Wine Australia Market Insights

Variety snapshot 2026 - Sauvignon Blanc

Variety	**Sauvignon Blanc**
Colour	**White**

Plantings

Source: ABS 2015	Sauvignon Blanc	All varieties
Area planted in Australia (hectares)	6,097	135,133
Percentage of total area	4.5%	
Percentage of white varieties	12.6%	

Crush

Source: National Vintage Survey 2026	Sauvignon Blanc	All varieties
Tonnes crushed in 2026	107,719	1,265,671
Percentage of total crush	8.5%	
Percentage of white crush	16.1%	

Top five regions % of total crush	Sauvignon Blanc	All varieties
Riverland	25%	31%
Murray Darling - Swan Hill NSW	21%	10%
Riverina	20%	19%
Murray Darling - Swan Hill VIC	10%	11%
Adelaide Hills	6%	2%
Others	17%	27%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

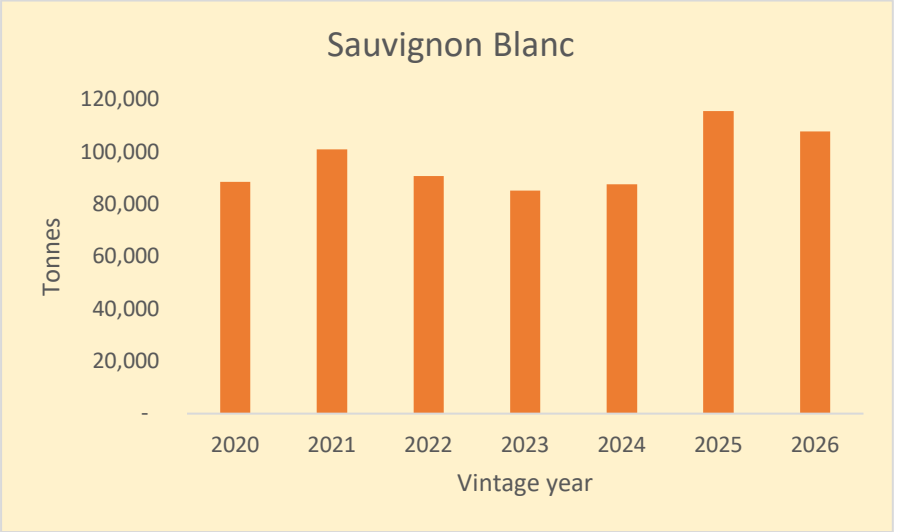
Exports by variety content	Sauvignon Blanc	All varieties
Export volume ('000 litres)	25,404	596,929
Export value ($'000 FOB)	57,471	2,295,383
Share of export volume	4.3%	
Share of export value	2.5%	

Label claim exports (packaged only)	Sauvignon Blanc and Sauvignon Blanc blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	8,448	191,153
Change in volume from 2024-25	-17%	-10%
Total export value ($'000 FOB) in 2025-26	34,690	1,837,204
Average value per litre	$4.11	$9.61

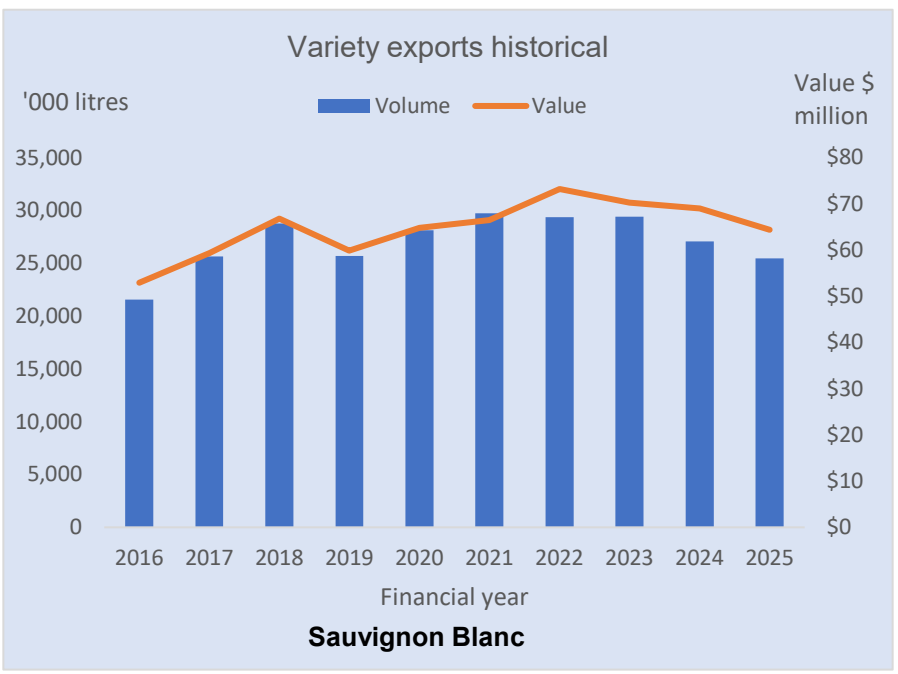
Top five export destinations and share of exports by value	Sauvignon Blanc and Sauvignon Blanc blends	All packaged wine exports
UK	26%	6%
USA	23%	9%
New Zealand	12%	5%
Canada	5%	8%
Ireland	3%	0%
Others	31%	72%

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

- Sauvignon Blanc
- Sauvignon Blanc, Semillon
- Sauvignon Blanc, Chardonnay
- Sauvignon Blanc, White Frontignac
- Sauvignon Blanc, Semillon, Verdelho







Prepared Aug-2026

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