2026 Global Market Update

Slido questions and responses

Can AG&W and Wine Australia coordinate to advocate for Federal Government funding to facilitate a national vineyard pull out programme to help Growers change land use. This cannot fall upon the farmers to self-fund. It needs funding	This was answered by Lee McLean (CEO of AGW) on the day at 1:15:36 in the recording. Dr Martin Cole: We understand the pressure that oversupply has placed on parts of the industry; while we cannot advocate to Government on behalf of industry we will continue to work closely with AGW on issues affecting long-term industry sustainability.
What is the estimated annual value of the tariff reductions for Australian Wine into EU, versus estimated value of tariff reductions for EU wine imports into Australia? How do Australian wine exports into EU compare to EU imports into Australia currently on volume & value?	Angelica Crabb: Australia exported 76 million litres, worth $143 million AUD FOB to the European Union in 2025. Australia imported around 40 million litres of EU wine, worth approximately $623 million AUD. The higher value is driven by the high average value of French Champagne, the largest category of imports from this region. Cathy Raper: In 2025, Australia exported AUD 267.3 million or around 87 million litres of bottled wine to the EU. These figures do not include Australian wine sent in bulk form and repackaged in the UK for the EU market. In 2025, Australia imported AUD 565.3 million or around 38.4 million litres of wine from the EU. The EU currently imposes a tariff of up to 32 euro cents (or around 56 Australian cents) a litre of wine. Australia currently applies a tariff of 5 per cent. Because the EU imposes a tariff based on quantity, and Australia's tariff is based on price, determining which tariff is higher depends on the price of the bottle of wine. On entry into force of the Australia-EU FTA, tariffs on Australian wine into the EU and EU wine into Australia will go to zero.
We always start the discussion of the old "natural" trend of aging into wine consumption with the Boomers. But how "natural" is this trend really? What was the trend in generations before the boomers?	Peter Bailey: We don't have access to consumption data on previous generations that would quantify this, but we do know that today's younger consumers are entering adulthood with a much broader range of beverage choices and different attitudes towards alcohol, health, moderation and social occasions. While it would be interesting from a historical perspective, it is more important to focus on where we are now.
Toby Langley: Re: The national vineyard register project, when will this be completed, and how will it compare to the methodology and data quality in other countries.	Paul Turale: This was answered during the "Insights to impact and the implications for Australian wine" presentation on the day.

	The NVR project is on track to be launched in late 2026. The platform build phase is now about 50 per cent complete with workflows for growers to sign up, enter their first vineyard details, add and edit plantings completed to the testing stage. External user testing with a small number of growers is scheduled this month with the roll-out of the register expected to commence in October, when the platform is ready to receive data. The platform is both digital and geo-spatial, providing technical advantages over other legacy systems, but remains reliant on quality data to provide quality output and insights.
Darren Oemcke: I often hear the wide ranging drinks consumption x occasion profiles of younger generations and higher wine involvement as they age. My experience is that I was like the former in my 20s and the latter now. That, for me, seems to be the same. I want to understand the precise new occasions. Reply: Agree. Is there any data to compare drinking habits over the generations? EG when BB were 20 what did they drink? when Genx was 20 what did they drink? Overlay age brackets and drinking habits.	Peter Bailey: Current research shows younger consumers have broader beverage repertoires and make more occasion-based choices than previous generations. Insights from NIQ's 13 demand spaces developed as part of the mid-strength project, Growth Scope and market-specific consumer studies (such as the Starburst Insights reports on Thailand and Vietnam consumers) help us understand where wine is winning, where it's underrepresented, and where future opportunities exist. These are all available on the 'Market Insights' page of the Wine Australia website.
David Jaud: Is sustainability still a point of differentiation? Is it not becoming a pre-requisite for businesses? Reply: Agree - sustainability also needs to equal profitability?	Peter Bailey / Paul Turale: While sustainability is increasingly a pre-requisite for business, the opportunity for differentiation is how this is communicated to consumers. The research shows that credible sustainability credentials are increasingly important for consumers and the trade.
David Jaud: Market diversification is definitely a point of growth. What about product diversification (e.g. producing wine, olive oil, honey within the same business)?	Product differentiation is also a source of potential growth. Success will increasingly depend on identifying the right consumers, channels and export markets, and matching them with products that meet evolving demand
Matt McCulloch: Peter, does the data show how much of the growth in wine's global average value since 2020 is due to higher costs, and how much to premiumisation?	Peter Bailey: While the average value data does not split the increase between inflation and premiumisation, looking at the price segment data, between 2017 and 2025, the share of premium sales increased from 14% to 17% suggesting that consumers are trading up.

Dana Dong: With occasion-led consumption growing, how can wineries create new reasons to drink beyond traditional occasions? At Chateau Yaldara, we're exploring this through our upcoming immersive experience - Sparking Table. Which occasions do you see as having the greatest potential?	Peter Bailey: Consumers are increasingly seeking experiences rather than simply products. This creates opportunities for wine to play a larger role in casual social gatherings, outdoor occasions, food experiences, tourism activities, cultural events and celebrations. These experiences help build emotional connections that extend well beyond a single purchase and can strengthen long-term loyalty and advocacy. In the domestic market, Growth Scope has identified social moments as an area of growth, such as youthful and professional gatherings. This is supported by the NIQ research around After Work drinks. NIQ identified 13 demand spaces where mid-strength wine has a role to play.
How is the consumption data measured?	Peter Bailey: The consumption data is from IWSR. It's modelled using import, export, retail and scan data, while overlaying economic indicators and interviews with market experts and beverage alcohol producers.
Mary Hamilton: The 750ml glass bottle is a barrier. Occasions, convenience, cost, waste all require a rethink for how our customers interact with our products. How as an industry are we showing customers how premium wine can live in smaller portable containers? Reply: Absolutely agree with this. Why is there never or rarely a wine option at large sporting events or music concerts? Why can't the mid week 1 glass of wine consumer find something great in a small bottle or other format? Reply: Definitely if only we could produce here affordably!	Paul Turale: Agree – packaging doesn't necessarily change the wine, but it can change the occasion. In the past 12 months, we have had brands participate in our global activities with packaging including single serve and half bottles, pouches, cans, and tetra pack. Keg suppliers and alternative single serve (think AVL's Poco Vino) have also been active in market, but ultimately, packaging is a business / brand led decision based on positioning and profitability. Wine Australia, in association with the Business Research and Innovation Initiative, funded (~$2.5M) via the Department of Industry, Science and Resources to enable Australian startups and SMEs to develop innovative solutions for packaging for the Australian grape and wine sector.
Leigh Woodrow: Judging by the poll, most believe that premiumisation offers the greatest opportunity for growth, and probably for economic sustainability. That being the case, would some of these rather negative graphs look more positive if they started at a 'premium' FOB?	Peter Bailey: While the premium trend has been impacted by cost-of-living pressures, between 2017 and 2025, the share of premium sales grew from 14% to 17% and IWSR have forecast the premium share to grow to just over 18% by 2030.
Is market share measured on volume or value?	Peter Bailey: It's measured on volume.
We Make A Wine For That. How is this months campaign going? Do we have any data? How will we know it was a	Paul Turale: The 2026 campaign is just underway, so it is too early to draw conclusions. Success will be measured against agreed

success? Have seen nothing in digital? What is the outcome?	objectives including reach, engagement, awareness and behaviour measures where they are available. The 2025 campaign showed a small increase in reported sales over the campaign period for activation partners compared with the prior year, but one data point does not make a trend. The real opportunity lies in sustained, coordinated effort over time.
Are Wine Australia truly best placed to run campaigns like “we make a wine for that?”. Leave this type of activity to individual wine businesses and focus on the rest of the strategic priorities	Paul Turale: Individual wine businesses play the leading role in selling product and promoting their brands. Wine Australia’s role is focused on category building. The ‘We make a wine for that’ campaign was never intended to tell the whole story of Australian wine but to make wine more relevant to consumers for more occasions, so that brand storytelling can then influence purchasing decisions.
The EU-Mercosul (Mercosur) FTA has made European wines so much more competitive in Brazil and makes it much harder for our market entry. I understand it is a significantly lengthy process, but is there a Brazil-Australia FTA in the works?	Cathy Raper: Australia is not currently in a position to consider a bilateral FTA with Brazil. We cooperate with Brazil in numerous forums including the World Trade Organization.
Can Wine Australia help educate Canadian Monopoly buyers on supply from Southern Hemisphere? And delays on NTP’s. Small producers cannot afford to hold stock for 6+ months for obvious cash reasons	Aaron Ridgway: Wine Australia can’t influence purchasing activity or insist on modifications to payment terms. If you send me an email: aaron.ridgway@wineaustralia.com, I can share some info that might help for context.
How can Australia be different? Huge amounts of content exists, borders are irrelevant and digital learning is so significant. A trade show reaches a few hundred people for thousands of dollars, a few thousand dollars can reach tens of thousands of people for education, market positioning.	Paul Turale: Digital channels provide scale and efficiency, while face to face engagement delivers depth, relationship building and commercial outcomes that are difficult to replicate online. We don’t view this as an either-or proposition, but an opportunity to leverage both to extend the reach and impact of the events.
Why do we collaborate in masterclasses/trade events in conjunction with NZ?	Laura Jewell MW: We collaborate with NZ where it makes sense for the trade market. In the UK, it has been very successful - trade attendance has grown from ~750 in 2024 to >900 in 2026. Feedback from the trade attendees has been exceedingly positive as they don't see the relationship as competitive or conflicting, they've indicated they value the opportunity to engage in one setting. It's important to note that this is a trade approach only - we don't collaborate on any consumer messaging or campaigns.
Who is in the room today? Just curious. Wine Australia team, industry associations, large, medium, small winemakers, viticulture, suppliers (packaging).	Shirley Fraser: We had registrations from across the wine value chain, led by wine exporters (38%), wine producers (34%), suppliers and service providers (19%), and winegrape growers (16%). Many of those who registered represented multiple parts of the industry, with 36% selecting more than one business type.

Reply: It would be good to have that breakdown shared. How many producers?	
Are educational activities in the Nordics & rest of Europe delivered in English, or in the native language? Printed materials appear to be in English	Laura Jewell MW: English is widely spoken across the Nordics and most EU countries, so education can be delivered effectively in English. Where there is a preference for local language delivery, we partner with a local educator to deliver activity.
Fernando Miyazaki: About Brazil. I'd like to push on that. It's one of the largest wine markets in the Southern Hemisphere, imports already dominate its value share, and it sits in a counter-seasonal, same-hemisphere trade lane. Is Brazil a genuine strategic priority going forward, or is it still on the watch list?	Aaron Ridgway: The barriers to Australia's immediate scaling are pretty high. Taxes on imports are punitive, and Chile and Argentina in particular have advantages based on proximity, market access and pricing. We think there's long-term opportunity, but it's too soon to push in with a lot of investment. Reply (Fernando Miyazaki): That's fair on Chile and Argentina (also for the geographical position they're based), but Europe pays the same taxes and ships from twice the distance, and still leads the premium end there. Is the real barrier cost, or presence? Reply: The EU has a FTA with Mercosur (Mercosul) which has brought European wine prices down and sales have boomed.
What is the most engaging provenance for premium wine consumers? Producer? Region!? Or Country? As trends suggest premiumisation should we evolve our narrative from country to region? Reply: Agree. It would be good to better understand where regionality sits - if anywhere - within Wine Australia strategy.	Paul Turale: This is a question we continue to review as there is no simple answer. At a basic level, you could assume that emerging markets require simpler country messaging as the category is emerging, whereas more established markets can absorb more nuanced regional story-telling. This would be a significant over-simplification. Our strategy and in-market activity blends national and regional messaging based on the activity undertaken and the intended audience. One of Australia's greatest wine assets is diversity, with 65 regions spread across the continent. This can also introduce messaging complexity, particularly for less engaged consumers. Again, this is where occasions, taste and style are becoming increasingly important – supported by place where there is a clear, compelling and differentiated story to tell.
Given that wine exported below $10 per litre FOB still makes up the large majority of Australia's export volume, how is Wine Australia's strategy and investment balanced between supporting that segment's growth while continuing to build the premium category?	Paul Turale: Wine Australia global activity varies by market and theme based on opportunity, maturity, customer / channel and need. In the 12 months ended 30 June 2026, 4,655 wines were poured (2,949 individual SKU's) covering 665 brands and 46 regions and we endeavour to ensure that wines from all price

	points are included to demonstrate the quality and diversity of Australian wine at all price points.
Mary Hamilton: The auditing cost of SWA is a barrier in an era of every dollar being so hard to earn and hold. How can you make it more accessible? Reply: Agree, each year it has become more expensive especially the audit, ours went up 35%+ this year!	Siobhan Wigan: We are aware of the feedback and are listening. Our new board is reviewing what can be done and discussing with the external parties that do audits. We welcome your thoughts and will keep discussing with you.
Leigh Woodrow: I believe it is unlikely that many consumers would look for a small black and white logo on the back of a bottle, though I do believe it would help inform a decision for many. What do people think is the best way to communicate sustainable certification to the end consumer?	Siobhan Wigan: The trustmark on each bottle we believe does reinforce the commitment to sustainability at point of purchase. One of our strategic objectives is to build consumer awareness and we will continue to share case studies, social media and storytelling. We are working on market activations once there are enough trustmark labelled wines to collectively promote together.
Certified member numbers keep climbing. How much of that is producers formalising practices they already had, versus responding to buyer and export pressure, and does SWA track the difference?	Siobhan Wigan: We don’t track that. Anecdotally, people are formalising practices because 1. It’s the right thing to do and 2. Commercial imperative (market demand)
The growth scope data reinforces that the “we make a wine for that” campaign cannot succeed	Mel Anderson: I couldn't disagree with this more. Aside from abstinence (which I also believe is an opportunity to drive occasion focused delivery for the passive abstainers), shifts in consumption occasions are fundamentally impacting wine consumption volume and category preferences in the domestic market. The "We make a wine for that" campaign is perfectly designed to re-position wine for occasions that are growing (one of the 5 key recommended responses to the structural market shifts I emphasised during the session). By focusing on the key growing occasions and clearly positioning wine as a whole, or specific varietals or regions as an appealing option for those occasions. Youth social occasions? We make a wine for that. Parents night out? We make a wine for that! Paul Turale: The Growth Scope data shows clearly that consumption occasions are changing and wine is losing many of those occasions it historically held. The data also shows that Gen X

<table>
<tr><td></td><td>and Boomers have strongly established consumption patterns, favour wine and are less likely to have broad repertoires. They remain important demographics to defend but the opportunity for wine is to build consideration and ultimately preference with younger cohorts – and that is exactly what ‘We make a wine for that’ is designed to do.</td></tr>
<tr><td>Of regular beer drinkers (major competitor to wine) what % are men vs women?</td><td>Tom Graham:
Beer is 70/30 male vs female. Wine is 43/57 male vs female.

<table><tr><td></td><td>All consumers</td><td>Drink categories drunk: Megacategories: Beer</td><td>Drink categories drunk: Megacategories: Wine</td><td>Primary occasions typically visit out of home for in a 3 month period: After work drinks</td></tr><tr><td>Female</td><td>51%</td><td>30%</td><td>57%</td><td>46%</td></tr><tr><td>Male</td><td>49%</td><td>70%</td><td>43%</td><td>54%</td></tr></table></td></tr>
<tr><td>Leigh Woodrow:
Would I be right to assume that if you broke ‘wine drinker’ down to ‘sparkling wine drinker’ or ‘red wine drinker’ etc, that the splits in repertoire would change?</td><td>This was addressed during the Growth Scope presentation.</td></tr>
<tr><td>Will PowerPoint presentations from today’s presenters be shared afterwards?</td><td>We will share those that are made available by the presenters, and the event recording will be published on the Wine Australia website.</td></tr>
<tr><td>For those that regularly engage in after work drinks, what % is male vs female? Women - who are the larger wine consumers - tend to have more child caring responsibilities after work, or are more likely to work part time, so engage in after work drinks less</td><td>Tom Graham:
From our research the gender split for the After work drink consumer is relatively balanced. 46% are female, 54% are male.</td></tr>
<tr><td>In terms of taking a leaf out of the book of spirits education, have a look at what the Vinitaly academy is doing for Italian wine.</td><td>Paul Turale:
I’ll take that as a comment, rather than a question – and will do. Thanks for the suggestion.</td></tr>
<tr><td>Mary Hamilton:
If beer is winning in After Work Drinks and most beer drinkers are men does that means it’s mostly men having after work drinks? Where have all the women gone!?</td><td>Tom Graham:
From our research the gender split for the After work drink consumer is relatively balanced. 46% are female, 54% are male.</td></tr>
<tr><td>How much of the reduction in consumption/sales is due to health/abstinence and how much is due</td><td>Mel Anderson:
Cost of living certainly has a role to play when cost of living pressures are high, but I would say that has been on a bit of a</td></tr>
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to declining disposable income/rising costs of goods?	rollercoaster the past couple of years. While health and abstinence has been a continued and consistent trend. So both are important, but the role of price and cost is more cyclical, while abstinence and health appears to be more structural.
For Jay can he give an update on ANMI and perspectives for the future of the program	Jay Meek: ANMI continues to make strong progress and is now firmly in its delivery phase. Since commencing, the program has delivered a wide range of trade diversification activities through the Trade Diversification Network across multiple sectors and international markets, reflecting strong industry engagement and demand for diversification support. A substantial pipeline of activities is planned through to 30 June 2027, when ANMI funding is currently scheduled to conclude. Any decisions regarding ANMI beyond 30 June 2027 are ultimately a matter for Government. In the meantime, our focus is on delivering strong outcomes for Australian exporters and building a robust evidence base on the program's effectiveness, impact and value. One of ANMI's most significant achievements to date has been the partnership model with industry. The Trade Diversification Network has strengthened collaboration between Austrade and peak industry bodies, enabling us to identify opportunities and respond to emerging challenges in a more targeted, practical and collaborative way. More broadly, the global trade environment remains complex and uncertain, and the need to help Australian exporters diversify markets, strengthen resilience and capture new opportunities remains as relevant today as when ANMI was first established.
Why wasn’t there a formal Welcome to Country?	We had a Welcome to Country as part of the event program and had engaged a representative of the Kaurna people. Unfortunately, due to unforeseen circumstances they were unable to attend on the day.