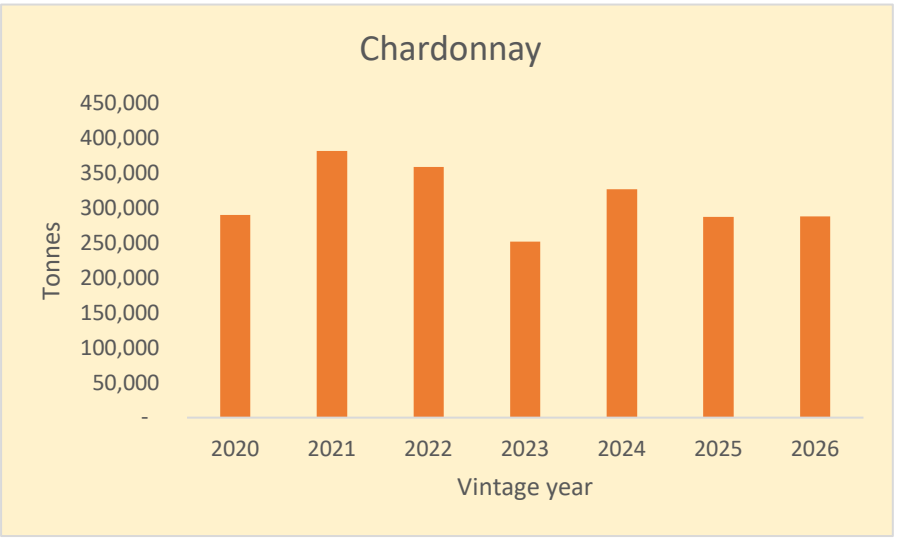
Wine Australia Market Insights

Variety snapshot 2026 - Chardonnay

Variety	**Chardonnay**
Colour	**White**

Plantings

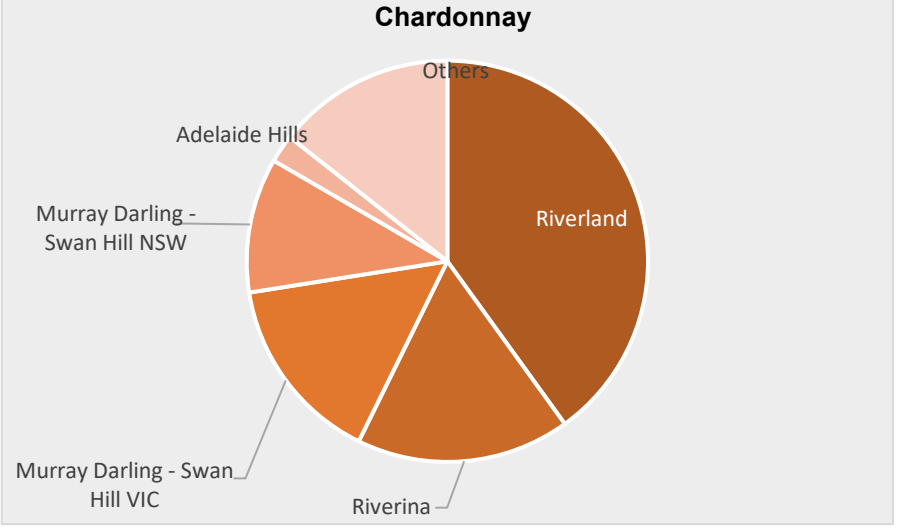
Source: ABS 2015	Chardonnay	All varieties
Area planted in Australia (hectares)	21,442	135,133
Percentage of total area	15.9%	
Percentage of white varieties	44.2%	



Crush

Source: National Vintage Survey 2026	Chardonnay	All varieties
Tonnes crushed in 2026	288,183	1,265,671
Percentage of total crush	22.8%	
Percentage of white crush	43.0%	

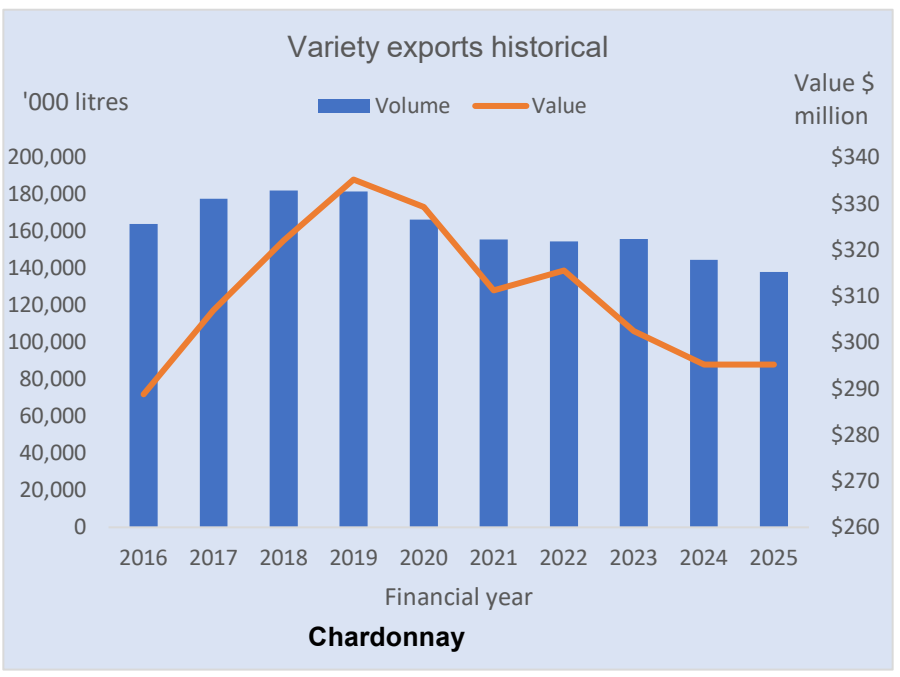
Top five regions % of total crush	Chardonnay	All varieties
Riverland	40%	31%
Riverina	17%	19%
Murray Darling - Swan Hill VIC	15%	11%
Murray Darling - Swan Hill NSW	11%	10%
Adelaide Hills	2%	2%
Others	14%	27%



Exports

Source: Wine Australia Wine Export Approval System 2025-26

Exports by variety content	Chardonnay	All varieties
Export volume ('000 litres)	121,323	596,929
Export value ($'000 FOB)	265,764	2,295,383
Share of export volume	20.3%	
Share of export value	11.6%	



Label claim exports (packaged only)	Chardonnay and Chardonnay blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	33,594	191,153
Change in volume from 2024-25	-10%	-10%
Total export value ($'000 FOB) in 2025-26	162,640	1,837,204
Average value per litre	$4.84	$9.61

Top five export destinations and share of exports by value	Chardonnay and Chardonnay blends	All packaged wine exports
USA	29%	9%
Canada	11%	8%
UK	10%	6%
Japan	9%	3%
China mainland	8%	39%
Others	33%	35%



Top five varietal label claims by value with Chardonnay in the name
Chardonnay
Chardonnay, Pinot Noir
Chardonnay, Semillon
Chardonnay, Pinot Grigio
Chardonnay, Viognier

Prepared Aug-2026

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