Wine Australia Market Insights

Variety snapshot 2026 - Viognier

Variety	**Viognier**
Colour	**White**

Plantings

Source: ABS 2015	Viognier	All varieties
Area planted in Australia (hectares)	765	135,133
Percentage of total area	0.6%	
Percentage of white varieties	1.6%	

Crush

Source: National Vintage Survey 2026	Viognier	All varieties
Tonnes crushed in 2026	5,200	1,265,671
Percentage of total crush	0.4%	
Percentage of white crush	0.8%	

Top five regions % of total crush	Viognier	All varieties
Riverland	45%	31%
Riverina	30%	19%
Eden Valley	5%	1%
Murray Darling - Swan Hill VIC	4%	11%
Barossa Valley	3%	4%
Others	13%	35%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

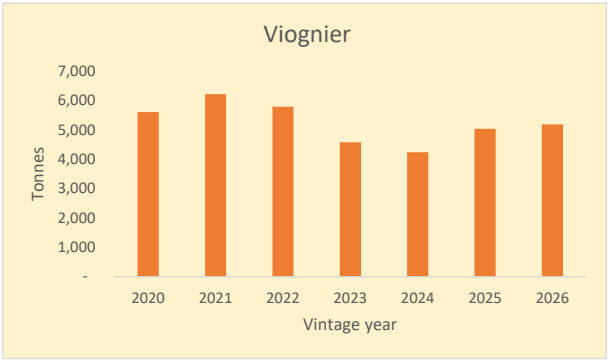
Exports by variety content	Viognier	All varieties
Export volume ('000 litres)	1,574	596,929
Export value ($'000 FOB)	6,378	2,295,383
Share of export volume	0.3%	
Share of export value	0.3%	

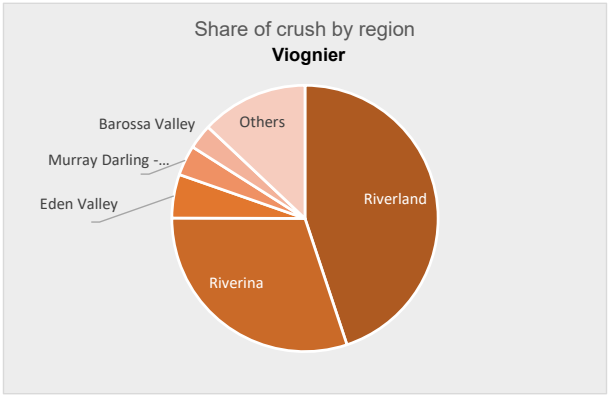
Label claim exports (packaged only)	Viognier and Viognier blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	686	191,153
Change in volume from 2024-25	11%	-10%
Total export value ($'000 FOB) in 2025-26	4,588	1,837,204
Average value per litre	$6.69	$9.61

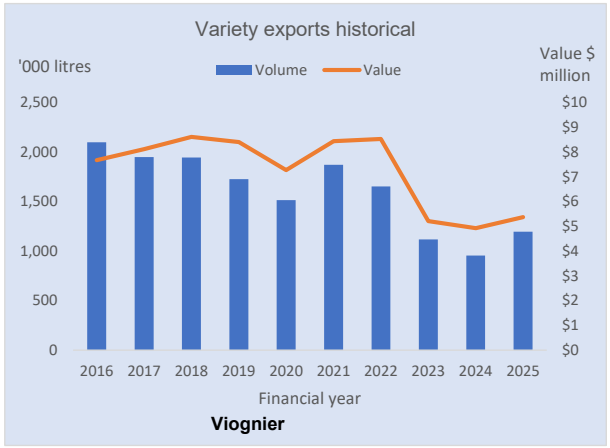
Top five export destinations and share of exports by value	Viognier and Viognier blends	All packaged wine exports
UK	51%	6%
Canada	13%	8%
USA	10%	9%
China mainland	6%	39%
Sweden	5%	1%
Others	15%	37%

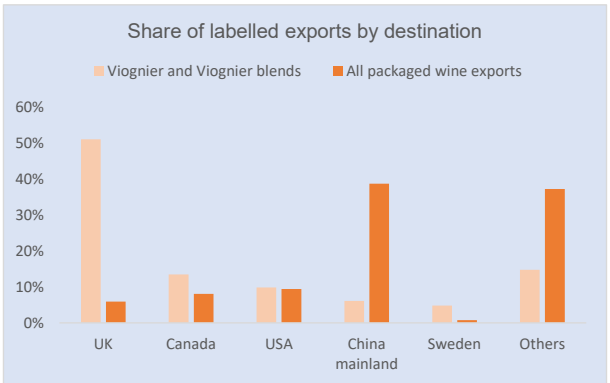
Top five varietal label claims by value with Viognier in the name

- Viognier
- Viognier, Marsanne
- Viognier, Marsanne, Roussanne
- Viognier, Semillon, Marsanne, Roussanne
- Viognier, Roussanne, Marsanne









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