Wine Australia Market Insights

Variety snapshot 2026 - Gewürztraminer

Variety	**Gewürztraminer**
Colour	**White**

Plantings

Source: ABS 2015	Gewürztraminer	All varieties
Area planted in Australia (hectares)	840	135,133
Percentage of total area	0.6%	
Percentage of white varieties	1.7%	

Crush

Source: National Vintage Survey 2026	Gewürztraminer	All varieties
Tonnes crushed in 2026	6,676	1,265,671
Percentage of total crush	0.5%	
Percentage of white crush	1.0%	

Top five regions % of total crush	Gewürztraminer	All varieties
Riverina	60%	19%
Riverland	30%	31%
Padthaway	3%	2%
Murray Darling - Swan Hill VIC	1%	11%
Clare Valley	1%	1%
Others	5%	36%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

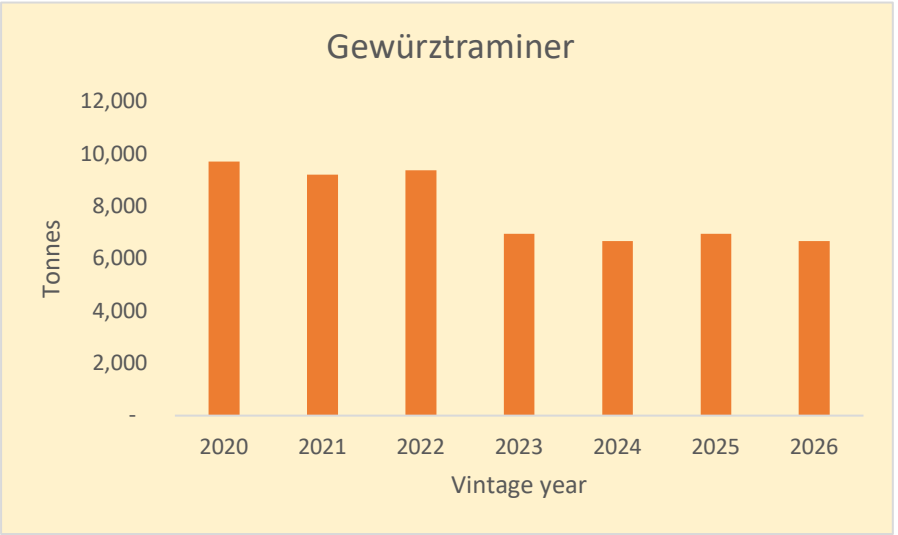
Exports by variety content	Gewürztraminer	All varieties
Export volume ('000 litres)	1,550	596,929
Export value ($'000 FOB)	3,483	2,295,383
Share of export volume	0.3%	
Share of export value	0.2%	

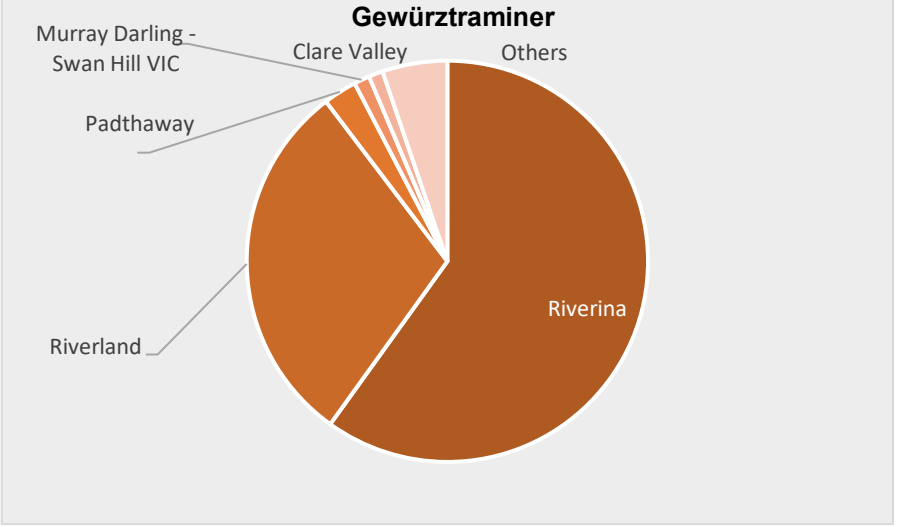
Label claim exports (packaged only)	Gewürztraminer and Gewürztraminer blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	180	191,153
Change in volume from 2024-25	↑ 17%	↓ -10%
Total export value ($'000 FOB) in 2025-26	1,417	1,837,204
Average value per litre	$7.88	$9.61

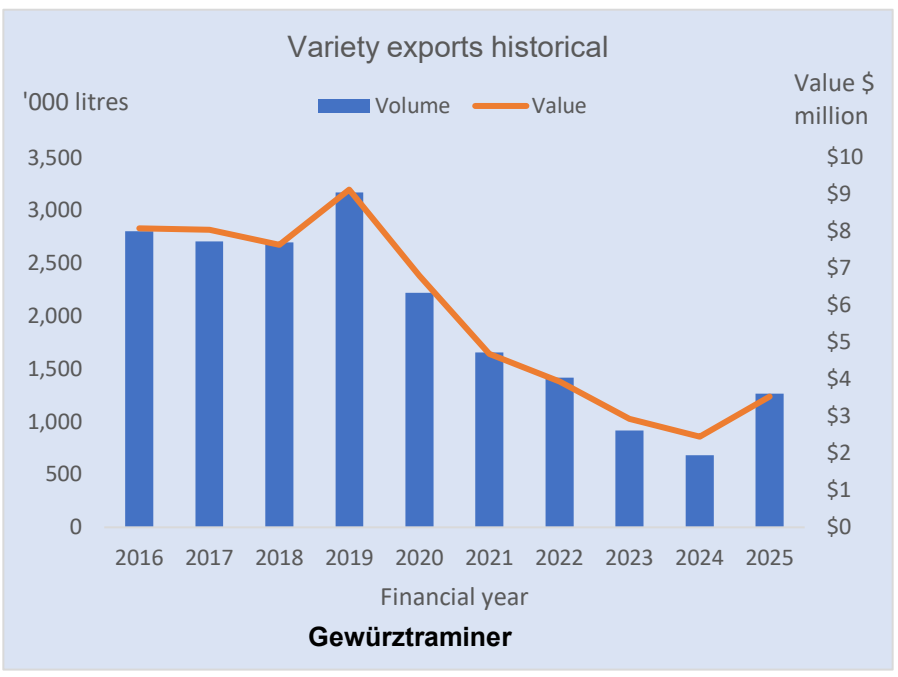
Top five export destinations and share of exports by value	Gewürztraminer and Gewürztraminer blends	All packaged wine exports
Japan	28%	3%
China mainland	19%	39%
UK	15%	6%
Canada	11%	8%
USA	11%	9%
Others	17%	35%

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

- Fiano
- Gewürztraminer, Riesling
- Gewürztraminer
- Traminer, Riesling
- Gewurztraminer









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