

Wine Sales in Australia

Quarterly Report: September-2011

Prepared by the Winemakers' Federation of Australia

Domestic Sales: Australian Wine by Wine Type

Summary Table ('000 L)

Table 1

12 Month MAT (Oct to Sep)

Wine Type	2010	2011	Change
Fortified	16,524	17,342	5.0%
Table	394,386	388,401	-1.5%
Sparkling	37,408	35,464	-5.2%
Carbonated	14,026	13,316	-5.1%
Other wine products	5,104	4,566	-10.5%
Total Wine	467,448	459,089	-1.8%

Note: Vermouth included in Other wine products

Table 2

Current Quarter - September

Wine Type	2010	2011	Change
Fortified	4,748	4,588	-3.4%
Table	101,683	97,569	-4.0%
Sparkling	8,111	8,199	1.1%
Carbonated	3,204	2,917	-9.0%
Other wine products	1,522	1,135	-25.4%
Total Wine	119,268	114,408	-4.1%

Domestic Sales: Australian Table Wine by Container Type

Glass Containers Less Than Two Litres - ('000 L)

Table 3

12 Month MAT (Oct to Sep)

Wine Type	2010	2011	Change
White	101,868	110,281	8.3%
Red	102,585	104,519	1.9%
Total	204,453	214,800	5.1%

Table 4

Current Quarter - September

Wine Type	2010	2011	Change
White	24,481	26,280	7.3%
Red	28,307	27,342	-3.4%
Total	52,788	53,622	1.6%

Soft Pack - ('000 L) (a)

Table 5

12 Month MAT (Oct to Sep)

Wine Type	2010	2011	Change
White	101,012	97,895	-3.1%
Red	50,513	48,109	-4.8%
Total	151,525	146,004	-3.6%

Table 6

Current Quarter - September

Wine Type	2010	2011	Change
White	24,477	24,142	-1.4%
Red	13,774	12,601	-8.5%
Total	38,251	36,743	-3.9%

Other Containers - ('000 L) (b)

Table 7

12 Month MAT (Oct to Sep)

Wine Type	2010	2011	Change
White	15,186	13,298	-12.4%
Red	23,221	14,297	-38.4%
Total	38,407	27,595	-28.2%

Table 8

Current Quarter - September

Wine Type	2010	2011	Change
White	3,339	3,910	17.1%
Red	7,305	3,293	-54.9%
Total	10,644	7,203	-32.3%

Quarterly Report: September-2011

Domestic Sales: Australian Sparkling Wine by Container Type

Table 9

12 Month MAT (Oct to Sep) ('000 L)

Sparkling Wine	2010	2011	Change
Bottle Fermented	19,738	19,335	-2.0%
Bulk Fermented	17,670	16,129	-8.7%
Total	37,408	35,464	-5.2%

Table 10

Current Quarter - September ('000 L)

Sparkling Wine	2010	2011	Change
Bottle Fermented	4,538	4,208	-7.3%
Bulk Fermented	3,573	3,991	11.7%
Total	8,111	8,199	1.1%

Domestic Sales: Imports by Wine Type

Table 11

12 Month MAT (Oct to Sep) ('000 L)

Wine Type	2010	2011	Change
Table	54,535	62,544	14.7%
Fortified	349	138	-60.5%
Sparkling	7,807	9,322	19.4%
Other	1,213	955	-21.3%
Total Wine	63,904	72,959	14.2%
Total Value (\$'000)	\$ 464,211	\$ 488,606	5.3%

Table 12

Current Quarter - September ('000 L)

Wine Type	2010	2011	Change
Table	14,619	20,299	38.9%
Fortified	36	42	16.7%
Sparkling	2,150	2,497	16.1%
Other	294	239	-18.7%
Total Wine	17,099	23,077	35.0%
Total Value (\$'000)	\$ 125,616	\$ 143,476	14.2%

Domestic Sales: Total Sales (Australian + Imported) by Wine Type

Table 13

12 Month MAT (Oct to Sep) ('000 L)

Type	2010	2011	Change
Table	448,921	450,945	0.5%
Fortified	16,873	17,480	3.6%
Sparkling	45,215	44,786	-0.9%
Other Wine ^(c)	20,343	18,837	-7.4%
Total Wine ^(c)	531,352	532,048	0.1%

Table 14

Current Quarter - September ('000 L)

Type	2010	2011	Change
Table	116,302	117,868	1.3%
Fortified	4,784	4,630	-3.2%
Sparkling	10,261	10,696	4.2%
Other Wine ^(c)	5,020	4,291	-14.5%
Total Wine ^(c)	136,367	137,485	0.8%

Source: Australian Bureau of Statistics, *Sales of Australian Wine and Brandy by Winemakers*, Cat No. 8504.0

- a) Soft pack containers include all collapsible packs, plastic or otherwise.
- b) Other containers include tankers, cans and rigid containers, including glass 2 litres and over.
- c) Tables 13 & 14 - Other wine includes domestic sales of carbonated wine. Between September 2009 and June 2010 Other wine and Total wine did not include domestic sales of carbonated wine.

For more information, refer to *ABS Cat No. 8504.0* or contact the Winemakers' Federation of Australia at PO Box 2414 Kent Town SA 5071 or on Ph: +61 (8) 8222 9255.
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