Wine Australia Market Insights

Variety snapshot 2026 - Fiano

Variety	**Fiano**
Colour	**White**

Plantings

Source: ABS 2015	Fiano	All varieties
Area planted in Australia (hectares)	111	135,133
Percentage of total area	0.1%	
Percentage of white varieties	0.2%	

Crush

Source: National Vintage Survey 2026	Fiano	All varieties
Tonnes crushed in 2026	4,798	1,265,671
Percentage of total crush	0.4%	
Percentage of white crush	0.7%	

Top five regions % of total crush	Fiano	All varieties
Murray Darling - Swan Hill NSW	56%	10%
Riverland	9%	31%
McLaren Vale	9%	3%
Murray Darling - Swan Hill VIC	6%	11%
Clare Valley	4%	1%
Others	16%	44%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

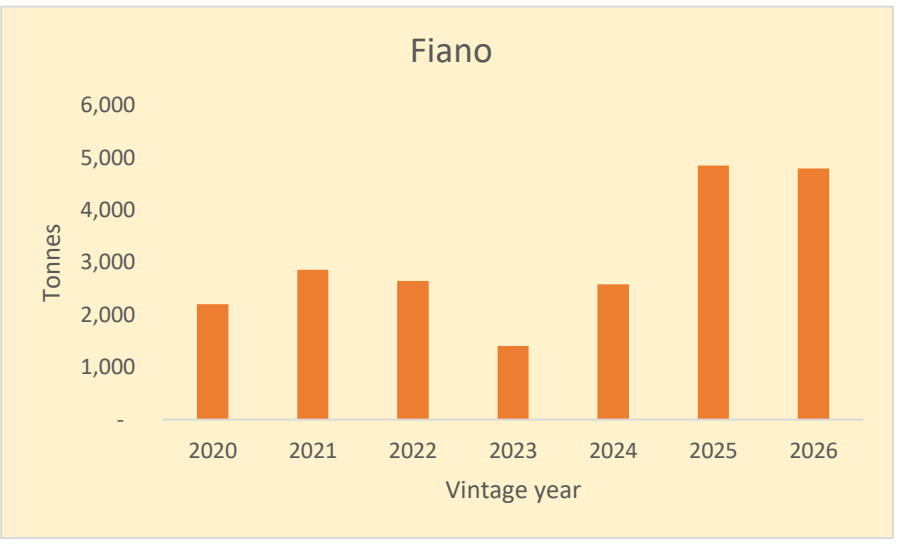
Exports by variety content	Fiano	All varieties
Export volume ('000 litres)	670	596,929
Export value ($'000 FOB)	1,865	2,295,383
Share of export volume	0.1%	
Share of export value	0.1%	

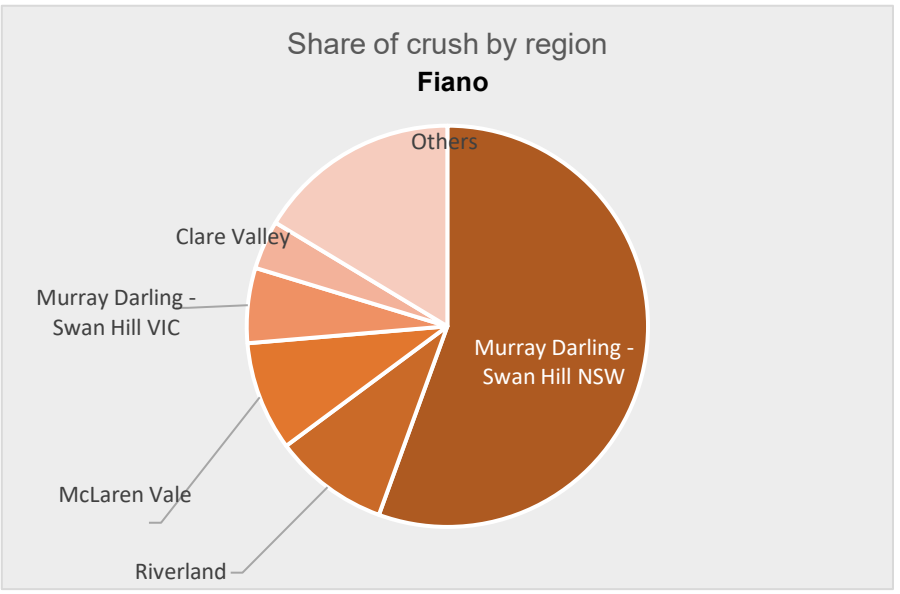
Label claim exports (packaged only)	Fiano and Fiano blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	81	191,153
Change in volume from 2024-25	47%	-10%
Total export value ($'000 FOB) in 2025-26	866	1,837,204
Average value per litre	$10.71	$9.61

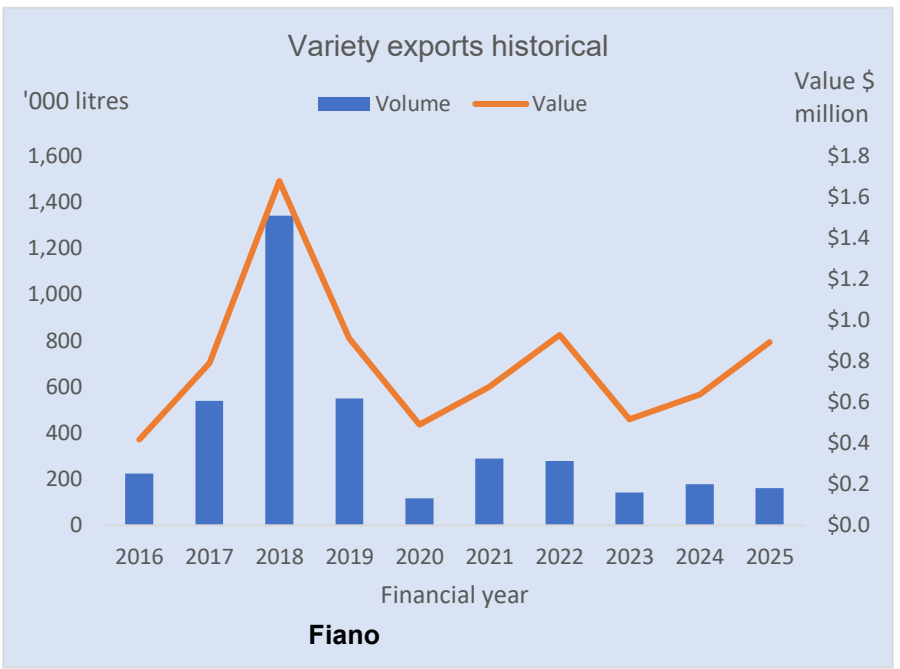
Top five export destinations and share of exports by value	Fiano and Fiano blends	All packaged wine exports
China mainland	17%	39%
UK	16%	6%
USA	15%	9%
Canada	15%	8%
Japan	15%	3%
Others	22%	35%

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

- Fiano
- Fiano, Arinto, Malvasia
- Fiano, Malvasia Bianca, Nero d'Avola, Prieto Picudo, Montepulciano
- Fiano, Malvasia Bianca, Pecorino, Nero d'Avola
- Fiano, Vermentino, Arinto









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