Wine Australia Market Insights

Variety snapshot 2026 - Pinot Noir

Variety	**Pinot Noir**
Colour	**Red**

Plantings

Source: ABS 2015	Pinot Noir	All varieties
Area planted in Australia (hectares)	4,948	135,133
Percentage of total area	3.7%	
Percentage of red varieties	5.7%	

Crush

Source: National Vintage Survey 2026	Pinot Noir	All varieties
Tonnes crushed in 2026	47,276	1,265,671
Percentage of total crush	3.7%	
Percentage of red crush	7.9%	

Top five regions % of total crush	Pinot Noir	All varieties
Riverland	21%	31%
Adelaide Hills	12%	2%
Tasmania	12%	1%
Murray Darling - Swan Hill NSW	10%	10%
Murray Darling - Swan Hill VIC	8%	11%
Others	37%	45%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

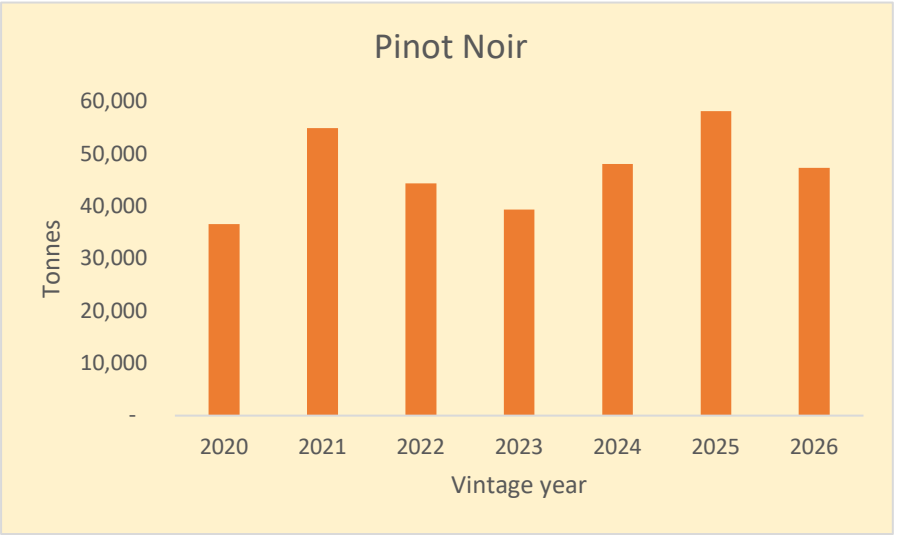
Exports by variety content	Pinot Noir	All varieties
Export volume ('000 litres)	6,647	596,929
Export value ($'000 FOB)	39,629	2,295,383
Share of export volume	1.1%	
Share of export value	1.7%	

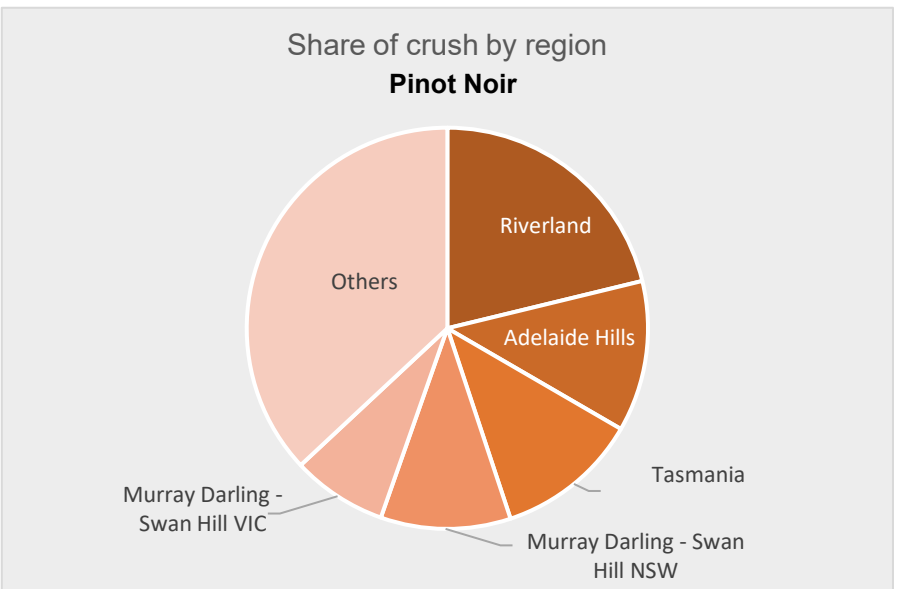
Label claim exports (packaged only)	Pinot Noir and Pinot Noir blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	4,329	191,153
Change in volume from 2024-25	-1%	-10%
Total export value ($'000 FOB) in 2025-26	32,214	1,837,204
Average value per litre	$7.44	$9.61

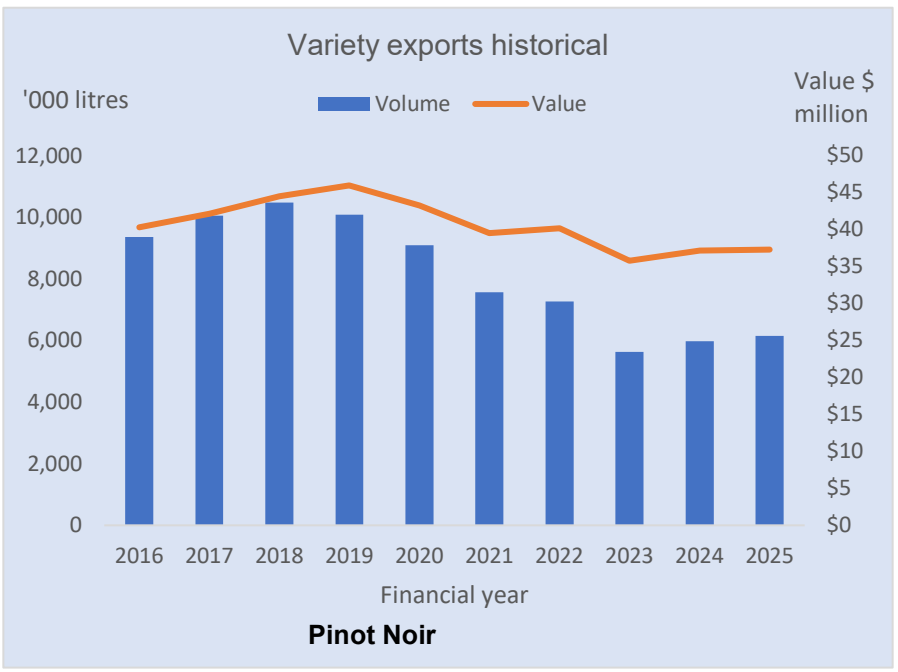
Top five export destinations and share of exports by value	Pinot Noir and Pinot Noir blends	All packaged wine exports
UK	22%	6%
USA	18%	9%
China mainland	13%	39%
New Zealand	9%	5%
Japan	7%	3%
Others	31%	39%

Top five varietal label claims by value with Pinot Noir in the name

- Pinot Noir
- Pinot Noir, Chardonnay
- Pinot Noir, Grenache
- Pinot Noir, Shiraz
- Pinot Noir, Pinot Meunier









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