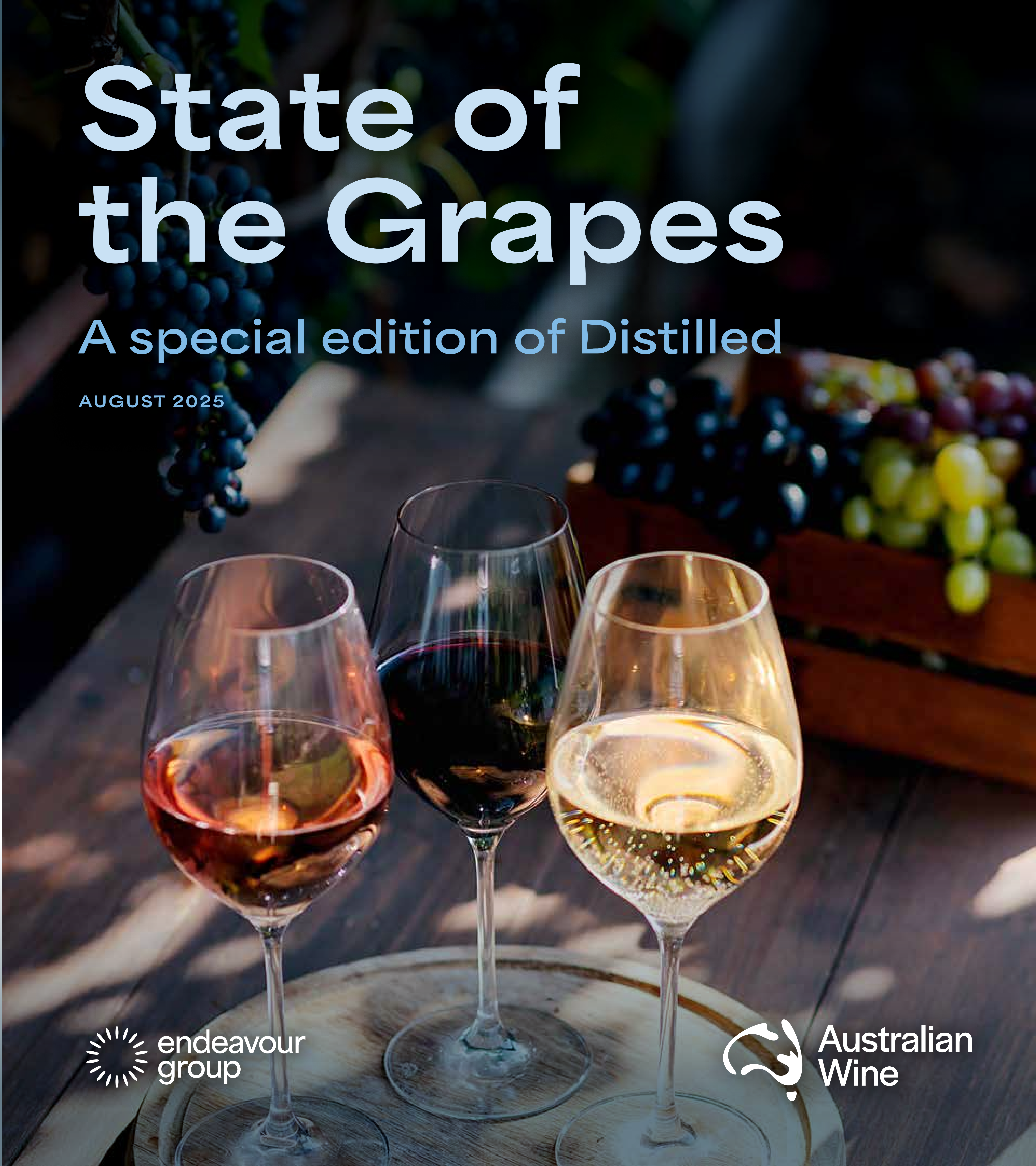
State of the Grapes

A special edition of Distilled

AUGUST 2025



endeavour group

Australian Wine

Foreword: State of the Grapes - A special edition of Distilled

I am pleased to present the 'State of the Grapes' report, a significant milestone for Endeavour Group and our valued partners in the Australian Wine industry. As Director of Merchandise and Buying at Endeavour Group, I understand the importance of sharing knowledge and insights, and this report represents our ongoing commitment in this regard.

For the first time, we are opening up an unprecedented array of insights into Australian Wine consumption patterns, drawn directly from the shopping data of Dan Murphy's and BWS customers. This report delves into what Australian consumers are truly buying, how their preferences are evolving, and where the exciting opportunities lie within this dynamic category for Australian Wine. From varietal trends to regional preferences, and the changing consumption landscape, 'State of the Grapes' offers a comprehensive snapshot that we believe will be invaluable to producers, distributors, and marketers right across the industry.

This initiative follows the launch of Endeavour Group's Trade Supplier Charter. A core pillar of that charter is our dedication to fostering stronger, more transparent partnerships through enhanced data access and actionable insights. Over the last four years we have been on a journey to enhance our approach in this space, through category specific deep dives and regular insights updates in our magazine Distilled. Because it's one thing to share the data, and quite another to share it in a way that can be easily consumed and interpreted. 'State of the Grapes' is just the latest way we are delivering that promise, providing all our suppliers and industry bodies with the granular information they need to make more informed decisions, innovate with greater confidence, and ultimately, grow their businesses alongside ours.

We understand that in today's fast-paced market, a clear understanding of consumer behaviour is paramount. This report is not just a collection of numbers; it is a collaborative tool designed to spark conversations, inspire new ideas, and drive sustainable growth across the entire Australian Wine landscape.

I extend my sincere thanks to the teams who have compiled this report, and to Wine Australia for providing the perfect platform for launch with their new campaign, 'We Make A Wine For That'. We look forward to this being a foundational resource that fosters even deeper collaboration. And here's to helping more consumers find their next favourite Australian-made Wine.

- Tim Carroll
Director, Merchandise and Buying
Endeavour Group

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State of the Grapes

Wine Consumption in Australia

State of the Grapes

Exploring the nuances of Wine consumption across Australia

At Endeavour Group, our customers drive everything we do. Knowing what fuels our customers' behaviours and understanding them deeply enables us to work even more closely with our supplier partners to help deliver the products they want to see in our stores.

In this special report on total Wine consumption within Endeavour Group's retail brands (Dan Murphy's and BWS), we take a bird's eye look at the changing consumer preferences and attitudes towards Wine, with a particular focus on Australian-Made Wine, before deep diving into state-specific consumption patterns, including local Wine regions within each state. Through this exploration, we can discern the extent to which climate, traditions and local Wine industries influence consumer choices.

More importantly, it gives insight into how consumption of Australian Wine may change into the future, potential impacts on varietal demand and Wine regions, and the ways in which we can optimise our offerings based on geographical preferences.

As we unpack the drivers of state-specific consumption of Wine, the profile of the "typical" consumer becomes clear. For example, we're seeing that high affluence is a primary driver in all states when it comes to the allocation of spend on Wine within the broader Liquor landscape. And, as we delve even deeper and look into Local Government Area (LGA) dynamics, we can start to understand the role that affluence and regionality plays in what consumers choose to drink.

By understanding how our customers across the country differ in their interactions with Australian-made Wine, we can work together to explore tailored experiences in-store and online that demonstrate the quality and diversity of our local industry.

State DNA

Let's start by taking a look at what makes each state unique; because understanding the similarities and differences influences how we go to market in each region

Spot the similarities

Older generations over index in Wine

- Across all states, Baby Boomers and Traditionalists are the highest consumer group, while Gen Z and Millennials significantly under index in consumption.

High affluence areas consistently correlate with higher Wine sales

- Australia's most affluent LGAs reflect the highest mix of Wine sales.
- Affluence plays a greater role in influencing the Wine sales mix than a state's Wine industry size.

Trends become national phenomenons

- The trending segments of the last decade highlight commonality across evolving taste, preferences, generational and cultural influences.
- Pinot Noir, Pinot Grigio/Gris, Prosecco, and Rosé have gained share across every state which highlights the overall trend toward culturally relevant and lighter styles that appeal to the next generation.

Diversity in Segment Rankings across LGAs

- The largest disparities across each state exist between highly affluent metropolitan areas and lower socioeconomic regional areas.

Spot the differences

Varying levels of affluence from state to state creates misalignment in national consumption patterns of Australian Wine

- States with high Socio-Economic Indexes For Areas (SEIFA) such as New South Wales and Victoria, have inherently higher Wine consumption.

Consumers gravitate towards their local Wine industry, creating diverse varietal preferences across the nation

- Whether it is Shiraz in Barossa, Sauvignon Blanc & Semillon Blends in Western Australia, Pinot Noir in Victoria, or Sparkling in Tasmania, varietal popularity in local industry shapes what consumers drink and results in diverse preferences across states.

While the states over index with preferences towards local products and wine regions, the degree to which this occurs varies greatly

- Tasmanians and Western Australians consume products from their respective states at a significantly higher rate than the national average.

Industry operation and consumption patterns are heavily influenced by varying climate and weather conditions

- All states exhibit a shift towards Red Wine mix in winter, and Sparkling Wine in summer. However, the baseline differs by state; with warmer states typically under indexing in Red Wine in favour of Beer. Despite this, disparities in gender, affluence and local industry can create exceptions. Take Tasmania for example, it's the coldest state but under trades in Red Wine.
- Climate determines the growing conditions for certain varieties, which impacts the makeup of the local Wine industry and customer preference within each state.

A National Bird's Eye View

An Endeavour Wine customer profile

The most common customer of Wine is older, more affluent, and lives in a metropolitan area. They are also more likely to be female, particularly when we look at the White Wine and Sparkling varietals.

Sales trends for Wine differ depending on the retail brand they're sold under, store location, and store type.

The Dan Murphy's brand and the Wine Category share a long history. Daniel Francis Murphy himself was a Wine Merchant, responsible for launching Australia's earliest-known Wine Club. It's therefore no surprise that Dan Murphy's remains the go-to retail destination for Australian Wine shoppers.

When it comes to BWS, metropolitan stores sell more Wine, as do stores attached to Woolworths supermarkets – where customers are more likely to purchase Wine to consume with their meals.

Online is an important channel for Wine, with customers buying more Wine online compared to other categories.

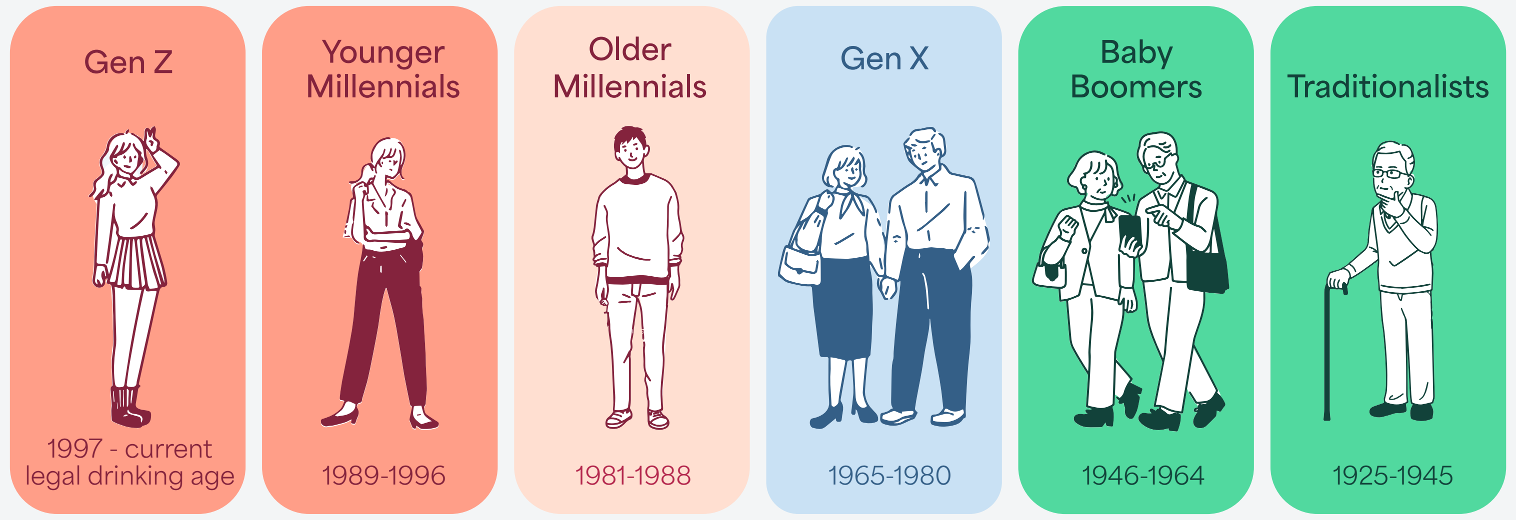
With this in mind, we're reminded of the nuances surrounding the typical Wine customer. Now let's delve a little deeper...

Affluence

Key

- Significantly below average
- Below Average
- No Significant Difference
- Above Average
- Significantly Above Average

Generations



Store Format*

- Attached
- Metro
- Drive
- Standalone

HML

- Heavy
- Medium
- Light

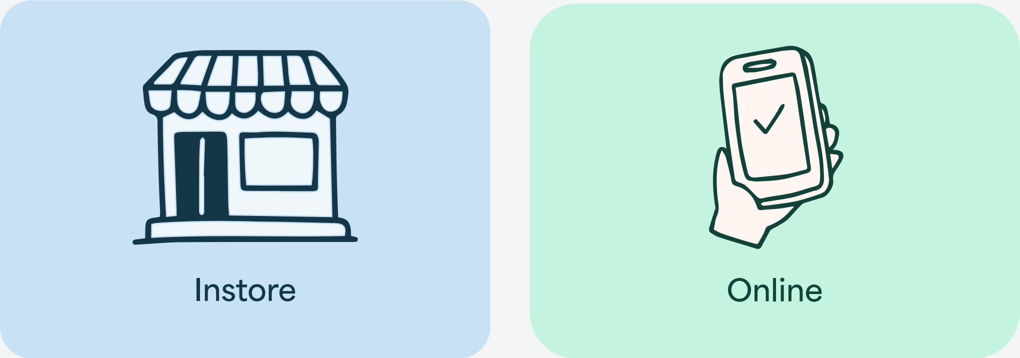
* Store format applies to BWS stores only

Remoteness

Top 15 LGAs with Highest Wine Mix of Liquor Sales

Rank	LGA	State
1	Mosman	New South Wales
2	Woollahra	New South Wales
3	Willoughby	New South Wales
4	Lane Cove	New South Wales
5	Sydney	New South Wales
6	North Sydney	New South Wales
7	Manly	New South Wales
8	Boroondara	Victoria
9	Burnside	South Australia
10	Bayside	Victoria
11	Pittwater	New South Wales
12	Randwick	New South Wales
13	Waverley	New South Wales
14	Cottesloe	Western Australia
15	Leichhardt	New South Wales

Channels



Banner

- BWS
- Dan Murphy's

Source: Quantium, 52 weeks to 25 Mar 2025

Note: Index is to national Liquor average

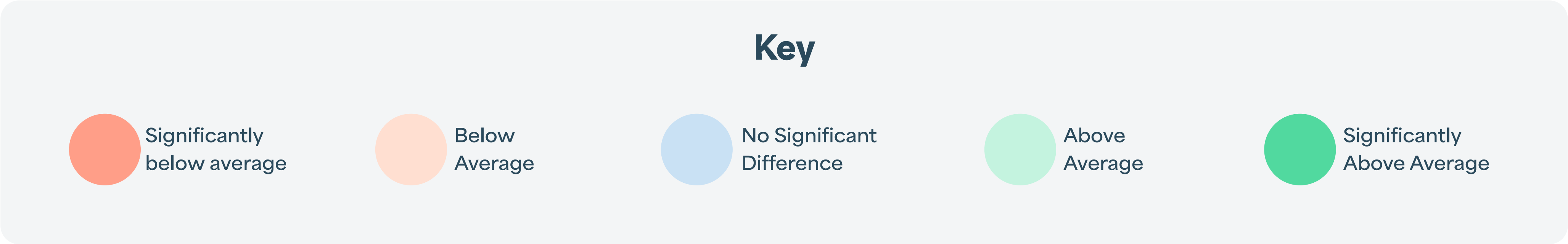
Does affluence drive preference?

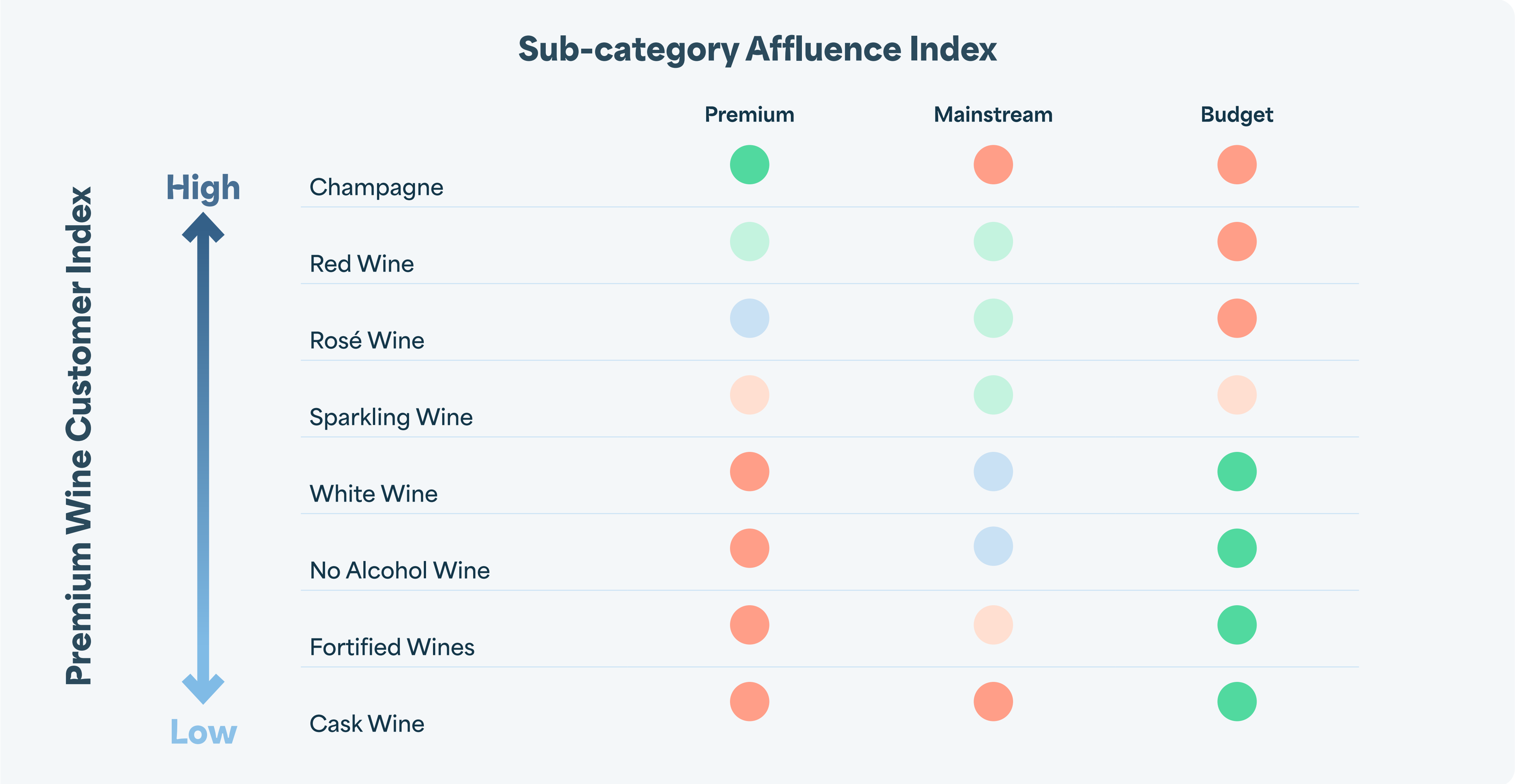
We know that affluent customers are more likely to purchase Wine, but their level of affluence also influences the type of Wine they choose to buy.

It's no surprise that Champagne - which is already high on the premium customer Wine index - sells best in stores located in higher socio-economic locations. Perhaps more interestingly, we're also seeing Red Wine and Rosé becoming increasingly more appealing to these affluent customer cohorts.

In higher socio-economic locations, customers are preferencing Rosé over Sauvignon Blanc. This newer trend may indicate that Rosé now carries a greater aspirational currency than Sauvignon Blanc to premium Wine customers.

At the other end of the spectrum, Cask Wine and Fortified Wine appeal to budget-friendly customers.





Source: Quantium, 52 weeks to 25 Mar 2025

Note: Index is to national Wine average

Source: Quantium, 52 weeks to 25 Mar 2025

Note: Index is to national Wine average

Distinct preferences emerge across generations

Australian Wine consumption trends reveal distinct Sub-category preferences across different generations. Take a look at each cohort:

Younger generations (18+) prefer lighter tasting varietals. They favour Rosé and Sparkling Wine over White Wine, with sweeter wines like Moscato, Spritz and flavoured products also preferred among this demographic. Moscato is the varietal with the third most Gen Z customers.

We see an increased engagement with Champagne among Gen Z and Millennials, linked to more frequent gifting missions.

In Red Wine, a spike in Millennial consumers suggests an evolving palate and a tendency to explore more complex varietals. Pinot Noir has surpassed Cabernet Sauvignon as the second largest Red Wine segment for these generations, with spend skewing towards emerging varietals compared to older generations.

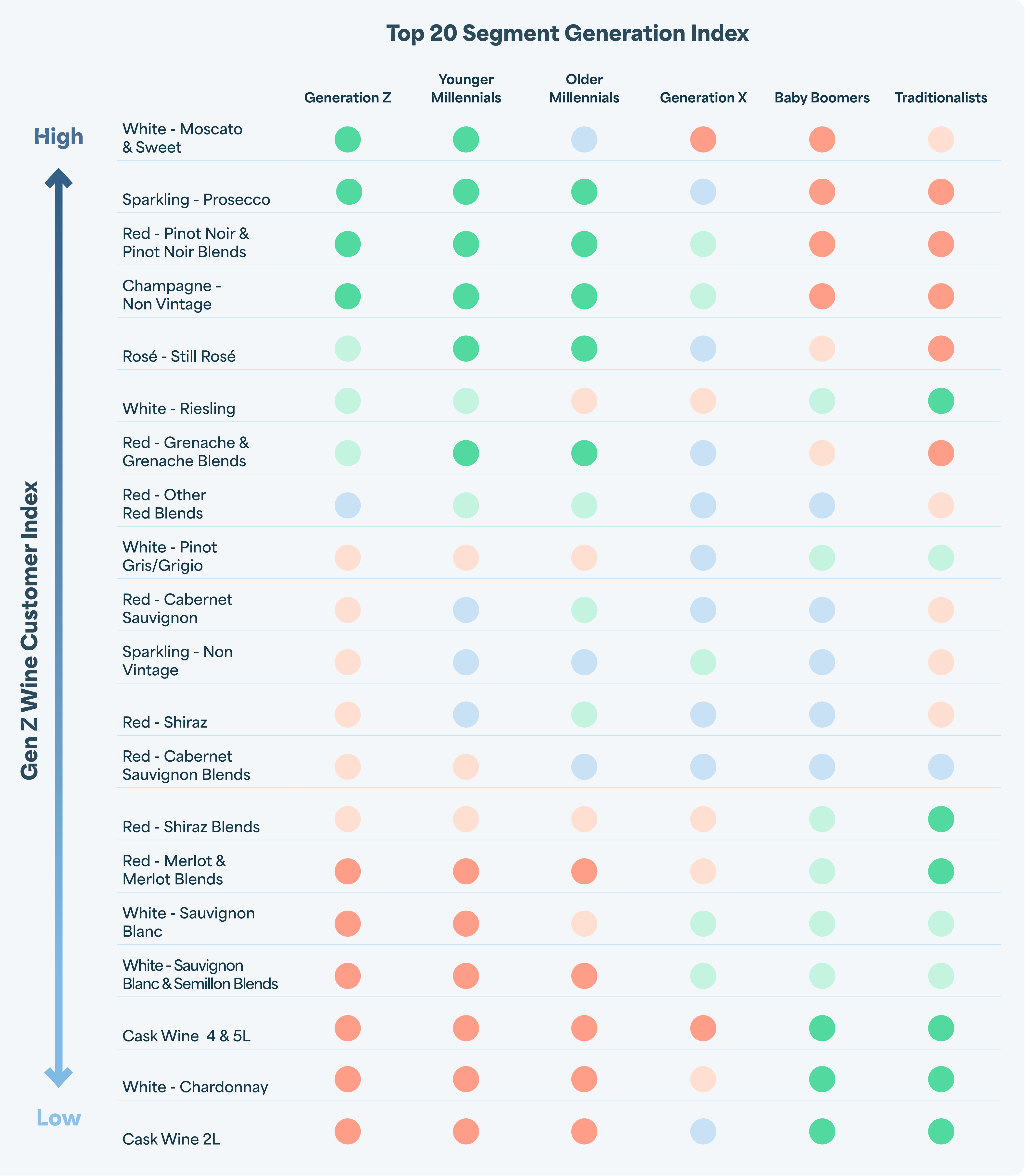
Within Sparkling, "Spritz culture" is deeply embedded, with Prosecco and Spritz together accounting for nearly half of all Gen Z spend in the Sparkling Sub-category.

Middle generations consumer choices generally fall between those of older and younger generations, with their preferences within the White Wine segment standing out. Compared to their younger counterparts, Older Millennials and Generation X consumers prefer Sauvignon Blanc. These consumers developed an affinity for this varietal in their twenties and thirties.

White Wine supersedes Red Wine as the largest Sub-category for **older generations.** Sauvignon Blanc leads the White Wine segment, closely followed by Chardonnay making it the third largest segment in Wine. Shiraz and Shiraz Blends account for almost half of this cohort's Red Wine spend, which is much higher than that of younger generations. Merlot still holds relevance for this cohort, while they are also more likely to make value-based choices, either by buying by the case or choosing Cask and Fortified Wine.

Source: Quantium, 52 weeks to 25 Mar 2025

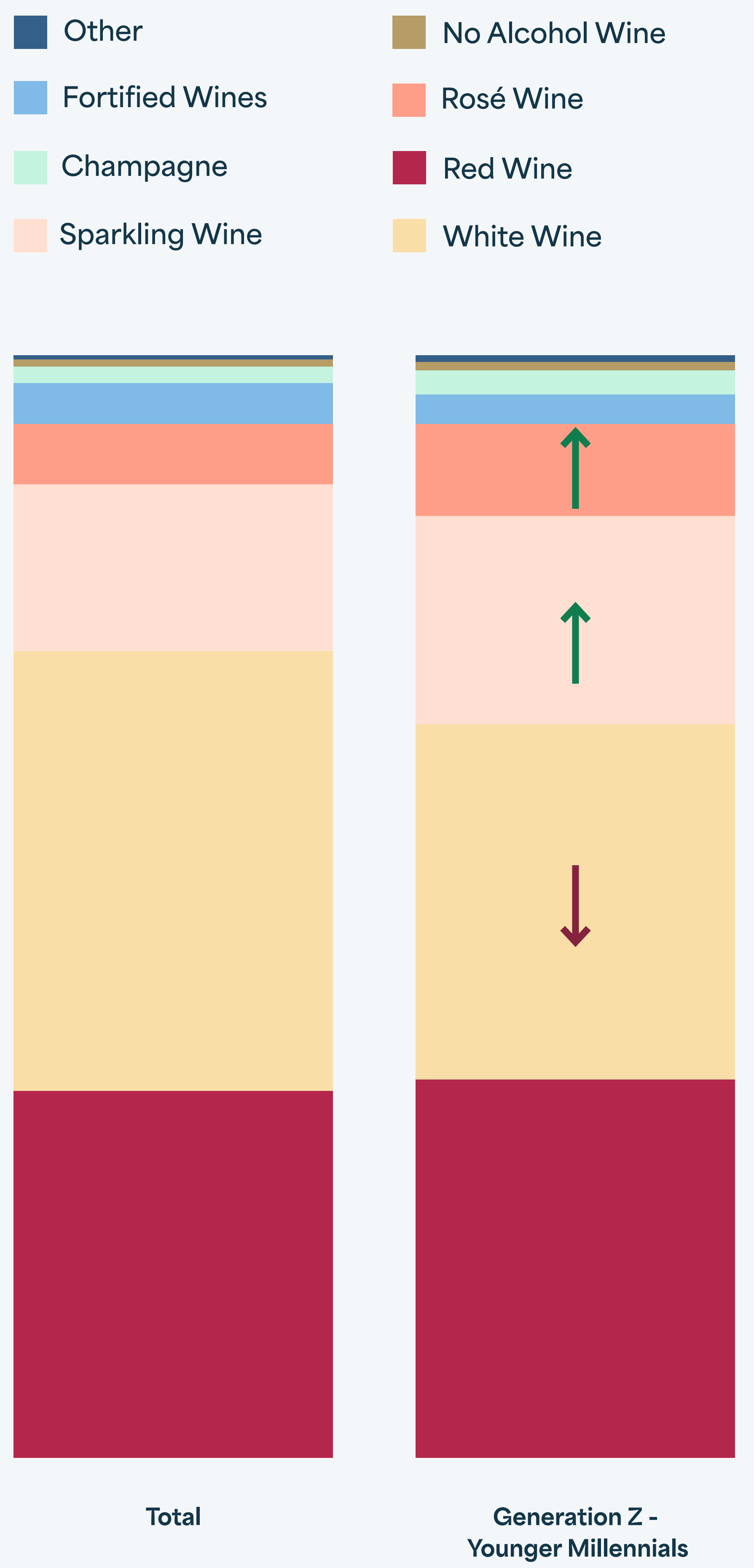
Note: Index is to national Wine average



Source: Quantium, 52 weeks to 25 Mar 2025

Note: Index is to national Wine average

Wine Volume Share Excluding Cask



Gen Z - Younger Millennials Volume Share Difference vs Total Wine

Source: Quantium, 52 weeks to 25 Mar 2025

Australians are drinking Wine differently

Wine has long held a place at the heart of Australian culture and symbolises celebration, social occasions and connection. However, shifts in preferences, economic pressures and evolving lifestyles are reshaping how Australians engage with Wine; particularly the younger (18+) generations.

Increased economic pressure

The rising cost of living has contributed to a reshaping of purchasing habits for many younger Australians, who are now prioritising value above all else. As interest rates and inflation have increased, discretionary spending has been cut particularly among the under 40-year-old cohort creating headwinds for Wine and Liquor more broadly.

In contrast, older Wine drinkers generally maintain their loyalty to traditional varietals and are less swayed by financial concerns. However, even this cohort does still appreciate a great promotion and are far more likely to seek value by purchasing by the case.

New pathways for Wine discovery

Younger generations (18+) are actively redefining their relationship with Wine, often bypassing the traditional rules of Wine consumption. They perceive it as heavy, overly complex, and even intimidating, opting for personal taste preferences over established food and Wine pairings and more traditional Wine conventions. This shift is clearly impacting Wine's presence at mealtimes, which is an occasion where it once thrived. This requires us to forge new pathways and opportunities for this cohort to discover Wine.

An affinity for lighter, more approachable styles

There's a growing affinity for approachable, lighter Wine styles, even as traditional favourites like Shiraz and Cabernet hold their ground. Pinot Noir, Prosecco, Rosé, and Pinot Grigio/Gris are proving particularly appealing to consumers, with younger drinkers (18+) especially gravitating towards these more palatable choices. This demographic's strong preference for Rosé and Sparkling Wine over Cask and White Wine suggests a potential lasting impact on future consumption patterns. Importantly, we should avoid presuming younger generations will naturally mature and adapt their preferences to specific Wine Sub-categories, for example, increasingly moving to Sauvignon Blanc and then into Chardonnay throughout their life stages. We should expect the next generation to define their own unique Wine preferences as well.

Liquid aesthetics drive Spritz culture

Rosé and Prosecco's visual appeal and aspirational origins are capturing the attention of the next generation of Wine drinkers. Partly inspired by aesthetically pleasing content on social media, "Spritz culture" has become a feature on drink menus, offering younger consumers (18+) widespread exposure unlike any past generation. This cultural phenomenon holds significant potential to redefine attitudes towards sweeter, flavoured, and effervescent Wine styles; fundamentally altering the market landscape.

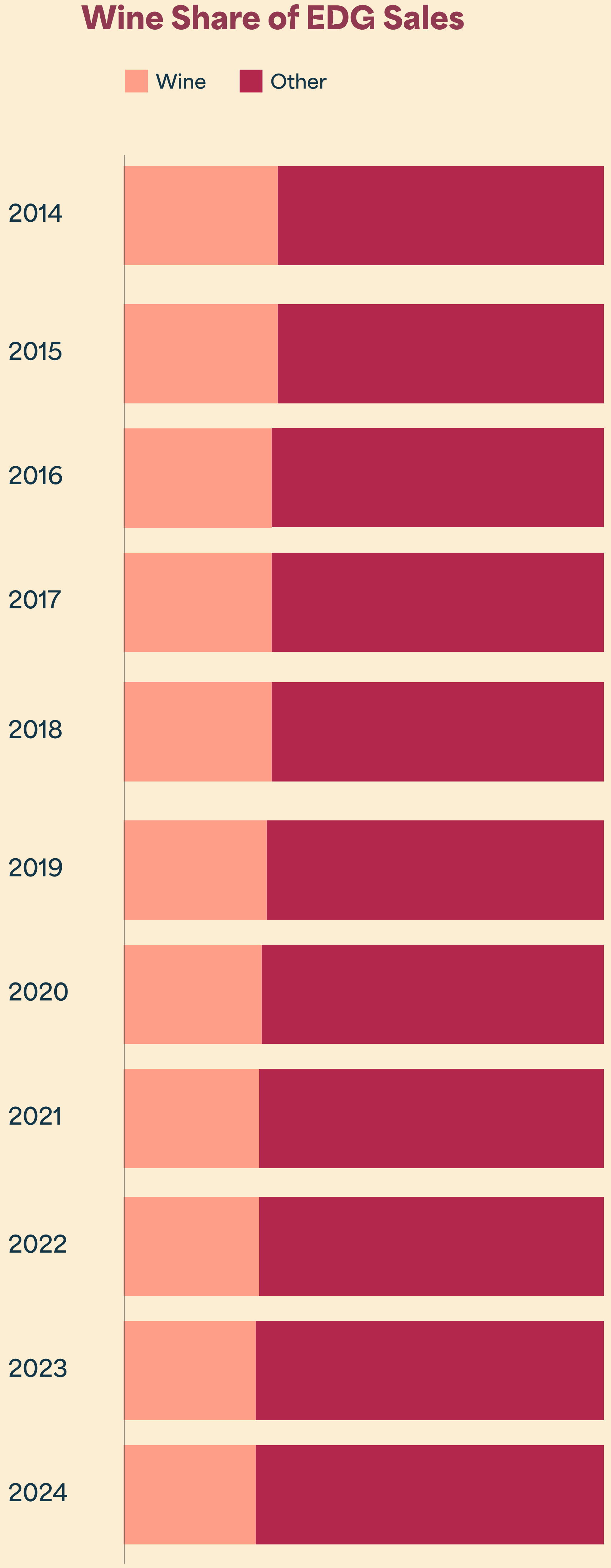
This shift requires more consideration to ensure the long-term implications for supply chains and Wine regions are fully understood. What proactive steps must the industry take to ensure traditional varietals remain relevant as this new generation inevitably commands the dominant market share?

Wine Consumption Trends

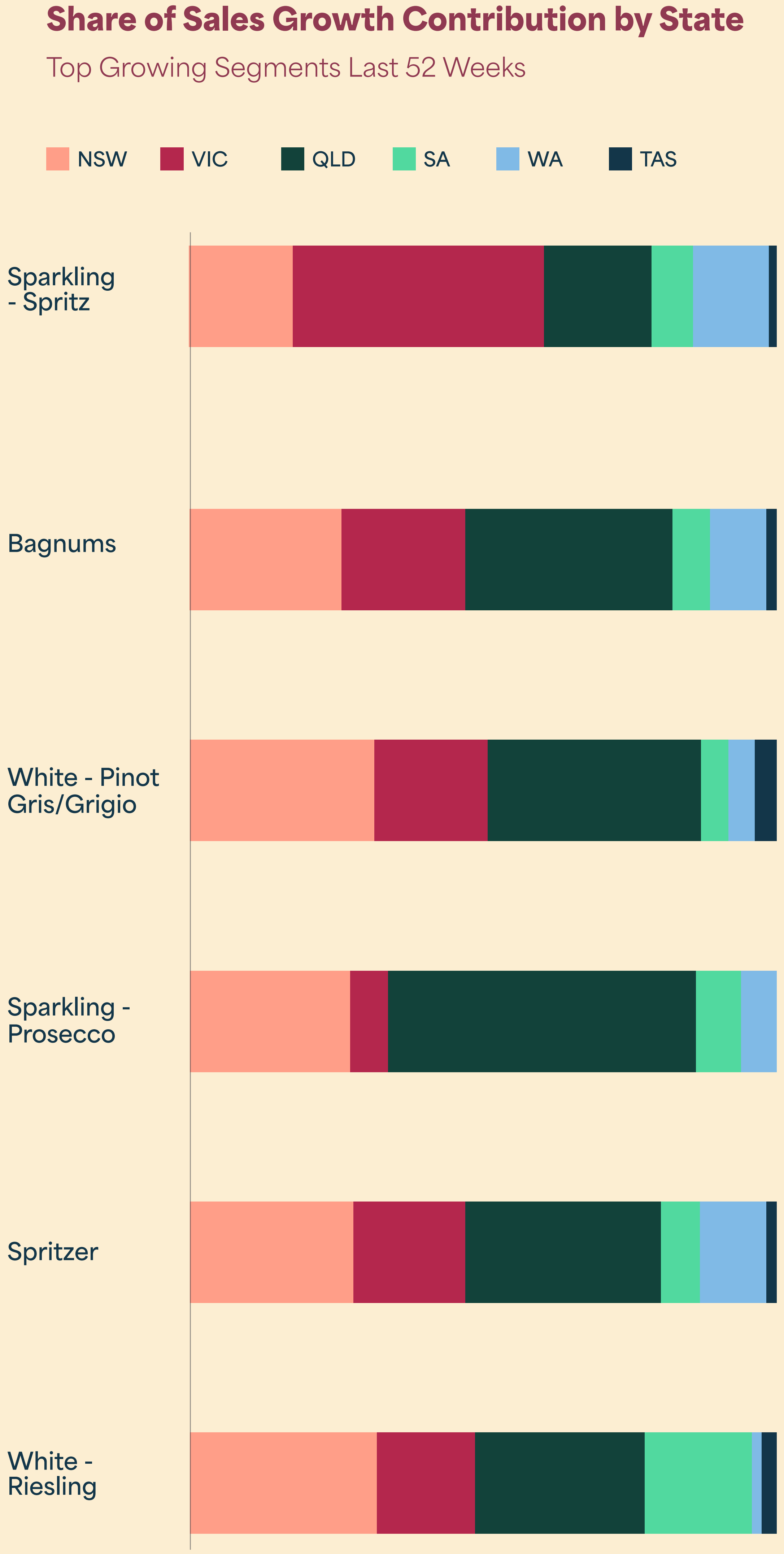
Innovation provides tailwind for Australian Wine

It's no secret that the rising popularity of Premix and Spirits has directly impacted Wine, and Australian Wine in particular. An historical reliance on older generations, coupled with younger consumers' (18+) diverse and evolving drink preferences, has created significant headwinds for the Category. Despite these challenges, over the last 12 months we're pleased to report that Wine's market share has stabilised, thanks to innovative new styles breathing fresh life into the Category.

Spritz has spearheaded this, with leading products quickly surging to the top of the Category's best-sellers. Victoria's impressive contribution to this growth demonstrates the vital role that local brands play in driving segment relevance.



Source: Quantium, 52 weeks to 25 March 2025



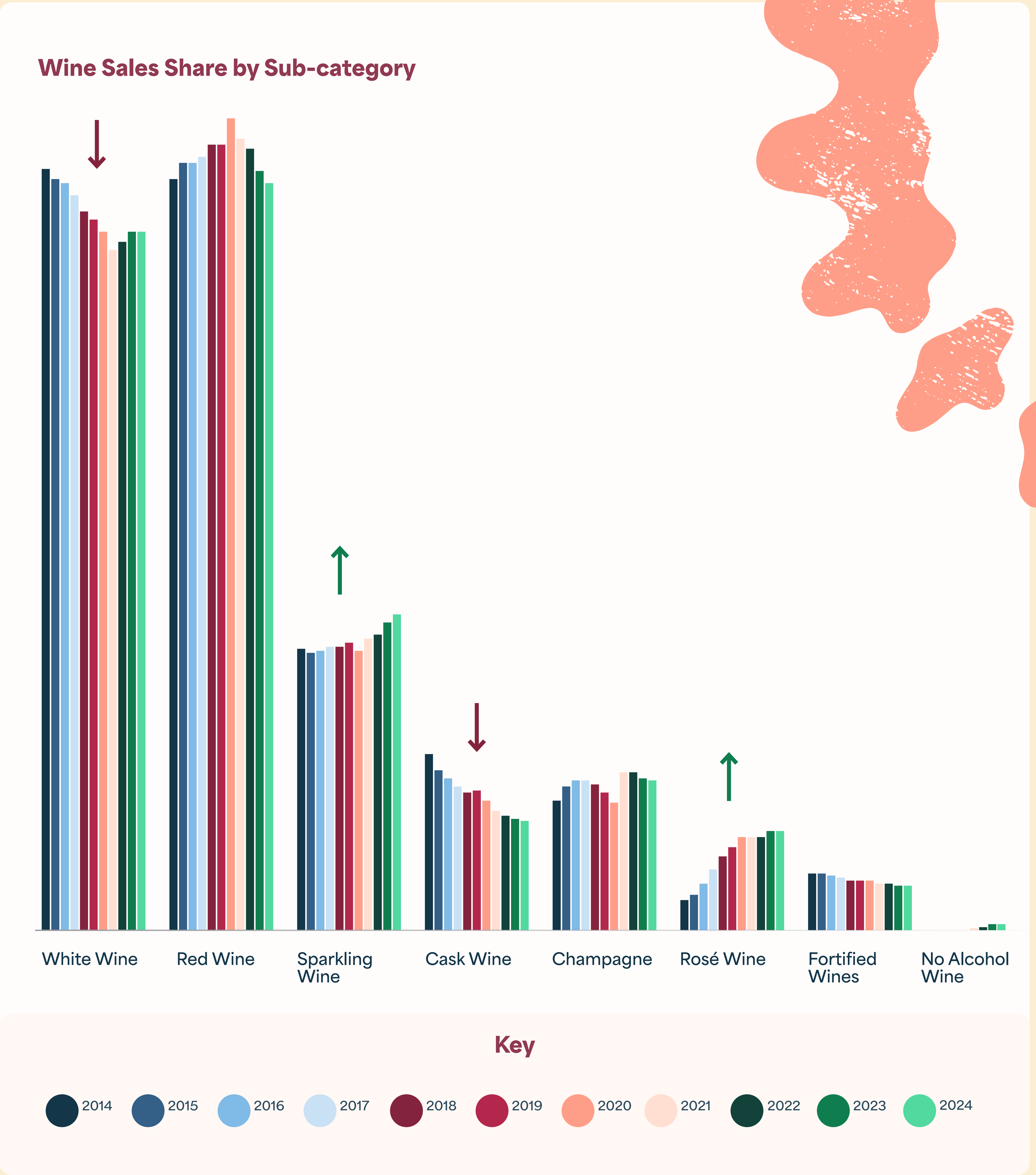
Source: Quantium, 52 weeks to 25 March 2025

Customer spend across the decade

Analysis of the last 10 years reveals a clear shift in spending within the Endeavour Group Wine market.

These Sub-category trends have been largely consistent across states, with some nuances:

- Queensland and New South Wales have seen a greater shift towards Rosé, while Victoria and Tasmania have trended towards Sparkling.
- White Wine has lost share in the Category across the board, with the largest share losses in Queensland and Victoria.
- South Australia and Tasmania, the states with the strongest Cask Wine sales, have also seen the greatest swing away from Cask Wine, demonstrating the diversification across the Category over the decade in these states.



Source: Basket Sales Data

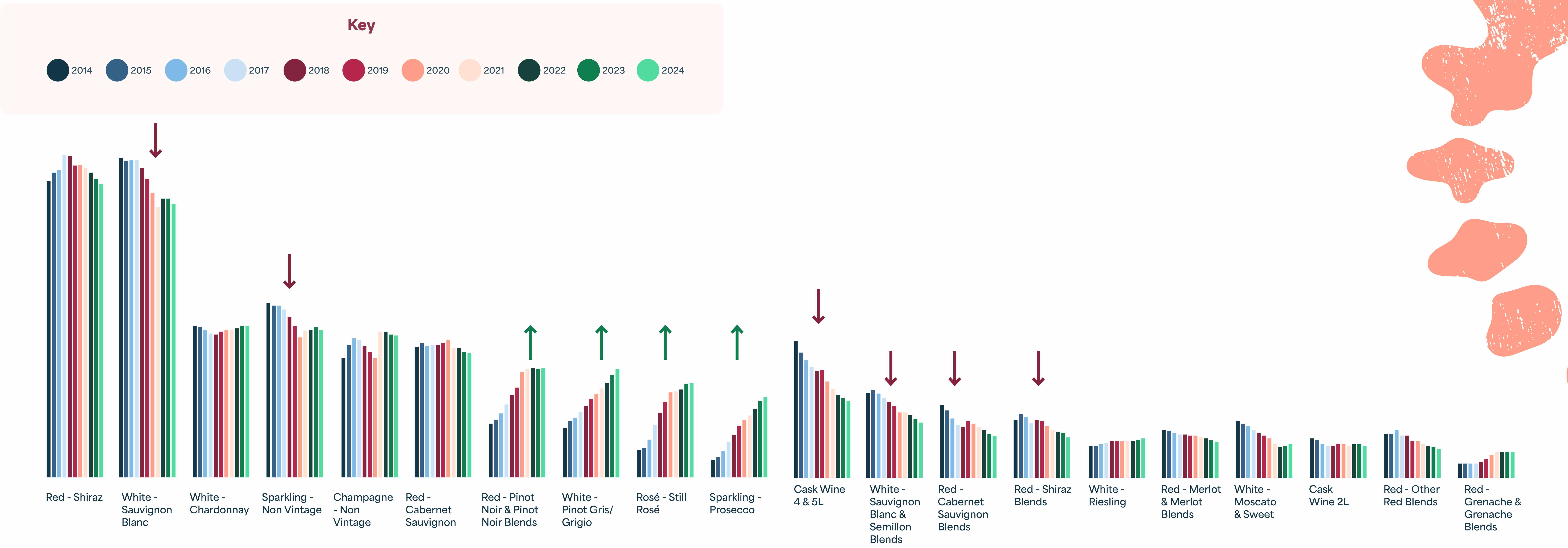
Evolving tastes: why we need to stay ahead of trends

Over the long term, Pinot Noir, Pinot Grigio/Gris, Rosé, and Prosecco have firmly established themselves as the leading growth segments within the Endeavour Group Wine Market. Conversely, categories such as Cask Wine, Sauvignon Blanc, Sparkling Non-Vintage, and Traditional Blends have experienced the most significant declines in market share.

Shiraz remains a significant varietal, however its sales have trended downwards since 2018, indicating a shift in consumer preference. The sharp decline observed in Sauvignon Blanc can be attributed to two key factors: burgeoning shopper interest in the rapidly growing lighter styles of Wine such as Rosé, and a poor vintage that significantly impacted supply.

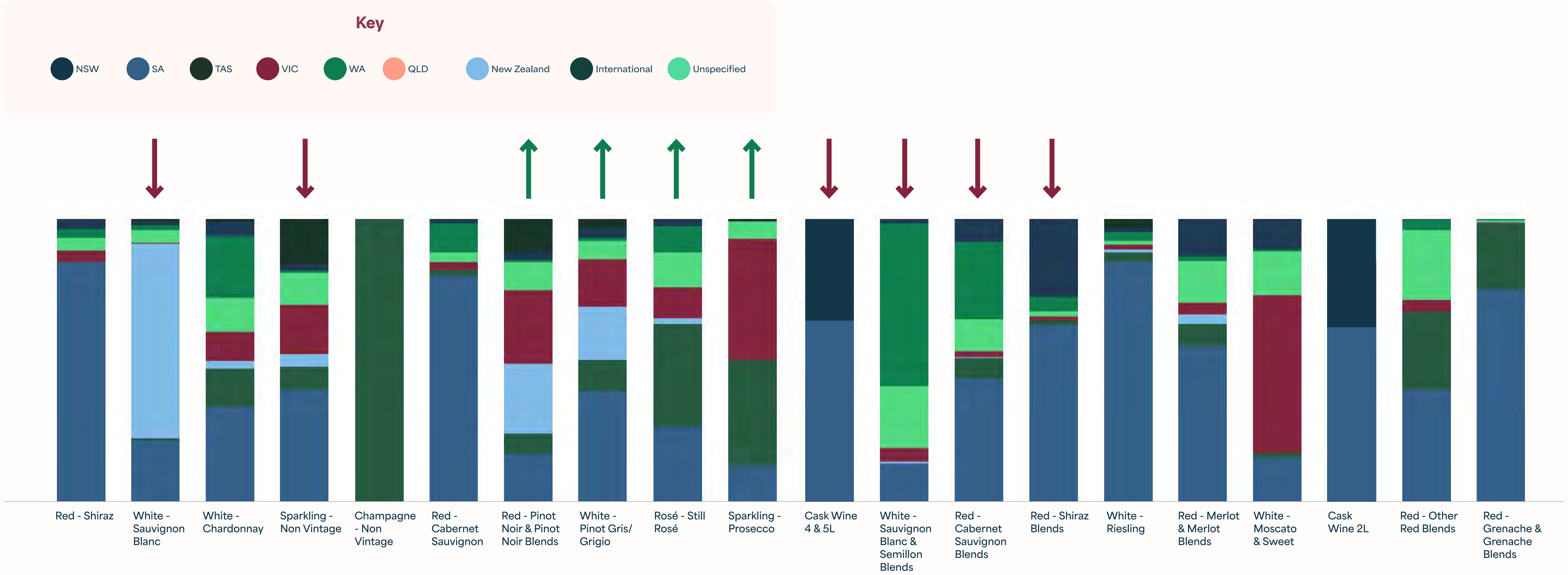
An interesting shopper dichotomy defines Chardonnay. Its appeal spans both budget-conscious and premium consumers. Despite broader category shifts, Chardonnay has managed to maintain a steady market presence in recent years, bolstered by specific pockets of premium growth.

Wine Sales Share by Segment



Source: Basket Sales Data

Segment Sales Share by State of Production



Source: Quantium, 52 weeks to 25 March 2025
Note:"Production" refers to the point of manufacturer for the Wine sold within Endeavour only

What does this mean for the Australian Wine Industry?

The Australian Wine Industry is being impacted by a convergence of long-term global trends that are fundamentally altering the landscape and impacting state-based markets.

We must stay close to international trends to understand and keep ahead of domestic consumer needs. In a hyper-global world, the varietals that are most successful are often part of a bigger cultural movement or trend, with Rosé and Spritz being the best examples of this.

Looking at specific states, Victoria has the most tailwinds, with a strong share in segments that remain on the rise among consumers, such as Prosecco, Pinot Noir and Pinot Grigio/Gris. South Australia and New South Wales' growing regions are likely to be more impacted by continued shifts away from traditional Red Wine and Cask Wine.

White Wine

The trend away from Sauvignon Blanc and Sauvignon Blanc & Semillon Blends will have the greatest impact in New Zealand's Marlborough and Western Australia's Margaret River regions. On the other hand, the trend towards Pinot Grigio/Gris will benefit a number of growing regions across Australia – particularly in the southern states where Pinot Grigio/Gris is already a strong retail Sub-category. Overall we expect the current trajectory of trends in White Wine to benefit the Australian Wine Industry.

Red Wine

The share decline in traditional Red Wine blends over the decade as well the recent drop in Shiraz has created a significant headwind for Australian Wine. This is particularly prevalent in South Australia, Western Australia & New South Wales which are major producers and currently have the highest share of national sales across these segments.

Pinot Noir has grown in popularity and is the preferred Red Wine of younger generations (Generation Z to Older Millennials). Victoria and Tasmania are the primary Australian-growing regions set to benefit from this trend.

Sparkling Wine

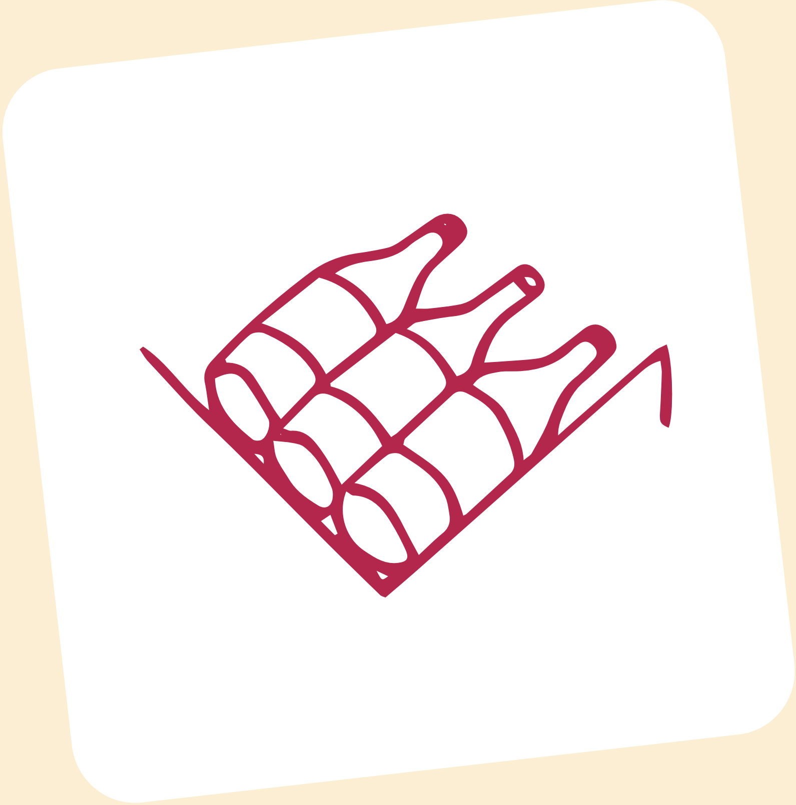
Spritz culture has seen Prosecco continue to increase in popularity. This has directly benefited one Australian Wine growing region: King Valley, Victoria.

Non-Vintage Sparkling Wine has also held steady in recent years, despite its decline earlier in the decade. We can assume this Sub-category has benefited from increases in Champagne prices over this period, and consumers increasingly seeking value due to cost-of-living pressures.

Younger consumers' (18+) strong affinity for bubbles is good news for growers in Victoria and Tasmania, where close to half of the national Sparkling Subcategory Wine production occurs.

Rosé Wine

French growing regions have benefited the most from Rosé's rising global popularity, recognised for producing a signature pale pink, dry style Rosé that resonates with consumers. The Australian offering is more diverse – both in origin and style – and subsequently demands more trial and error by consumers to find products that match their preferences. Strengthening Australian Rosé identity presents a strong growth opportunity for Australian winemakers.



State DNA

State DNA:
How affluence and climate influence Wine engagement

With affluence and generation established as primary drivers of Wine expenditure in overall Liquor, we can now delve into how these factors shape the mix of sales at a state-level, and identify additional influences at play.

Affluence: The Dominant Factor

While the generational distribution of Wine sales remains largely consistent across the Australian states, affluence emerges as a significant differentiator, fundamentally shaping Wine sales at a state-level. Affluence, however, differs significantly by state and is advantageous for Wine sales in Victoria, New South Wales and Western Australia where we see a higher proportion of the state's Liquor sales coming from High SEIFA (Socio-Economic Indexes for Areas) areas. Across all states, high SEIFA regions consistently over-index in Wine sales. Within capital cities, this trend correlates strongly with what's colloquially known as the 'goat cheese curtain' - areas characterised by higher disposable income and lifestyle consumption. Ultimately, regardless of how the data is analysed, affluence consistently proves to be the leading factor driving Wine expenditure nationwide.

Climate and Seasonality

Climate and seasonality also influence what and when consumers choose to drink in each state. States with a warmer climate, like Queensland and Western Australia, tend to over-index in Beer consumption, while under-indexing in Wine, particularly Red Wine. This pattern is further highlighted by the observable seasonal swing from Red Wine to Sparkling Wine and Rosé as all states transition from winter to summer.

Local Industry Influence vs. Statewide Sales Share

The volume of Wine produced by a state is a secondary factor in its overall Wine share of Liquor sales. For instance, South Australia - the leading state for Wine production - doesn't necessarily over-index in its statewide Wine sales mix or customer penetration.

While specific Wine-producing Local Government Areas (LGAs) might be 'Wine hotspots', this strong engagement doesn't often permeate the entire state.

Notwithstanding this, a state's local Wine industry is extremely influential in shaping the specific sub-categories and segments consumed. This is clearly evident when looking across the state data. Tasmania shows a strong affinity for Sparkling Wine, South Australia for Shiraz, Victoria for Pinot Noir and Prosecco, and Western Australia for Sauvignon Blanc and Semillon Blends. This indicates that while the presence of a strong industry (when looking at production) doesn't guarantee higher overall state Wine sales, it profoundly impacts the type of Wine preferred by local consumers.

Key

Significantly below average · Below Average · No Significant Difference · Above Average · Significantly Above Average

Index to Liquor Sales by State

	QLD	NSW	VIC	WA	SA	TAS
Beer	Above Average	No Significant Difference	Below Average	Above Average	Below Average	No Significant Difference
Wine	No Significant Difference	Above Average	Above Average	Below Average	No Significant Difference	Below Average
Spirits	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	Above Average	Below Average
Premix	Above Average	Below Average	No Significant Difference	No Significant Difference	No Significant Difference	Significantly Above Average
Cider	No Significant Difference	Below Average	No Significant Difference	Significantly Above Average	Significantly Above Average	Significantly Above Average
Red Wine	Below Average	Above Average	Above Average	Below Average	No Significant Difference	Below Average
White Wine	No Significant Difference	Above Average	No Significant Difference	No Significant Difference	Below Average	Below Average
Sparkling	Below Average	No Significant Difference	Above Average	No Significant Difference	Above Average	Above Average
Champagne	Below Average	Significantly Above Average	Above Average	Significantly below average	Significantly below average	Significantly below average
Rosé	No Significant Difference	Above Average	Below Average	Below Average	Above Average	Significantly below average
Cask	No Significant Difference	No Significant Difference	Below Average	No Significant Difference	Significantly Above Average	Significantly Above Average

Notes: Index is vs. the national liquor average, unless otherwise specified
Northern Territory has been omitted from rankings but not from total category numbers

Source: Quantium, 52 weeks to 25 Mar 2025

Wine Index to Liquor Sales by Store SEIFA Group

Consistent across all states, affluence (as measured by SEIFA groups) directly correlates with higher Wine expenditure. While this link between affluence and Wine consumption is universal, it is crucial to recognise that the state's broader socio-economic landscape profoundly influences overall Wine sales.

Share of Liquor

These graphs clearly illustrate the significant influence of weather patterns on our beverage choices. Of note, White Wine sales are less impacted by seasonality compared to Sparkling Wine and Red Wine.

While not explicitly shown, Rosé consumption also consistently over-indexes during the summer months. This highlights a broader trend: As seasons shift, so too do our preferences, with Sparkling Wine and Rosé gaining momentum in warmer weather, while Red Wine sees a decline.

Source: Quantium, 52 weeks to 25 March 2025

Wine Share Change Heatmap by Segment 2014-2024

Where do trends originate?

Trending Wine segments are largely a national phenomenon, indicating that evolving taste preferences, as well as generational and cultural influences are driving a unified shift in Wine consumption across all Australian states.

A pervasive national trend points to the increasing appeal of culturally relevant and lighter tasting Wine styles, particularly resonating with the next generation of consumers. However, underlying trends reveal how individual state Wine industries are either accelerating or resisting these broader trends, often to their own advantage.

While Queensland and New South Wales largely mirror these national dynamics, in other states we observe interesting nuances. Let's take a closer look:

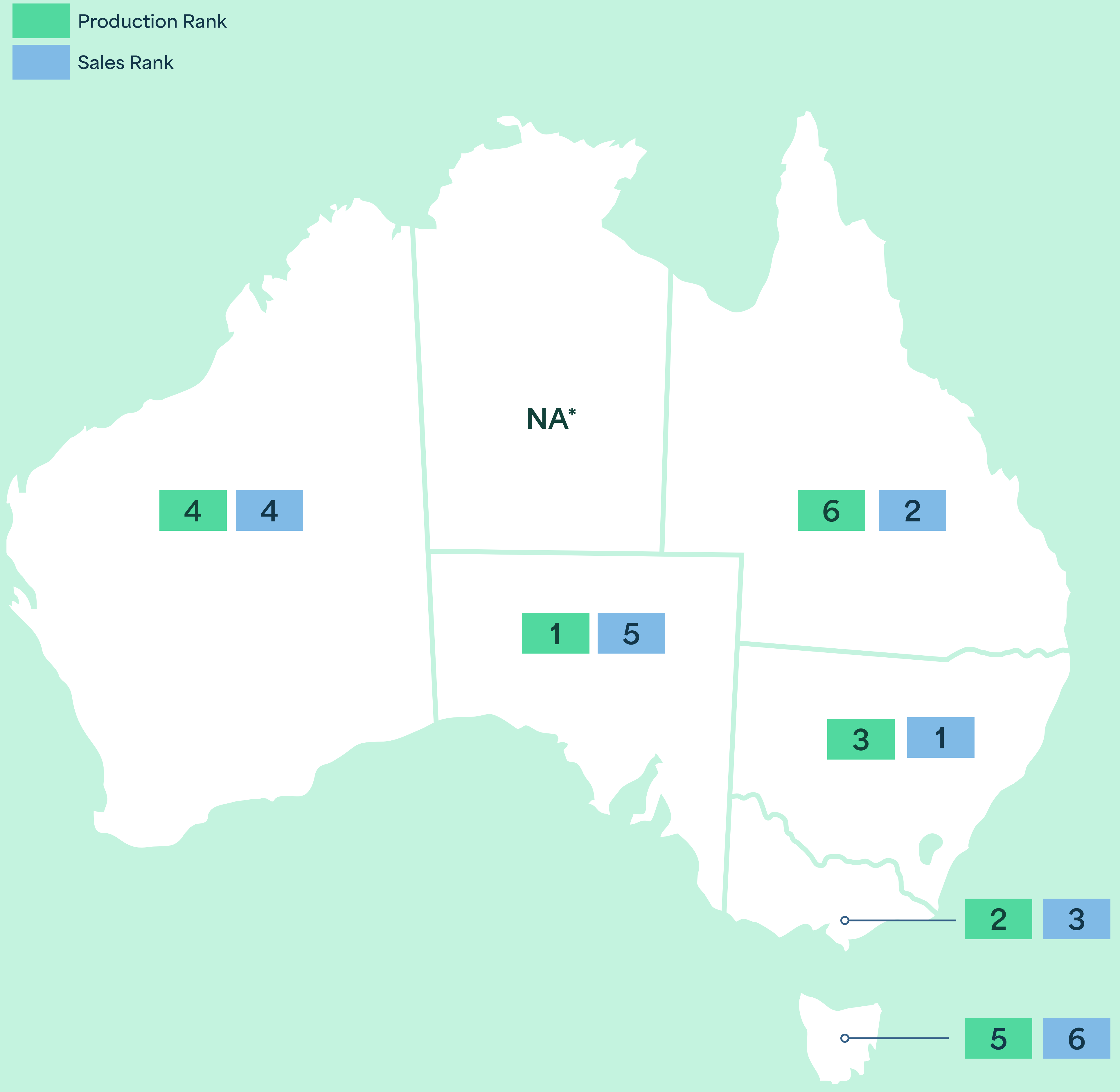
South Australia: A Blend of Tradition and Emerging Varietals
South Australia demonstrates a unique trajectory. Here, Shiraz continues to grow its share, even as national Pinot Noir gains are more subdued. The most significant share gains for the state can be observed in Riesling and Grenache, highlighting a diversification within its portfolio. South Australia shows a more subdued shift from Sparkling Non-Vintage to Prosecco, indicating a less rapid adoption of the latter compared to the national average.

Tasmania: Rapid Evolution in a Premium Market
Tasmania is undergoing a significant transformation, with Cask Wine share declining at twice the national rate. Uniquely, Sparkling Non-Vintage continues to defy the national trend by showing less growth ceded to Prosecco, suggesting a strong loyalty to traditional Sparkling Wine, which is a strong local sub-category. Tasmania also registers the largest share gains across all states for both Shiraz and Pinot Noir, affirming its premium cool-climate focus. Furthermore, its White Wine segment shows a pronounced swing from Sauvignon Blanc to Pinot Grigio/Gris, aligning with broader consumer shifts.

Victoria: Leading the Charge in Modern Trends
Victoria stands out as a state at the forefront of evolving consumer preferences. With the biggest Red Wine swing from Shiraz to Pinot Noir, we see a clear embrace of lighter Red styles. Victoria has recorded the largest share loss in both Sauvignon Blanc and Sparkling Non-Vintage, indicating a rapid pivot away from these sub-categories. Conversely, it records the second biggest share gains in Prosecco and the biggest swing towards Sparkling Spritz, cementing its position as a leader in contemporary wine trends.

Western Australia: Resilient to Trends
Western Australia presents a compelling case of resilience against national trends. Its Sauvignon Blanc share remains remarkably stable despite national declines, showcasing strong local loyalty and distinct market dynamics. Similarly, Cabernet Sauvignon continues to grow its share even as the varietal sees close to flat growth nationally. While Pinot Noir and Pinot Grigio/Gris record slower share shifts, Western Australia has seen the biggest share gain in Prosecco among all states, indicating strong adoption of the popular Sparkling segment.

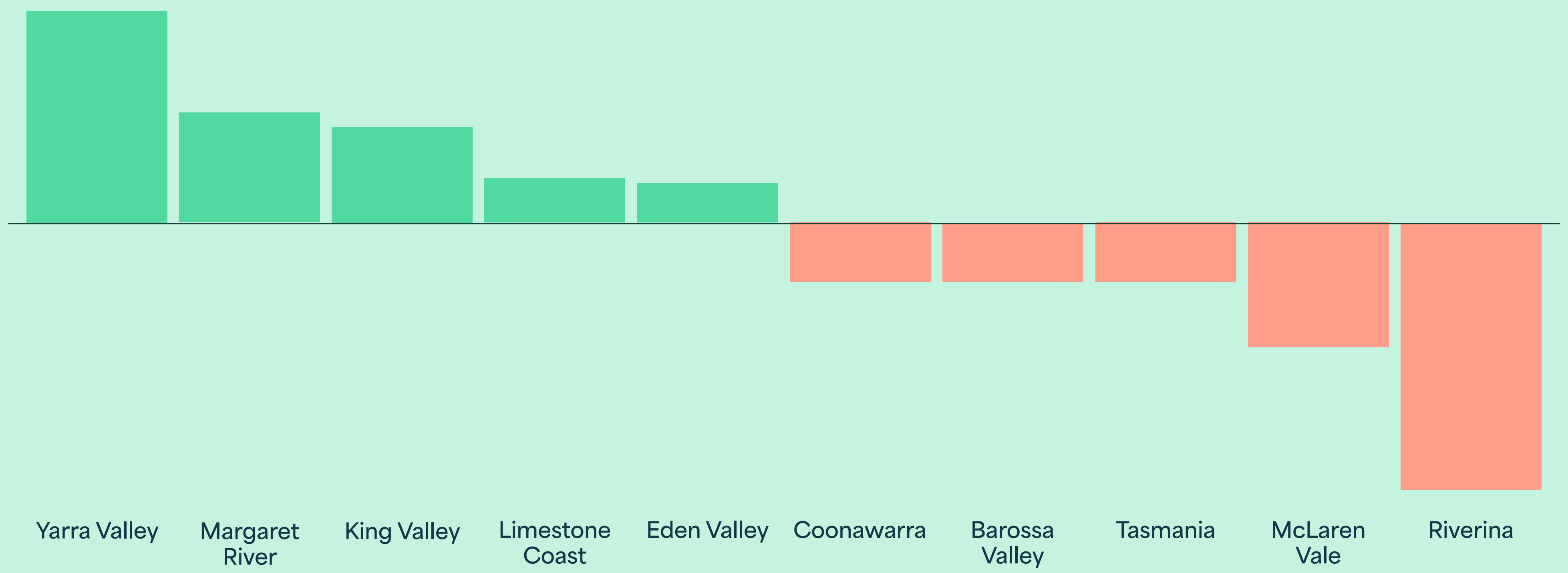
Production vs Sales Rank



*NT has been omitted from rankings but not from total Category numbers

Top Growing & Declining Share Specified Australian Wine Regions

Last 52 weeks



Source: Quantium, 52 weeks to 25 Mar 2025

Does production influence sales in local markets?

South Australia is the undisputed Wine production leader; its output and national sales are five times its state consumption. As a result, all states except South Australia and Tasmania spend more on Wine than they produce. Queensland – Endeavour Group's second-largest wine market – has a relatively small local Wine industry due to its climate. Conversely, Victorian Wine saw the largest production share gain last year, led by Yarra Valley and King Valley's Prosecco and Spritz. Declining Red Wine and Cask sales continue to impact the share of the Riverina, McLaren Vale, Barossa Valley and Coonawarra regions.

Consumption patterns in Australian Wine: a state by state look

South Australians and Tasmanians show the strongest affinity for Australian Wine. This isn't just due to their lower enthusiasm for Champagne; it's evident across various sub-categories in the Australian Wine Index Table. South Australians, in particular, consume a significantly higher proportion of their own state's products compared to Wine from other states. The two most geographically isolated states, Tasmania and Western Australia, also exhibit the strongest sales index for their own state's products, highlighting that their in-state Wine sales share is significantly higher than their share in the rest of the country.

Comparatively, New South Wales and Queensland spend less on Australian Wine than other states. Both states allocate a higher percentage of their spend to international Wines, including popular Sauvignon Blanc, Pinot Noir, Rosé, and Prosecco segments. They also spend more on New Zealand Wine than on their own state's Wine. While this isn't surprising for Queensland, given its limited local production, it presents an interesting dynamic for New South Wales. Ultimately, Queensland and New South Wales are the two states that represent a prime opportunity for Australian Wine to increase its relevance and market share.

State Share by Product Origin

Source: Quantium, 52 weeks to 25 March 2025
Note:"Production" refers to the point of manufacturer for the Wine sold within Endeavour only

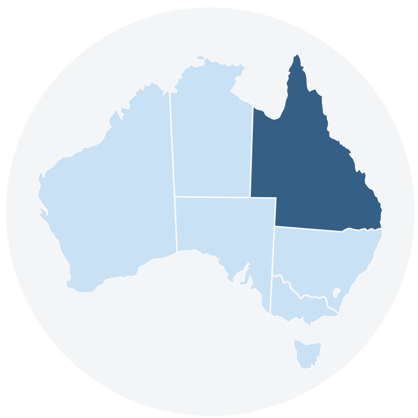
Australian Wine Index

	NSW	QLD	SA	TAS	VIC	WA
Red - Shiraz	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
White - Sauvignon Blanc	Below Average	Below Average	Significantly Above Average	Significantly Above Average	Below Average	Above Average
White - Chardonnay	No Significant Difference	No Significant Difference	Above Average	Above Average	No Significant Difference	Above Average
Sparkling - Non Vintage	No Significant Difference	No Significant Difference	Above Average	No Significant Difference	No Significant Difference	No Significant Difference
Red - Cabernet Sauvignon	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
Red - Pinot Noir & Pinot Noir Blends	Below Average	Below Average	Above Average	Significantly Above Average	Above Average	No Significant Difference
White - Pinot Gris/Grigio	No Significant Difference	Below Average	Above Average	Above Average	Above Average	No Significant Difference
Rosé - Still Rosé	Below Average	Below Average	Significantly Above Average	Above Average	No Significant Difference	Significantly Above Average
Sparkling - Prosecco	Below Average	Below Average	No Significant Difference	No Significant Difference	Above Average	No Significant Difference
Cask Wine 4 & 5L	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
White - Sauvignon Blanc	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
Red - Cabernet Sauvignon Blends	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
Red - Shiraz Blends	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
White - Riesling	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
Red - Merlot & Merlot Blends	No Significant Difference	No Significant Difference	Above Average	No Significant Difference	No Significant Difference	No Significant Difference
White - Moscato & Sweet	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
Cask Wine 2L	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference	No Significant Difference
Red - Other Red Blends	No Significant Difference	No Significant Difference	Above Average	No Significant Difference	No Significant Difference	No Significant Difference
Red - Grenache & Grenache Blends	No Significant Difference	No Significant Difference	Above Average	No Significant Difference	No Significant Difference	No Significant Difference
Total Wine	No Significant Difference	No Significant Difference	Above Average	Above Average	No Significant Difference	Above Average

Key

Significantly below average · Below Average · No Significant Difference · Above Average · Significantly Above Average

Source: Quantium, 52 weeks to 25 March 2025
Note:"Production" refers to the point of manufacturer for the Wine sold within Endeavour only



Queensland

Is it time to switch the Marlborough Sauvignon Blanc for an Australian White Wine?

Queensland is a substantial Wine market, though it currently under-indexes in Australian Wine sales relative to its overall Liquor sales

- As the second-largest state by Wine sales, it has surprisingly lower customer penetration for Wine
- This is largely driven by its over-indexing in Beer and Premix sales
- It also under-indexes in Red Wine and Champagne, which together create the largest gap in the state

White Wine is Queensland's leading Sub-category

- Unlike most other states, White Wine is the largest Sub-category in Queensland
- Queensland also holds the distinction of being the largest state for Sauvignon Blanc sales, with this varietal leading nearly every LGA
- Despite this strong preference for White Wine overall, Queenslanders show low engagement in smaller White Wine segments like Riesling, White Blends, and other White varietals

The influence of climate and regionality

- The warmer climate drives an over-index in White Wine and Rosé, while simultaneously leading to an under-index in Red Wine
- Beyond climate, population density also plays a role: Queensland has a higher proportion of sales from regional areas which tend to find Champagne less relevant, while Cask Wine becomes more prominent
- Consumer preferences for sweeter and more refreshing styles are clearly reflected in an over-index of Moscato and Sweet Reds

Queensland has a higher proportion of Wine sales from value-focused customers

- Lowest spend per visit on Wine of all states
- Over-index in cask wine sales
- Four and five litre Cask Wine is a top three segment for over 40% of LGAs

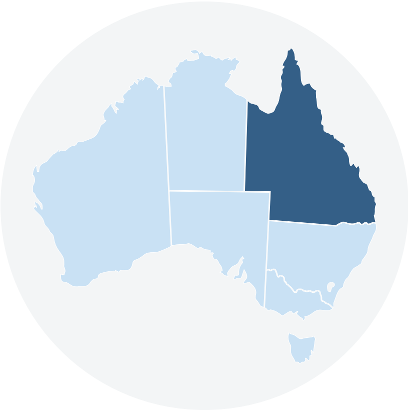
Source: Quantium, 52 weeks to 25 Mar 2025

Strong engagement with New Zealand Wine

- Queensland exhibits exceptionally high engagement with New Zealand Wine, extending well beyond Marlborough Sauvignon Blanc
- It stands as the largest consumer of New Zealand Wine nationally, being the only Australian state where Marlborough ranks as the #1 Wine region overall
- Queensland also displays the highest over-index of New Zealand's major Wine-producing regions

An opportunity for Australian Wine to grow relevance

- As a state with very limited local Wine production, customers in Queensland exhibit weaker emotional ties to local regions, brands and styles
- This presents a clear opportunity for Australian Wine regions to cultivate deeper engagement, particularly within the White Wine segment



Queensland

Affluence

Budget

Mainstream

Premium

Key

Below Average | Slightly Below Average | No Significant Difference | Slightly Above Average | Above Average

Generations

Gen Z	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Traditionalists
1997 - current legal drinking age	1989-1996	1981-1988	1965-1980	1946-1964	1925-1945

Customer KPIs

5/6 RANK Customer Penetration

6/6 RANK Spend per visit

3/6 RANK Visits per customer

4/6 RANK Price per litre

Sub-category Rank

Rank	Sub-category
1	White Wine
2	Red Wine
3	Sparkling Wine
4	Champagne
5	Cask Wine
6	Rosé Wine
7	Fortified Wines
8	No Alcohol Wine

State of Origin Index

International
New South Wales
New Zealand
Queensland
South Australia
Tasmania
Unspecified
Victoria
Western Australia

Top 20 Regions Index

Marlborough	Riverina
Barossa Valley	Clare Valley
South Australia	Coonawarra
Champagne	Yarra Valley
McLaren Vale	Tasmania
Riverland	Veneto
Margaret River	Unspecified
South Eastern Australia	Hunter Valley
King Valley	Languedoc-Roussillon
Adelaide Hills	Central Otago

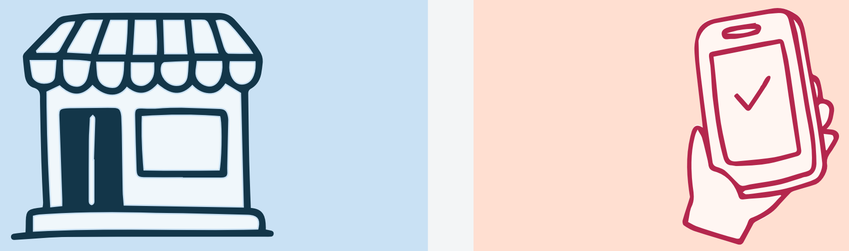
Remoteness

Metro

Regional: Outer

Regional: Inner

Channels

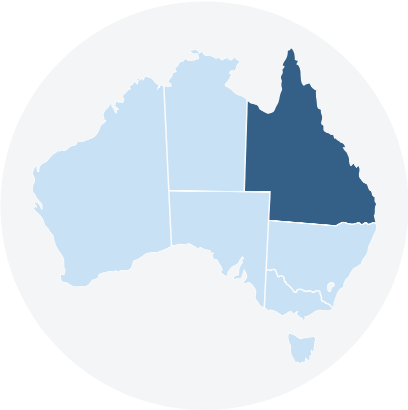


Instore

Online

Indexes are vs. the national Wine average, unless otherwise specified
NT has been omitted from rankings but not from total category number

Source: Quantium, 52 weeks to 25 March 2025



Queensland

Segment Rank

Rank	Segment	Index
1	White - Sauvignon Blanc	
2	Red - Shiraz	
3	White - Chardonnay	
4	Sparkling - Non Vintage	
5	Champagne - Non Vintage	
6	White - Pinot Gris/Grigio	
7	Red - Cabernet Sauvignon	
8	Red - Pinot Noir & Pinot Noir Blends	
9	Rosé - Still Rosé	
10	Cask Wine 4 & 5L	
11	Sparkling - Prosecco	
12	White - Sauvignon Blanc & Semillon Blends	
13	Red - Cabernet Sauvignon Blends	
14	Red - Merlot & Merlot Blends	
15	Red - Shiraz Blends	
16	White - Moscato & Sweet	
17	Red - Other Red Blends	
18	Cask Wine 2L	
19	White - Riesling	
20	Sparkling - Rosé	
21	Red - Grenache & Grenache Blends	
22	Port & Tawny Up To 2L	
23	Sparkling - Piccolo	
24	White - Other White Blends	
25	Red - Sweet Red	
26	Rosé - Pink Moscato	
27	Port & Tawny 2L & Over	
28	Sparkling - Sweet, Moscato & Fruit	
29	No Alcohol Wine	
30	White - Other Varietals	
31	Red - Tempranillo & Tempranillo Blends	
32	Sparkling - Vintage	
33	Sparkling - Spritz	
34	Madeira & Other Fortified Up To 2L	
35	Red - Malbec & Malbec Blends	
36	Champagne - Vintage	
37	Red - Sangiovese & Sangiovese Blends	
38	Red - Other Varietals	
39	Cask Wine 3L	
40	Sherry & Apera Up To 2L	
41	Sparkling - Red	
42	Sparkling - Cans	
43	Champagne - Rosé	
44	Spritzer	
45	Sparkling - Cava	
46	Red - Nero D Avola & Blends	
47	Red - Gamay & Gamay Blends	
48	Red - Nebbiolo & Nebbiolo Blends	
49	Muscat Up To 2L	
50	White - Semillon	

Key Takeaways & Opportunities:

- Queensland, as Australia's second-largest Wine market, offers a prime opportunity for the Australian Wine Industry, especially within the White Wine Category
- The state's low domestic production has fostered weaker emotional ties to Australian-made Wine, leading consumers to embrace New Zealand wines more readily
- Aligned with their preference for sweet and refreshing styles, Spritz presents significant growth potential
- There is a clear opportunity to boost the presence of mainstream Australian Sparkling. Effective market penetration will require acknowledging Queensland's unique consumer profile, characterised by an over-index in budget-conscious and regional consumers – a key differentiator from other states
- Tailoring varieties, styles, and communication accordingly will be critical

New South Wales & Australian Capital Territory

The nation's biggest spenders on Australian Wine

The combined market of New South Wales and the Australian Capital Territory represents Australia's largest Wine market

- Holding the #1 position for overall Wine sales, their Wine sales share relative to total Liquor sales is consistent with Victoria
- This suggests a comparable degree of market maturity and consumer preference for Wine within their respective markets

A distinct preference for Champagne over Sparkling Wine

- Where Champagne resonates, its impact is significant; Champagne Non-Vintage is a top three segment in 24% of LGAs
- The local Sparkling Wine Industry is also much smaller than in the southern states

Affluent areas are a primary driver of elevated Wine sales

- New South Wales clearly demonstrates this, as 11 of the top 15 LGAs for Wine sales mix nationally are located within the state
- Further to this, New South Wales' premium customer segment exhibits a higher Wine engagement than premium customers in other states

New South Wales consumes more Wine than it produces

- Despite a notable preference for NSW-produced Wines - with consumers spending 1.5 times the national average on locally produced Wine - the state's consumers ultimately allocate a greater proportion of their Wine expenditure to products from South Australia, New Zealand and Victoria
- Over 90% of Wine sales in the state come from other states or overseas

Source: Quantium, 52 weeks to 25 Mar 2025

Exceptional Chardonnay sales

- Chardonnay is the #2 Wine Segment in Woollahra and Mosman LGAs (after Champagne)

Significant variations in climate, affluence and local Wine industry results in a less uniform distribution of Wine preferences across the state

- LGAs within NSW show a relatively even split between Shiraz and Sauvignon Blanc as their leading Wine segments. This balance highlights diverse consumer preferences at a local level
- The increasing rank of Riesling in ACT underscores the significant influence the local Wine industry has on commonly grown varietals

New South Wales & Australian Capital Territory

Affluence

- Budget
- Mainstream
- Premium

Key

- Below Average
- Slightly Below Average
- No Significant Difference
- Slightly Above Average
- Above Average

Generations

Gen Z	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Traditionalists
1997 - current legal drinking age	1989-1996	1981-1988	1965-1980	1946-1964	1925-1945

Customer KPIs

- 3/6 RANK — Customer Penetration
- 2/6 RANK — Spend per visit
- 4/6 RANK — Visits per customer
- 2/6 RANK — Price per litre

Sub-category Rank

Rank	Sub-category	Index
1	Red Wine	No Significant Difference
2	White Wine	No Significant Difference
3	Sparkling Wine	Slightly Below Average
4	Champagne	Slightly Above Average
5	Cask Wine	Slightly Below Average
6	Rosé Wine	No Significant Difference
7	Fortified Wines	No Significant Difference
8	No Alcohol Wine	Slightly Above Average

State of Origin Index

International	Slightly Above Average
New South Wales	Above Average
New Zealand	No Significant Difference
Queensland	Below Average
South Australia	No Significant Difference
Tasmania	Slightly Below Average
Unspecified	No Significant Difference
Victoria	Slightly Below Average
Western Australia	Below Average

Top 20 Regions Index

Barossa Valley	No Significant Difference	South Eastern Australia	No Significant Difference
Marlborough	No Significant Difference	Coonawarra	Slightly Above Average
Champagne	Slightly Above Average	Adelaide Hills	Slightly Below Average
South Australia	No Significant Difference	Yarra Valley	Slightly Below Average
McLaren Vale	Slightly Below Average	Riverina	No Significant Difference
Margaret River	Slightly Below Average	Tasmania	Slightly Below Average
Riverland	Slightly Below Average	Unspecified	No Significant Difference
Clare Valley	Slightly Above Average	Veneto	No Significant Difference
King Valley	Slightly Below Average	Languedoc-Roussilion	No Significant Difference
Hunter Valley	Above Average	Central Otago	Slightly Above Average

Remoteness

- Metro
- Regional: Outer
- Regional: Inner

Channels

- Instore
- Online

Indexes are vs. the national Wine average, unless otherwise specified
NT has been omitted from rankings but not from total category number

Source: Quantium, 52 weeks to 25 March 2025

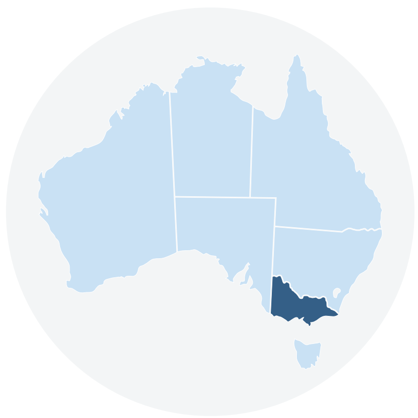
New South Wales & Australian Capital Territory

Segment Rank

Rank	Segment	Index
1	Red - Shiraz	
2	White - Sauvignon Blanc	
3	White - Chardonnay	
4	Champagne - Non Vintage	
5	Sparkling - Non Vintage	
6	Red - Cabernet Sauvignon	
7	White - Pinot Gris/Grigio	
8	Red - Pinot Noir & Pinot Noir Blends	
9	Rosé - Still Rosé	
10	Cask Wine 4 & 5L	
11	Sparkling - Prosecco	
12	White - Sauvignon Blanc &Semillon Blends	
13	Red - Cabernet Sauvignon Blends	
14	White - Riesling	
15	Red - Shiraz Blends	
16	Red - Merlot & Merlot Blends	
17	White - Moscato & Sweet	
18	Cask Wine 2L	
19	Red - Other Red Blends	
20	Red - Grenache & Grenache Blends	
21	White - Other Varietals	
22	Sparkling - Rosé	
23	Port & Tawny Up To 2L	
24	White - Other White Blends	
25	Sparkling - Piccolo	
26	No Alcohol Wine	
27	Rosé - Pink Moscato	
28	Red - Tempranillo & Tempranillo Blends	
29	Red - Sweet Red	
30	Sparkling - Sweet, Moscato & Fruit	
31	Port & Tawny 2L & Over	
32	Champagne - Vintage	
33	Sparkling - Vintage	
34	Sparkling - Spritz	
35	Red - Malbec & Malbec Blends	
36	Red - Sangiovese & Sangiovese Blends	
37	Red - Other Varietals	
38	Champagne - Rosé	
39	Sherry & Apera Up To 2L	
40	White - Semillon	
41	Sparkling - Red	
42	Cask Wine 3L	
43	Madeira & Other Fortified Up To 2L	
44	Sparkling - Cans	
45	Red - Nebbiolo & Nebbiolo Blends	
46	Muscat Up To 2L	
47	Spritzer	
48	Red - Gamay & Gamay Blends	
49	Sparkling - Cava	
50	Dessert Wine	

Key Takeaways & Opportunities:

- For NSW and the ACT, a critical challenge lies in their lower consumption rates of home-state Wine compared to other Australian regions. This dynamic underscores a pressing need for local producers to increase their focus on both intrinsic quality and the cultivated perception of quality to resonate more strongly with the local consumer base
- Despite this, significant opportunities exist for Australian Wine to bolster its relevance within key growth segments where it currently under-indexes, specifically Pinot Noir, Rosé, and Prosecco
- Given its established popularity in NSW, Australian Chardonnay emerges as a prime candidate for strategic investment to raise its profile
- Pinot Noir also presents considerable untapped potential in NSW. The notable consumption gap between NSW and Victoria, combined with Pinot Noir's strong appeal among younger generations (18+), suggests that focused initiatives could significantly boost its presence here



Victoria

Reflecting the strength of its local industry, Victoria is the state of Red Wine and Bubbles

Victoria's share of state Liquor spend for Wine is tied with New South Wales for the highest ranking nationwide

- This strong performance is underpinned by multiple tailwind factors, including its cold climate, an affluent metropolitan population, and a robust local Wine industry
- All of these factors significantly boost Wine consumption in the state

Victoria's Wine market is uniquely influenced by Gen Z and Younger Millennials

- This cohort shows a distinctively higher level of engagement than in other states
- Their participation is significantly increasing the share of Wine sales across all key categories: Red, White, and Sparkling

Source: Quantium, 52 weeks to 25 Mar 2025

Victoria's Red Wine preferences stand in distinct contrast to those in New South Wales

- While Shiraz remains the leading Red Wine segment, Pinot Noir exhibits a significant over-index, notably outselling Cabernet Sauvignon
- This preference is particularly pronounced among younger consumers (18+), with Pinot Noir ranking as the #1 Red Wine segment for Millennials and Gen Z in Victorian BWS Metro stores
- The shift from Shiraz to Pinot Noir over the last decade has been most evident and impactful in Victoria

Local Victorian Spritz innovation sets trend across Australia

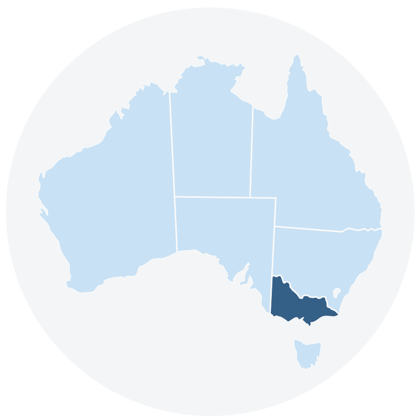
- Spritz holds a significant position, ranking #16 within Victoria's Wine market, after only three years as a standalone segment
- Sales from the state alone contribute to nearly half of all Spritz sales nationwide

In stark contrast to the national average, Sauvignon Blanc experiences considerably weaker engagement within Victoria

- Victoria consistently registers the lowest consumption index for both Sauvignon Blanc and its blends
- This highlights Victoria as a distinct and less favourable market for these White Wine styles

Victoria's Wine industry is well-positioned to capitalise on evolving varietal preferences

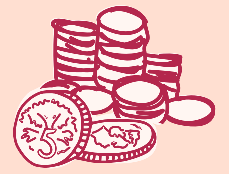
- The state's producers significantly over-index in the very varietals currently experiencing substantial growth and strong appeal among younger generations (18+), including Pinot Noir, Pinot Grigio/Gris, Prosecco, and Spritz



Victoria

Affluence

Budget



Mainstream

Premium

Key

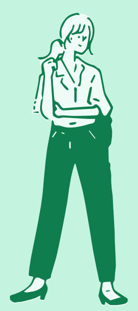
Below Average
Slightly Below Average
No Significant Difference
Slightly Above Average
Above Average

Generations

Gen Z

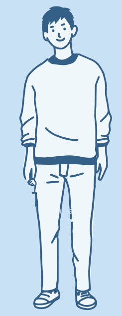
1997 - current legal drinking age

Younger Millennials



1989-1996

Older Millennials



1981-1988

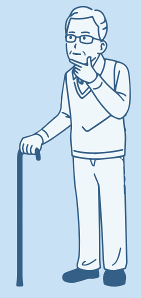
Gen X

1965-1980

Baby Boomers

1946-1964

Traditionalists



1925-1945

Customer KPIs

2/6 RANK Customer Penetration

1/6 RANK Spend per visit

5/6 RANK Visits per customer

1/6 RANK Price per litre

Sub-category Rank

Rank	Sub-category
1	Red Wine
2	White Wine
3	Sparkling Wine
4	Champagne
5	Cask Wine
6	Rosé Wine
7	Fortified Wines
8	No Alcohol Wine

State of Origin Index

- International
- New South Wales
- New Zealand
- Queensland
- South Australia
- Tasmania
- Unspecified
- Victoria
- Western Australia

Top 20 Regions Index

- Barossa Valley
- Marlborough
- Champagne
- South Australia
- Yarra Valley
- King Valley
- McLaren Vale
- Clare Valley
- Margaret River
- Riverland
- Coonawarra
- South Eastern Australia
- Adelaide Hills
- Tasmania
- Riverina
- Mornington Peninsula
- Veneto
- Unspecified
- Languedoc-Roussillon
- Victoria

Remoteness

Metro

Regional: Outer

Regional: Inner

Channels

Instore

Online

Indexes are vs. the national Wine average, unless otherwise specified
NT has been omitted from rankings but not from total category number
Source: Quantium, 52 weeks to 25 March 2025

Victoria

Segment Rank

Rank	Segment	Index
1	Red - Shiraz	
2	White - Sauvignon Blanc	
3	White - Chardonnay	
4	Red - Pinot Noir & Pinot Noir Blends	
5	Champagne - Non Vintage	
6	Sparkling - Non Vintage	
7	White - Pinot Gris/Grigio	
8	Red - Cabernet Sauvignon	
9	Sparkling - Prosecco	
10	Rosé - Still Rosé	
11	Cask Wine 4 & 5L	
12	White - Riesling	
13	Red - Shiraz Blends	
14	Red - Cabernet Sauvignon Blends	
15	White - Moscato & Sweet	
16	Sparkling - Spritz	
17	Red - Merlot & Merlot Blends	
18	Cask Wine 2L	
19	White - Sauvignon Blanc & Semillon Blends	
20	Red - Other Red Blends	
21	Red - Grenache & Grenache Blends	
22	Sparkling - Piccolo	
23	Sparkling - Rosé	
24	Port & Tawny Up To 2L	
25	White - Other Varietals	
26	No Alcohol Wine	
27	Sparkling - Vintage	
28	White - Other White Blends	
29	Red - Sangiovese & Sangiovese Blends	
30	Red - Tempranillo & Tempranillo Blends	
31	Red - Sweet Red	
32	Champagne - Vintage	
33	Sparkling - Sweet, Moscato & Fruit	
34	Sparkling - Red	
35	Rosé - Pink Moscato	
36	Red - Other Varietals	
37	Port & Tawny 2L & Over	
38	Sherry & Apera Up To 2L	
39	Sparkling - Cans	
40	Red - Malbec & Malbec Blends	
41	Champagne - Rosé	
42	Madeira & Other Fortified Up To 2L	
43	Cask Wine 3L	
44	Red - Nebbiolo & Nebbiolo Blends	
45	Muscat Up To 2L	
46	Red - Gamay & Gamay Blends	
47	Sparkling - Cava	
48	Spritzer	
49	Red - Nero D Avola & Blends	
50	Dessert Wine	

Key Takeaways & Opportunities:

- A key opportunity lies in the local industry's continued focus on recruiting younger customers (18+) with varietals that are actively trending and increasing in popularity
- This foresight, coupled with the proven success of innovations like Spritz will ensure continued market leadership in engaging and acquiring younger customer (18+) cohorts

Western Australia

A strong sense of pride in local Wine

Western Australia presents a fascinating case study in its beverage landscape: a deep-seated passion for Wine thrives despite its warm climate and robust Beer culture

- WA leads the nation in Wine customer penetration
- However, its Wine sector still under-indexes against total Liquor sales
- This is primarily because Beer, underpinned by the state's warm conditions and its significant history in the craft movement, continues to dominate the market
- All of these factors significantly boost Wine consumption in the state

Local regions deeply resonate with Western Australian consumers, who spend over 3.5 times more on WA-produced Wines than the national average

- This fierce loyalty translates into the second-highest index for local state products nationally, surpassed only by Tasmania
- Within the state, Margaret River holds the undisputed position as the #1 wine region, notably outselling South Australia's Barossa Valley
- There's an extremely strong adoration for Wines originating from the Great Southern region

Western Australia's Wine market under-indexes with premium Liquor shoppers compared to other states

- This is further demonstrated by a lower Wine sales mix within Liquor in high SEIFA areas when contrasted with New South Wales and Victoria, suggesting a potential area for strategic focus in future

The national leader in Prosecco

- Unlike many varietal preferences influenced by local viticulture, this strong demand for Prosecco seems to be driven by the national trend, rather than the local Wine industry

Source: Quantium, 52 weeks to 25 Mar 2025

Western Australia's varietal landscape is shaped by its local heritage

- Strong preferences for Sauvignon Blanc/Semillon Blends (the #3 segment) and Cabernet Sauvignon, as well as an overall appreciation for blends
- On the other hand, Pinots (Noir and Grigio/Gris) show minimal traction, consistently under-indexing
- Uniquely, Chenin Blanc maintains a strong niche, making it the only small varietal with a product that ranks among the state's top sellers

Western Australian Wine consumers show a distinct preference for Margaret River's Sauvignon Blanc and Semillon Blends

- This sets them apart from the rest of the country, which typically favours the region's Chardonnay
- This local loyalty is significant, with Margaret River Sauvignon Blanc and Semillon Blends outselling Chardonnay by a 2:1 ratio within WA, highlighting an inverse trend compared to national consumption

Western Australia

Affluence

Budget

Mainstream

Premium

Key

Below Average

Slightly Below Average

No Significant Difference

Slightly Above Average

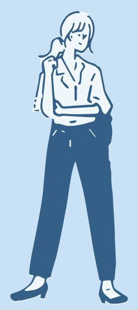
Above Average

Generations

Gen Z

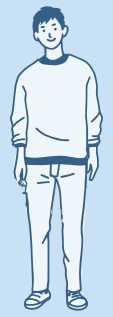
1997 - current legal drinking age

Younger Millennials



1989-1996

Older Millennials



1981-1988

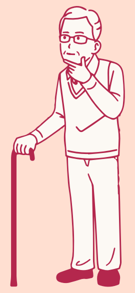
Gen X

1965-1980

Baby Boomers

1946-1964

Traditionalists



1925-1945

Customer KPIs

1/6 RANK Customer Penetration

4/6 RANK Spend per visit

2/6 RANK Visits per customer

3/6 RANK Price per litre

Sub-category Rank

Rank	Sub-category
1	Red Wine
2	White Wine
3	Sparkling Wine
4	Cask Wine
5	Champagne
6	Rosé Wine
7	Fortified Wines
8	No Alcohol Wine

State of Origin Index

International
New South Wales
New Zealand
Queensland
South Australia
Tasmania
Unspecified
Victoria
Western Australia

Top 20 Regions Index

Margaret River	Riverina
Barossa Valley	Clare Valley
Marlborough	Yarra Valley
South Australia	Coonawarra
Champagne	Veneto
Riverland	Adelaide Hills
McLaren Vale	Unspecified
King Valley	Various
South Eastern Australia	Hunter Valley
Great Southern	Tasmania

Remoteness

Metro

Regional: Outer

Regional: Inner

Channels

Instore

Online

Indexes are vs. the national Wine average, unless otherwise specified
NT has been omitted from rankings but not from total category number
Source: Quantium, 52 weeks to 25 March 2025

Western Australia

Segment Rank

Rank	Segment	Index
1	Red - Shiraz	
2	White - Sauvignon Blanc	
3	White - Sauvignon Blanc & Semillon Blends	
4	Red - Cabernet Sauvignon	
5	Sparkling - Non Vintage	
6	White - Chardonnay	
7	Champagne - Non Vintage	
8	Sparkling - Prosecco	
9	Rosé - Still Rosé	
10	Cask Wine 4 & 5L	
11	Red - Cabernet Sauvignon Blends	
12	Red - Pinot Noir & Pinot Noir Blends	
13	White - Pinot Gris/Grigio	
14	Red - Shiraz Blends	
15	White - Other White Blends	
16	Red - Merlot & Merlot Blends	
17	Cask Wine 2L	
18	White - Moscato & Sweet	
19	Red - Other Red Blends	
20	Port & Tawny Up To 2L	
21	Sparkling - Rosé	
22	White - Other Varietals	
23	Sparkling - Piccolo	
24	Red - Grenache & Grenache Blends	
25	White - Riesling	
26	Sparkling - Spritz	
27	Sparkling - Sweet, Moscato & Fruit	
28	Port & Tawny 2L & Over	
29	Red - Tempranillo & Tempranillo Blends	
30	No Alcohol Wine	
31	Red - Sweet Red	
32	Sparkling - Vintage	
33	Red - Malbec & Malbec Blends	
34	Rosé - Pink Moscato	
35	Cask Wine 3L	
36	Red - Other Varietals	
37	Madeira & Other Fortified Up To 2L	
38	Sparkling - Red	
39	Sherry & Apera Up To 2L	
40	Champagne - Vintage	
41	Sparkling - Cans	
42	Red - Sangiovese & Sangiovese Blends	
43	Champagne - Rosé	
44	Sparkling - Cava	
45	Spritzer	
46	Sherry & Apera 2L & Over	
47	Red - Nebbiolo & Nebbiolo Blends	
48	Red - Gamay & Gamay Blends	
49	Muscat Up To 2L	
50	Red - Nero D Avola & Blends	

Key Takeaways & Opportunities:

- To foster greater market penetration, there is an opportunity to leverage the inherent customer loyalty to local brands
- This may involve adapting and replicating successful national trends - like Spritz and Prosecco - with locally-produced versions that resonate with specific regional palates

South Australia

The leaders in Australian Wine production

South Australia is the powerhouse of Australian Wine production, with the largest national share across segments like Shiraz, Cabernet Sauvignon, and Riesling

- This dominance extends to its domestic market, where Red Wine represents the Sub-category in which South Australian products notably overtrade, underscoring the state's deep connection to and leadership in Red Wine consumption

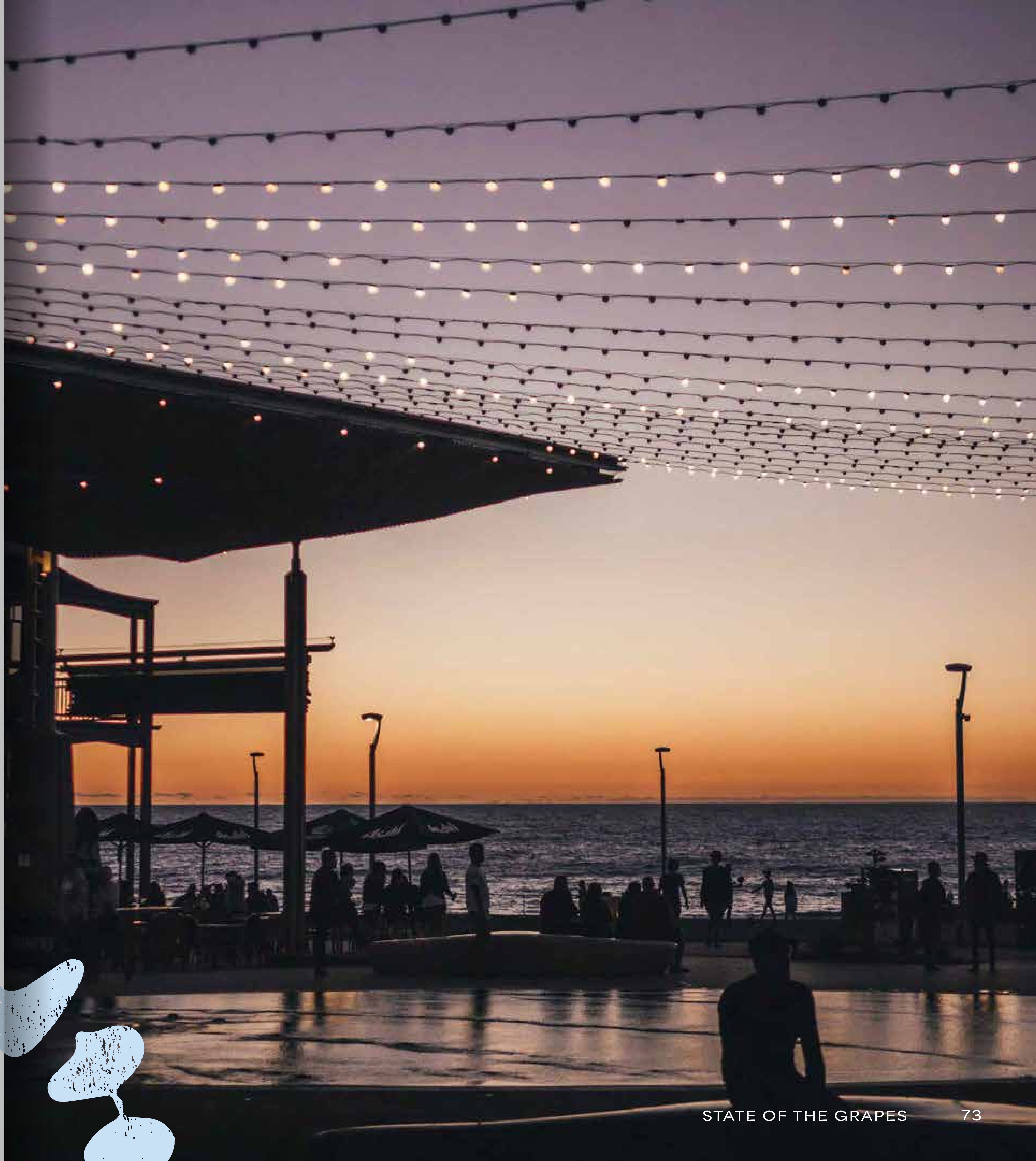
South Australians demonstrate the highest commitment to Australian Wine in their spending, a trend driven by a strong preference for their own state's Wines

- This local loyalty, combined with a lesser enthusiasm for Champagne, contributes significantly to their overall Australian Wine share
- Interestingly, this preference also translates to limited uptake of Wines from other Australian states, with those from Western Australia registering particularly low engagement

Despite its status as the nation's biggest Wine producer, South Australia's Wine share of wallet does not over-index domestically

- This is partly attributed to a lower average spend per litre, significantly driven by a strong over-index in Cask Wine consumption
- South Australia also boasts the highest Spirits mix among all Australian states

Source: Quantium, 52 weeks to 25 Mar 2025



South Australia

Affluence

Budget

Mainstream

Premium

Key

Below Average

Slightly Below Average

No Significant Difference

Slightly Above Average

Above Average

Generations

Gen Z	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Traditionalists
1997 - current legal drinking age	1989-1996	1981-1988	1965-1980	1946-1964	1925-1945

Customer KPIs

4/6 RANK Customer Penetration

5/6 RANK Spend per visit

1/6 RANK Visits per customer

5/6 RANK Price per litre

Sub-category Rank

Rank	Sub-category
1	Red Wine
2	White Wine
3	Sparkling Wine
4	Cask Wine
5	Champagne
6	Rosé Wine
7	Fortified Wines
8	No Alcohol Wine

State of Origin Index

- International
- New South Wales
- New Zealand
- Queensland
- South Australia
- Tasmania
- Unspecified
- Victoria
- Western Australia

Top 20 Regions Index

- Barossa Valley
- Adelaide Hills
- McLaren Vale
- Riverland
- South Australia
- Clare Valley
- Marlborough
- Champagne
- Coonawarra
- South Eastern Australia
- Riverina
- King Valley
- Margaret River
- Unspecified
- Tasmania
- Yarra Valley
- Langhorne Creek
- Hunter Valley
- Eden Valley
- Victoria

Remoteness

Metro

Regional: Outer

Regional: Inner

Channels

Instore

Online

Indexes are vs. the national Wine average, unless otherwise specified
NT has been omitted from rankings but not from total category number

Source: Quantium, 52 weeks to 25 March 2025

South Australia

Segment Rank

Rank	Segment	Index
1	Red - Shiraz	
2	White - Sauvignon Blanc	
3	Sparkling - Non Vintage	
4	Cask Wine 4 & 5L	
5	Red - Cabernet Sauvignon	
6	Champagne - Non Vintage	
7	Rosé - Still Rosé	
8	White - Riesling	
9	White - Pinot Gris/Grigio	
10	White - Chardonnay	
11	Sparkling - Vintage	
12	Red - Pinot Noir & Pinot Noir Blends	
13	Sparkling - Prosecco	
14	Cask Wine 2L	
15	Red - Grenache & Grenache Blends	
16	Red - Shiraz Blends	
17	Red - Other Red Blends	
18	Red - Cabernet Sauvignon Blends	
19	Port & Tawny Up To 2L	
20	White - Moscato & Sweet	
21	Port & Tawny 2L & Over	
22	Sparkling - Rosé	
23	Red - Merlot & Merlot Blends	
24	White - Sauvignon Blanc & Semillon Blends	
25	Sparkling - Red	
26	Sparkling - Piccolo	
27	White - Other Varietals	
28	No Alcohol Wine	
29	White - Other White Blends	
30	Red - Tempranillo & Tempranillo Blends	
31	Sparkling - Sweet, Moscato & Fruit	
32	Sparkling - Spritz	
33	Rosé - Pink Moscato	
34	Cask Wine 3L	
35	Champagne - Vintage	
36	Madeira & Other Fortified Up To 2L	
37	Red - Sweet Red	
38	Red - Other Varietals	
39	Red - Sangiovese & Sangiovese Blends	
40	Sherry & Apera Up To 2L	
41	Red - Malbec & Malbec Blends	
42	Sparkling - Cans	
43	Champagne - Rosé	
44	Muscat Up To 2L	
45	Spritzer	
46	Red - Nero D'Avola & Nero D'Avola Blends	
47	Red - Nebbiolo & Nebbiolo Blends	
48	Red - Gamay & Gamay Blends	
49	Sparkling - Cava	
50	Dessert Wine	

Key Takeaways & Opportunities:

- The primary growth opportunity extends beyond its domestic market. This calls for a robust approach to addressing the current headwinds facing Red Wine, aiming to reignite and stimulate its consumption right across the country
- Leveraging the increasing popularity of its growing varietals such as Pinot Grigio/Gris, Riesling, and Grenache to diversify and strengthen the state's Wine portfolio

Tasmania

A state of Sparkling Wine enthusiasts

Bolstered by its robust local Wine industry, Sparkling Non-Vintage Wine ranks as Tasmania's second-largest Wine segment

- This strong regional affinity for locally-produced Sparkling Wines concurrently accounts for the state's notable under-indexing in Champagne sales
- With its unique cool-climate strengths, Tasmania also demonstrates a remarkable ability to punch above its weight in the broader Australian market for Pinot Noir, Sparkling Rosé, and Sparkling Vintage

Tasmania stands out for its customer allegiance to local products, registering the highest over-index in sales from its own state's Wines across Australia

- Nearly 20% of all Wine sales in Tasmania are from local products – a figure eight times the national average
- This local preference is particularly pronounced in key sub-categories, as 50% of both Pinot Noir and Sparkling Non-Vintage Wine sold in Tasmania is locally-sourced

Similar to Queensland, Sauvignon Blanc is the preeminent Wine segment in Tasmania, consistently holding the leading position across almost all of its LGAs

- While Tasmanians have lower overall engagement with the Red Wine Category, their specific preferences within this segment strongly favour Pinot Noir and Merlot varietals

Tasmania under-indexes in Wine consumption among younger (18+) and middle generations

- This trend is partly attributable to its older population
- Consequently, it remains more reliant on Baby Boomer Wine expenditure than any other Australian state

Source: Quantium, 52 weeks to 25 Mar 2025

A significant challenge for this state's Wine market is its remarkably low Wine sales mix within the broader liquor category, despite enjoying a favourable cool climate for local Wine production

- This underperformance is underscored by the lowest recorded price per litre and minimal customer penetration for Wine
- Tasmania also over-indexes in Cider and Premix Bourbon sales, further compounded by the limited presence of the highly affluent areas typically responsible for driving substantial Wine expenditure elsewhere

In contrast to national trends, this state's Wine market exhibits a distinct characteristic

- Sales disproportionately over-index with value focused customers

Tasmania

Affluence

Budget

Mainstream

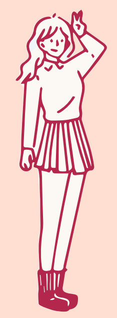
Premium

Key

Below Average | Slightly Below Average | No Significant Difference | Slightly Above Average | Above Average

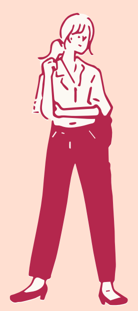
Generations

Gen Z



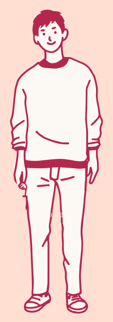
1997 - current legal drinking age

Younger Millennials



1989-1996

Older Millennials



1981-1988

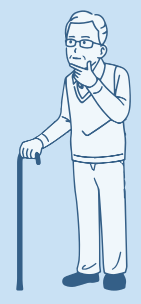
Gen X

1965-1980

Baby Boomers

1946-1964

Traditionalists



1925-1945

Customer KPIs

6/6 RANK Customer Penetration

3/6 RANK Spend per visit

6/6 RANK Visits per customer

6/6 RANK Price per litre

Sub-category Rank

Rank	Sub-category
1	White Wine
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- Riverland
- McLaren Vale
- South Eastern Australia
- Riverina
- Clare Valley
- King Valley
- Margaret River
- Adelaide Hills
- Coonawarra
- Champagne
- Hunter Valley
- Yarra Valley
- Unspecified
- Vicioria
- Murray Darling
- Veneto

Remoteness

Metro

Regional: Outer

Regional: Inner

Channels

Instore

Online

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Source: Quantium, 52 weeks to 25 March 2025

Tasmania

Segment Rank

Rank	Segment	Index
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2	Sparkling - Non Vintage	
3	Red - Shiraz	
4	Red - Pinot Noir & Pinot Noir Blends	
5	White - Pinot Gris/Grigio	
6	White - Chardonnay	
7	Cask Wine 4 & 5L	
8	Red - Cabernet Sauvignon	
9	Rosé - Still Rosé	
10	Sparkling - Rosé	
11	Champagne - Non Vintage	
12	Red - Merlot & Merlot Blends	
13	Cask Wine 2L	
14	White - Riesling	
15	Red - Cabernet Sauvignon Blends	
16	Sparkling - Prosecco	
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24	Sparkling - Vintage	
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28	No Alcohol Wine	
29	Madeira & Other Fortified Up To 2L	
30	Cask Wine 3L	
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32	White - Other Varietals	
33	Red - Tempranillo & Tempranillo Blends	
34	Rosé - Pink Moscato	
35	Sherry & Apera Up To 2L	
36	Sparkling - Spritz	
37	Sparkling - Red	
38	Red - Malbec & Malbec Blends	
39	Red - Other Varietals	
40	Red - Sangiovese & Sangiovese Blends	
41	Champagne - Vintage	
42	Sparkling - Cava	
43	Sparkling - Cans	
44	Spritzer	
45	Sherry & Apera 2L & Over	
46	Red - Gamay & Gamay Blends	
47	Muscat Up To 2L	
48	Dessert Wine	
49	Champagne - Rosé	
50	Red - Nebbiolo & Nebbiolo Blends	

Key Takeaways & Opportunities:

- To maximise national impact, the Tasmanian Wine industry should consider building a unified Tasmanian Wine brand nationally, prioritising collective identity over individual regions
- The state must also continue its leadership in producing premium and low intervention Wines
- Like Victoria, Tasmania benefits from significant tailwinds in cultivating varietals that are rapidly growing in popularity across the Australian market

State of the Grapes

A special edition of Distilled

AUGUST 2025

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