Wine Australia Market Insights

Variety snapshot 2026 - Malbec

Variety	**Malbec**
Colour	**Red**

Plantings

Source: ABS 2015	Malbec	All varieties
Area planted in Australia (hectares)	562	135,133
Percentage of total area	0.4%	
Percentage of red varieties	0.6%	

Crush

Source: National Vintage Survey 2026	Malbec	All varieties
Tonnes crushed in 2026	7,992	1,265,671
Percentage of total crush	0.6%	
Percentage of red crush	1.3%	

Top five regions % of total crush	Malbec	All varieties
Riverina	32%	19%
Murray Darling - Swan Hill NSW	19%	10%
Padthaway	14%	2%
Murray Darling - Swan Hill VIC	7%	11%
Limestone Coast zone other	5%	1%
Others	23%	57%

Exports

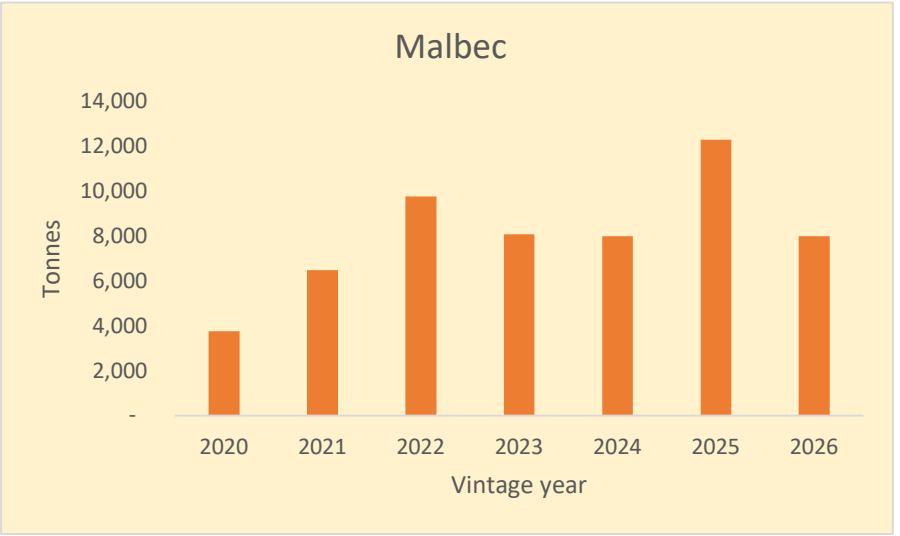
Source: Wine Australia Wine Export Approval System 2025-26

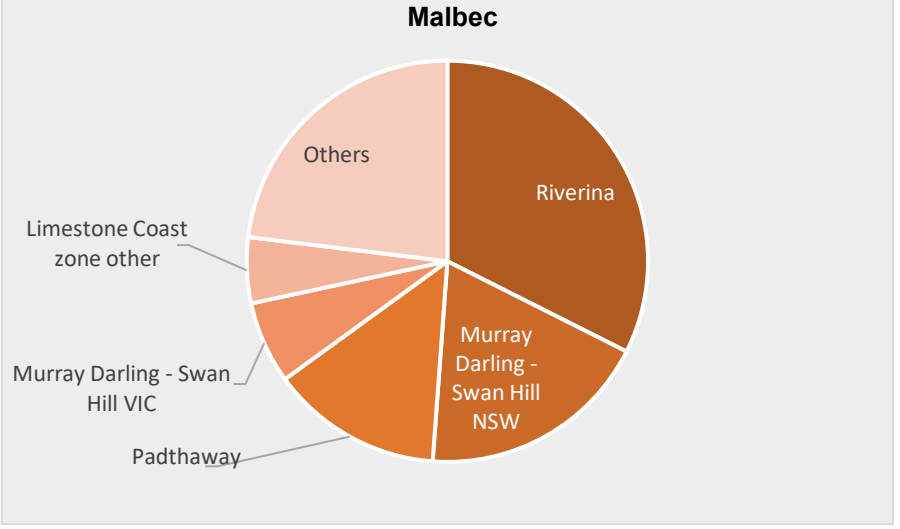
Exports by variety content	Malbec	All varieties
Export volume ('000 litres)	2,319	596,929
Export value ($'000 FOB)	6,495	2,295,383
Share of export volume	0.4%	
Share of export value	0.3%	

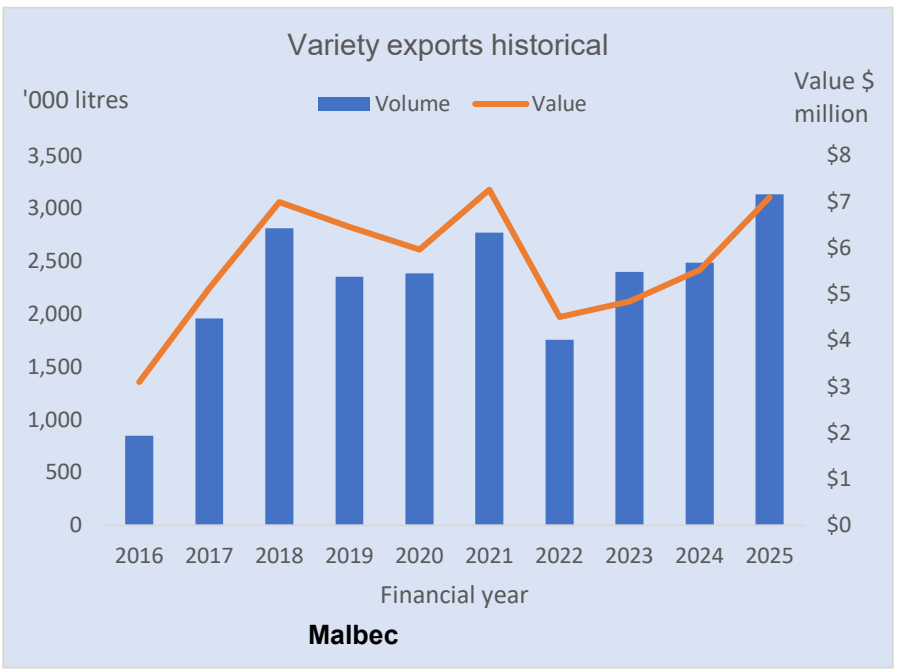
Label claim exports (packaged only)	Malbec and Malbec blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	268	191,153
Change in volume from 2024-25	2%	-10%
Total export value ($'000 FOB) in 2025-26	1,689	1,837,204
Average value per litre	$6.31	$9.61

Top five export destinations and share of exports by value	Malbec and Malbec blends	All packaged wine exports
UK	33%	6%
Sweden	28%	1%
New Zealand	17%	5%
China mainland	12%	39%
Canada	2%	8%
Others	9%	42%

Top five varietal label claims by value with Malbec in the name
Malbec
Malbec, Shiraz, Durif
Malbec, Grenache, Mourvèdre, Petit Verdot, Merlot
Malbec, Petit Verdot
Malbec, Cabernet Sauvignon









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