Wine Australia Market Insights

Variety snapshot 2026 - Durif

Variety	**Durif**
Colour	**Red**

Plantings

Source: ABS 2015	Durif	All varieties
Area planted in Australia (hectares)	625	135,133
Percentage of total area	0.5%	
Percentage of red varieties	0.7%	

Crush

Source: National Vintage Survey 2026	Durif	All varieties
Tonnes crushed in 2026	11,070	1,265,671
Percentage of total crush	0.9%	
Percentage of red crush	1.9%	

Top five regions % of total crush	Durif	All varieties
Riverina	86%	19%
Murray Darling - Swan Hill VIC	4%	11%
Riverland	3%	31%
Rutherglen	2%	0%
Murray Darling - Swan Hill NSW	2%	10%
Others	4%	29%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

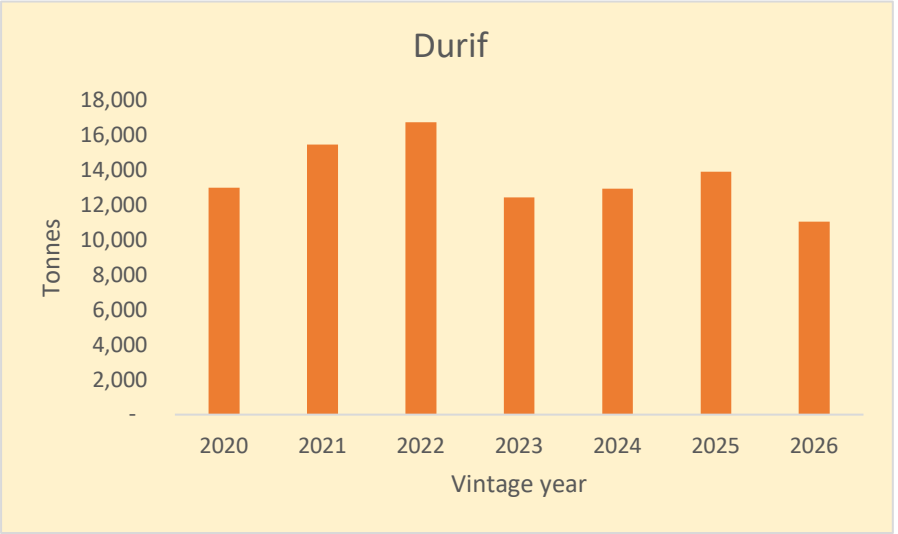
Exports by variety content	Durif	All varieties
Export volume ('000 litres)	3,546	596,929
Export value ($'000 FOB)	7,620	2,295,383
Share of export volume	0.6%	
Share of export value	0.3%	

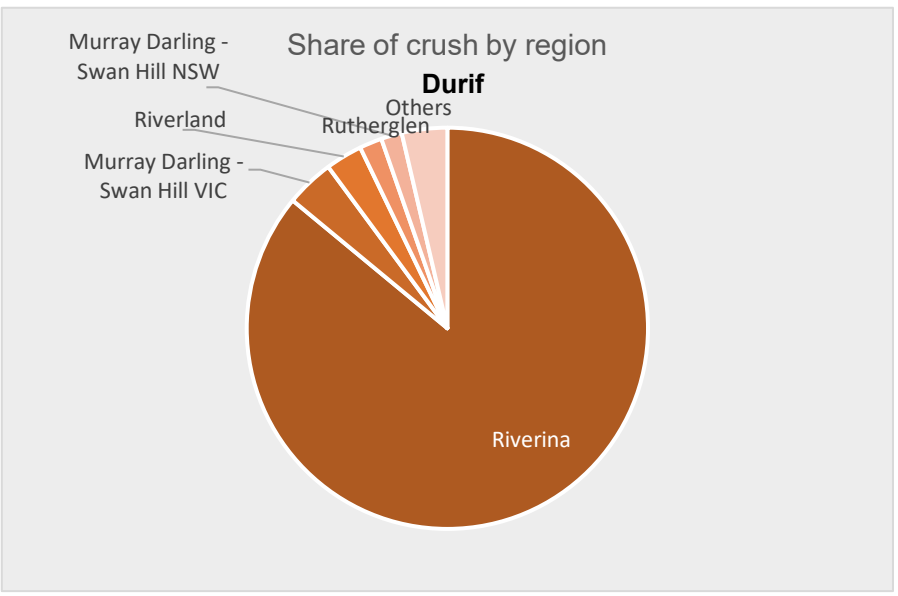
Label claim exports (packaged only)	Durif and Durif blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	520	191,153
Change in volume from 2024-25	-18%	-10%
Total export value ($'000 FOB) in 2025-26	2,714	1,837,204
Average value per litre	$5.22	$9.61

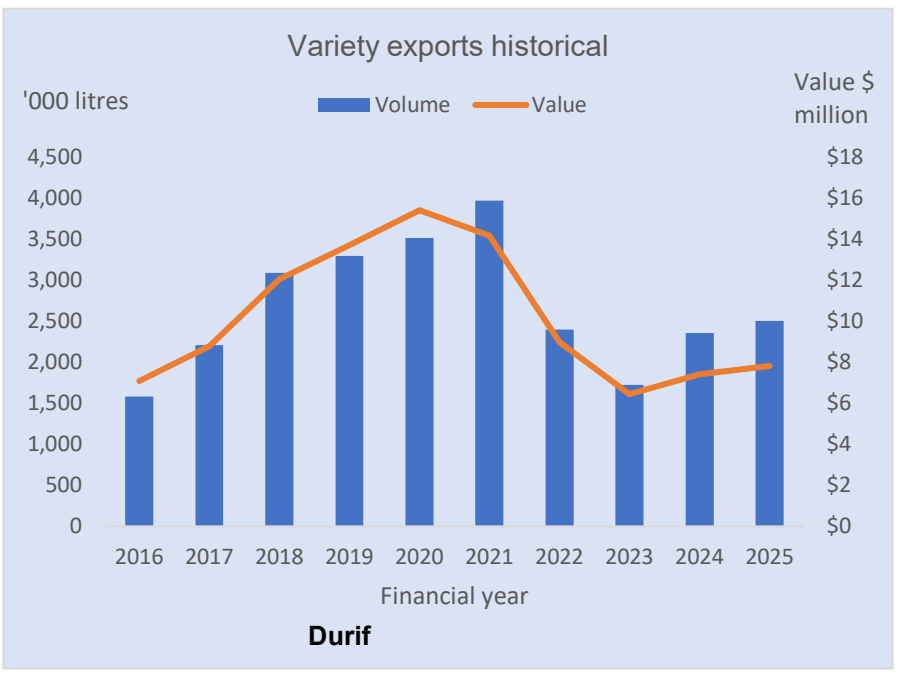
Top five export destinations and share of exports by value	Durif and Durif blends	All packaged wine exports
New Zealand	22%	5%
UK	20%	6%
Sweden	16%	1%
USA	12%	9%
China mainland	11%	39%
Others	18%	41%

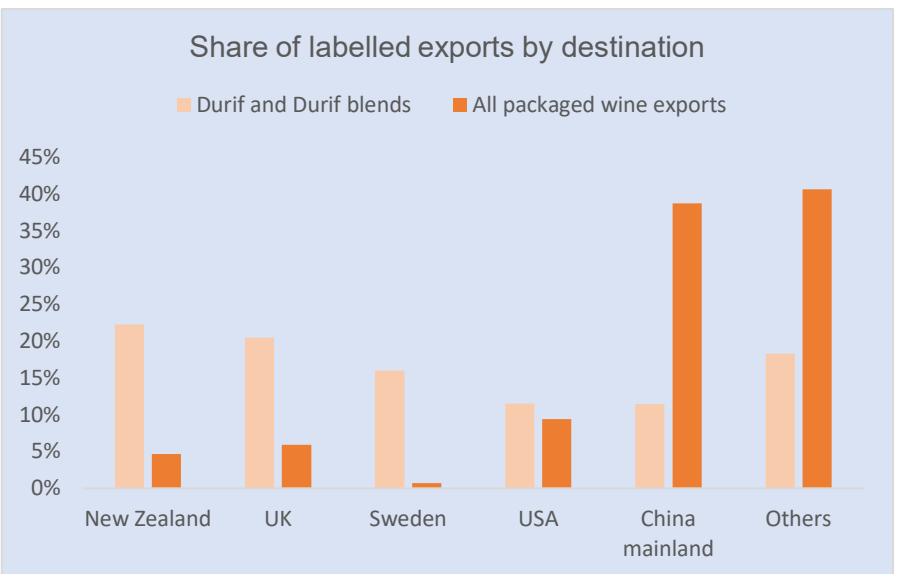
Top five varietal label claims by value with Durif in the name

- Durif
- Petite Sirah
- Durif, Shiraz
- Durif, Shiraz, Touriga
- Petite Sirah, Syrah









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