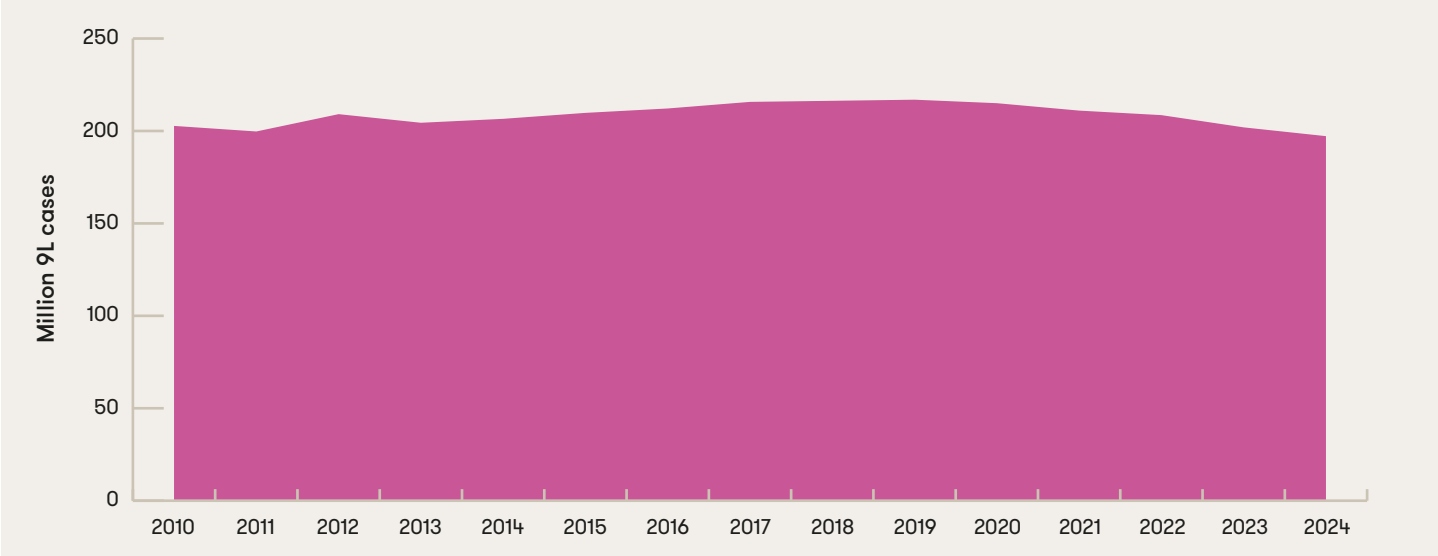
Wine Australia

Market Insights

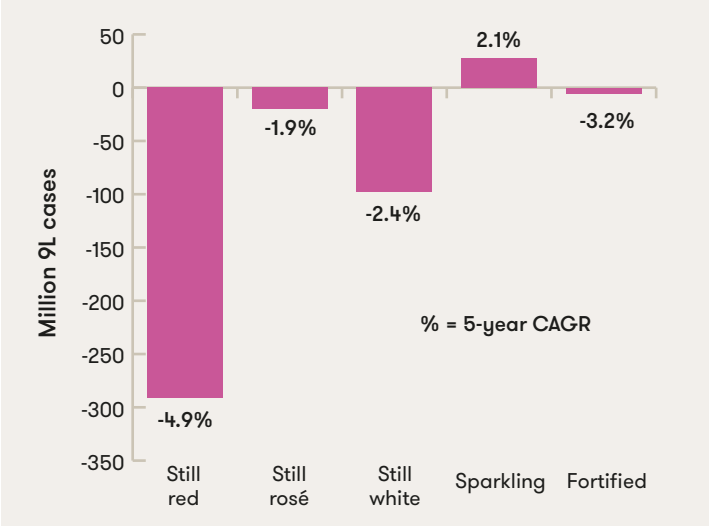
Key rosé insights 2025

Global still rosé consumption

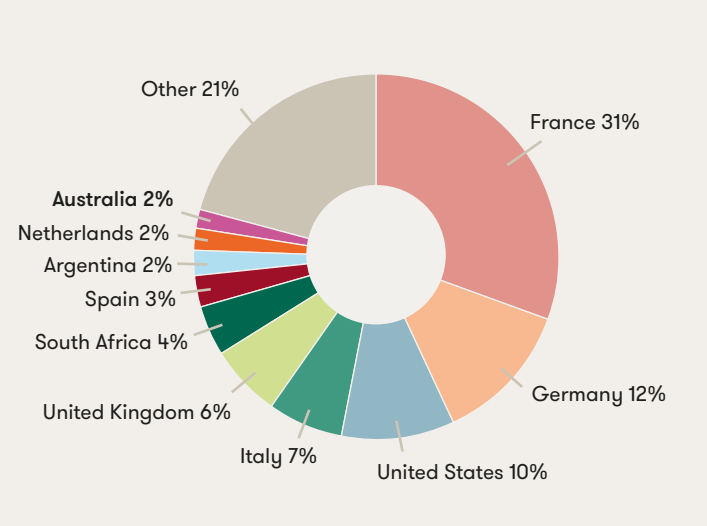
2010–24 global rosé consumption



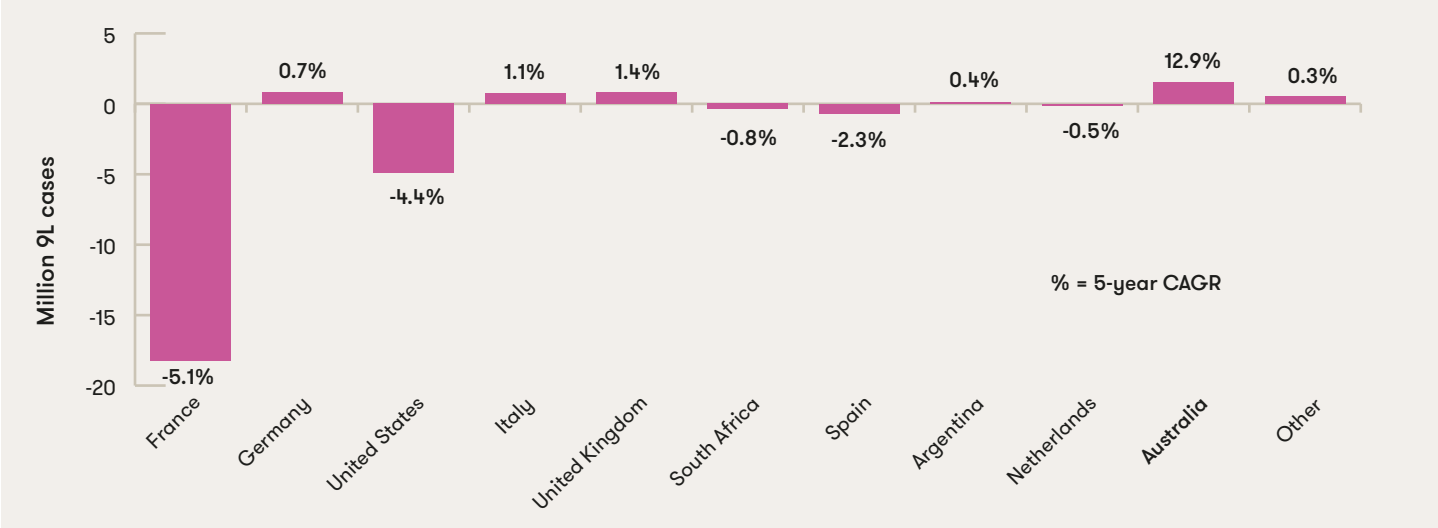
2019–24 change in global wine consumption



2024 still rosé consumption by market



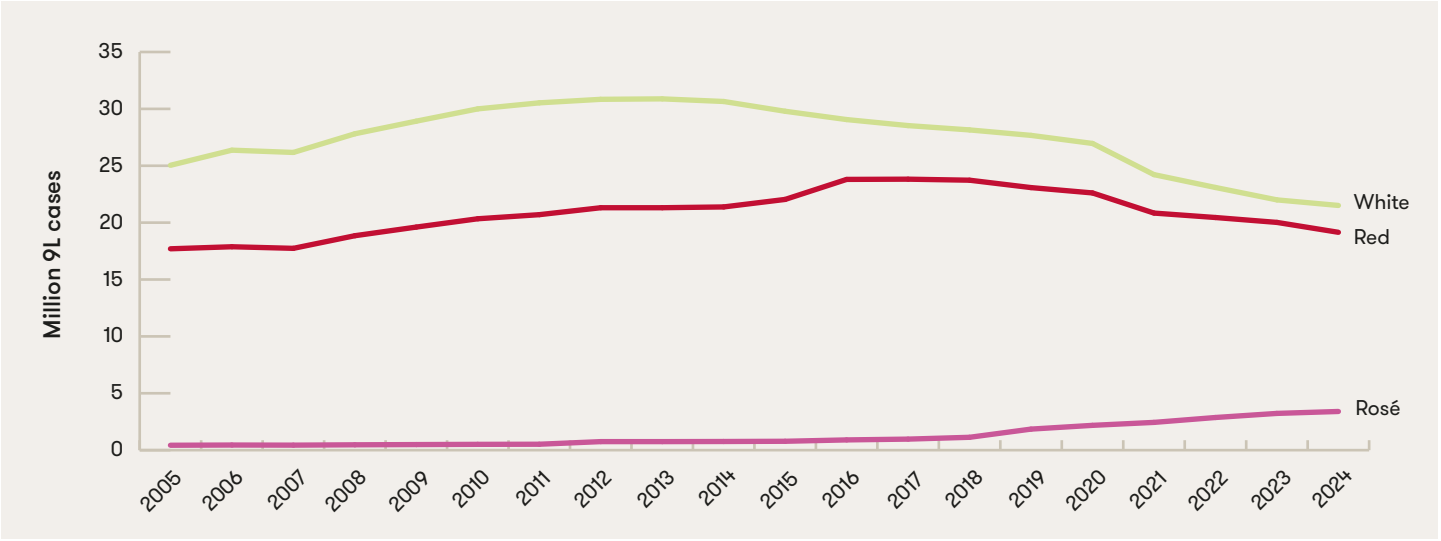
2019–24 change in still rosé consumption



Source: IWSR

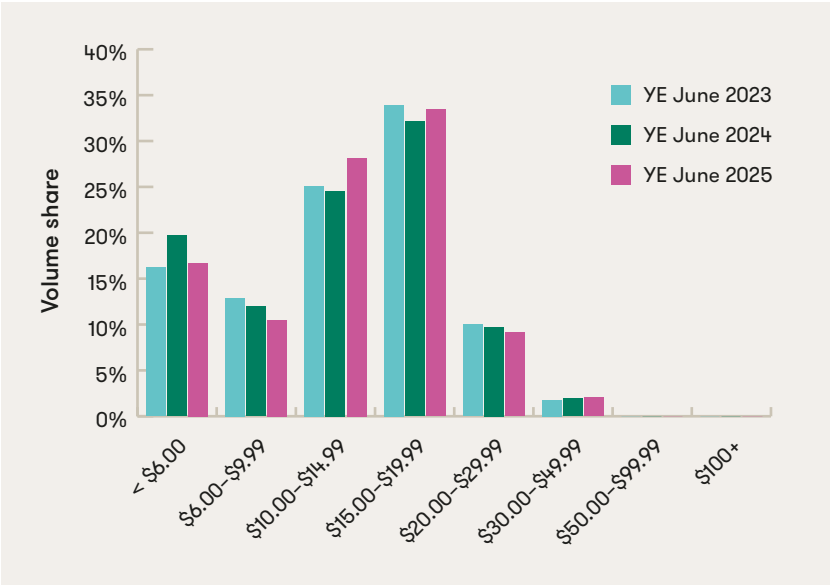
Australian market

Still wine consumption in Australia by colour

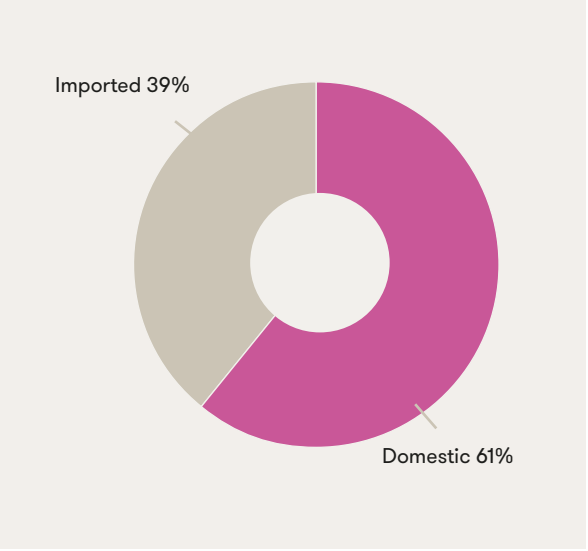


Source: IWSR

Share of off-premise sales of rosé by price segment



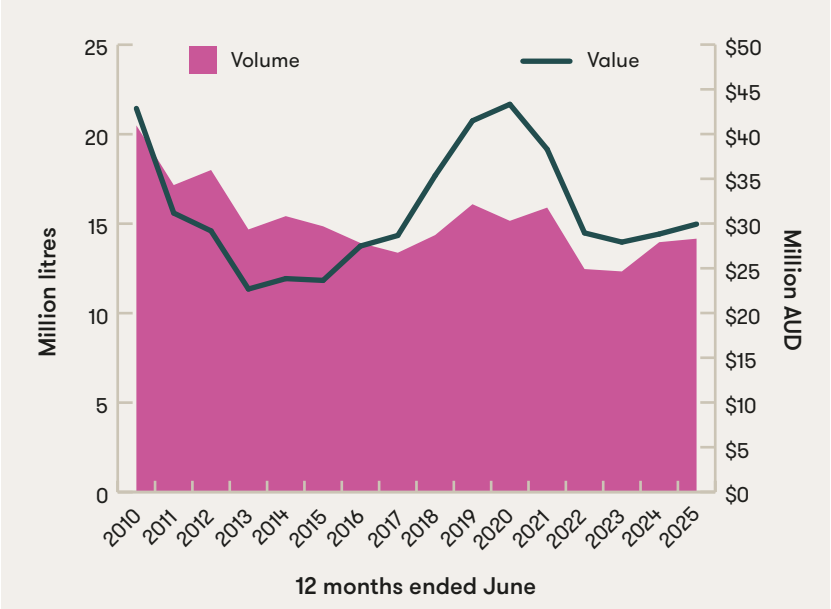
Volume share of off-premise Australian rosé market 2025



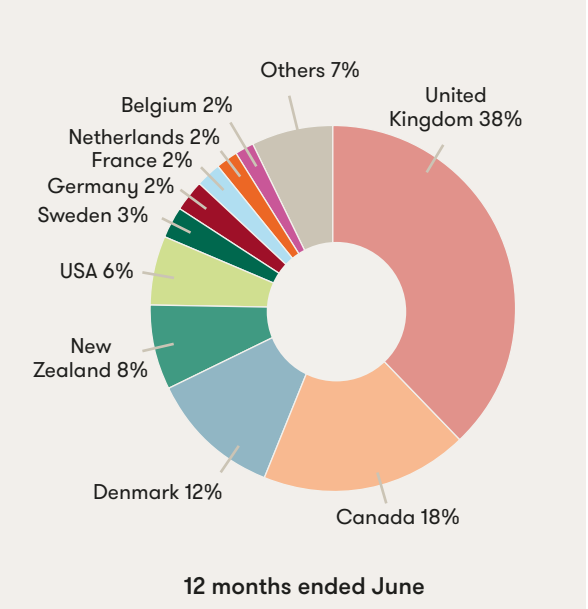
Source: Circana

Australian rosé exports

Still rosé export volume and value



Top still rosé export markets by volume



Source: Wine Australia