, Shiraz
- Cabernet Sauvignon, Merlot
- Cabernet Sauvignon, Shiraz, Merlot
- Cabernet Sauvignon, Merlot, Malbec, Petit Verdot









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