Wine Australia Market Insights

Variety snapshot 2026 - Chenin Blanc

Variety	**Chenin Blanc**
Colour	**White**

Plantings

Source: ABS 2015	Chenin Blanc	All varieties
Area planted in Australia (hectares)	407	135,133
Percentage of total area	0.3%	
Percentage of white varieties	0.8%	

Crush

Source: National Vintage Survey 2026	Chenin Blanc	All varieties
Tonnes crushed in 2026	2,940	1,265,671
Percentage of total crush	0.2%	
Percentage of white crush	0.4%	

Top five regions % of total crush	Chenin Blanc	All varieties
Swan District	39%	0%
Riverland	24%	31%
Margaret River	19%	2%
Riverina	9%	19%
McLaren Vale	3%	3%
Others	5%	46%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

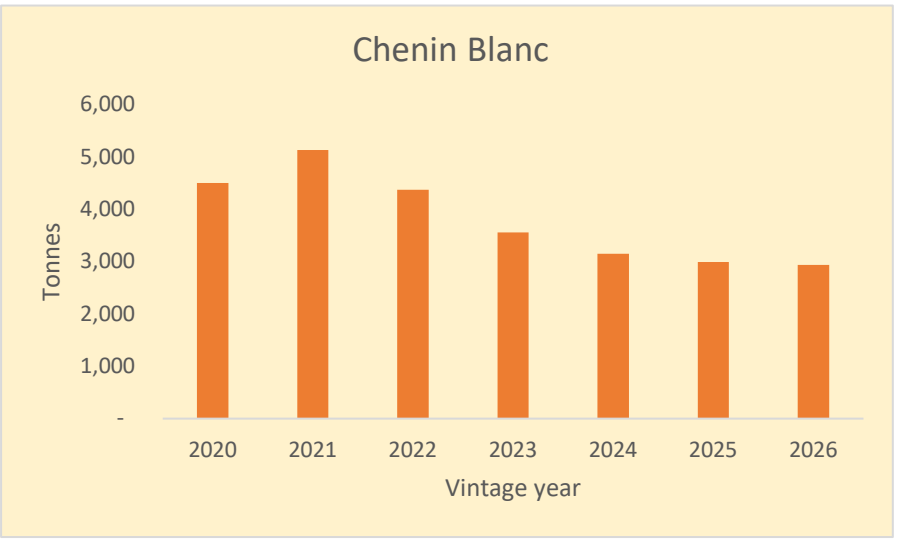
Exports by variety content	Chenin Blanc	All varieties
Export volume ('000 litres)	484	596,929
Export value ($'000 FOB)	1,053	2,295,383
Share of export volume	0.1%	
Share of export value	0.0%	

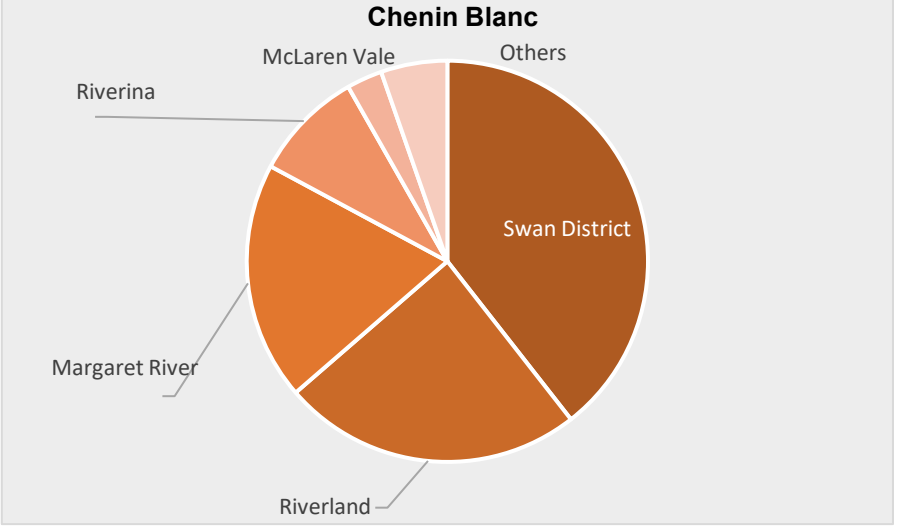
Label claim exports (packaged only)	Chenin Blanc and Chenin Blanc blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	16	191,153
Change in volume from 2024-25	-53%	-10%
Total export value ($'000 FOB) in 2025-26	246	1,837,204
Average value per litre	$15.86	$9.61

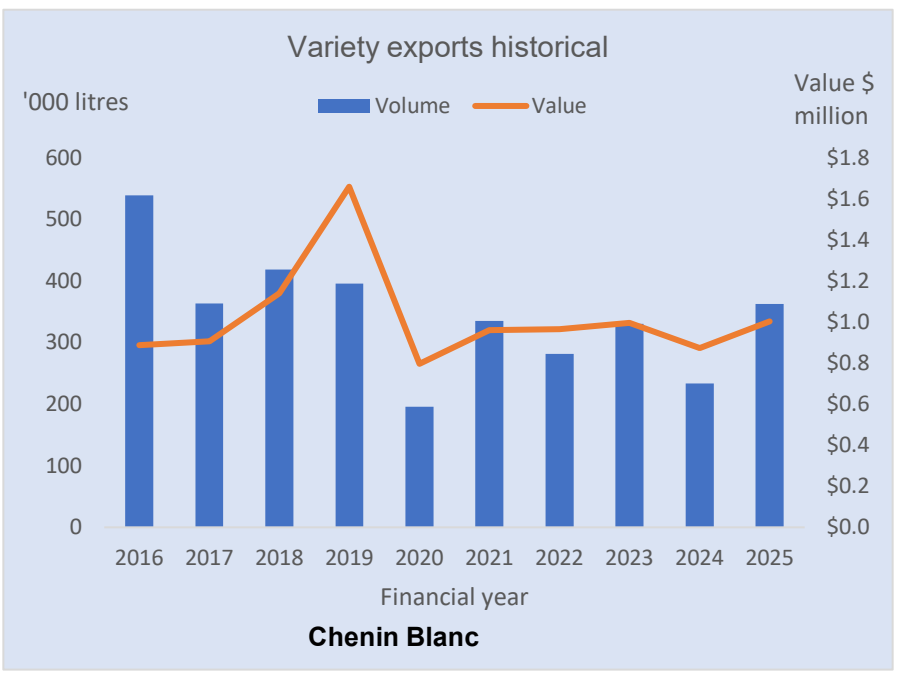
Top five export destinations and share of exports by value	Chenin Blanc and Chenin Blanc blends	All packaged wine exports
UK	19%	6%
China mainland	14%	39%
Malaysia	8%	3%
Belgium	8%	0%
Singapore	8%	7%
Others	42%	45%

Top five varietal label claims by value with Chenin Blanc in the name

- Chenin Blanc
- Chenin Blanc, Traminer
- Chenin Blanc, Semillon
- Chenin Blanc, Sauvignon Blanc, Chardonnay









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