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Australian white wine exports to mainland China jumped 143.6% in the third quarter

The surge lifted Australia’s wine sales to China during a quarter marked by declines in Britain, the United States and elsewhere

Friday, November 13, 2026



Australian white wine exports to mainland China climbed sharply in the third quarter, giving producers a rare area of growth as overall shipments weakened across many other markets.

Wine Australia data reported Friday, November 13, showed that white wine shipments to mainland China rose 143.6% by volume in the third quarter of 2026 to 5.26 million liters. The value of those exports increased 51.9% to A$11.87 million, or about US$8.14 million.

The rise in white wine helped lift Australia’s overall wine exports to mainland China by 1.9% by value in the quarter to A$166.33 million, or roughly US$114 million. Volumes to China increased 14.9% to 17.06 million liters.

That performance stood out against a weaker global backdrop. Across all destinations, Australian wine export value fell 7.3% in the quarter to A$520.57 million, while volumes dropped 4.7% to 148.25 million liters, according to the data.

The contrast was also clear in Australia’s other two largest export markets by value. Exports to the United Kingdom fell 12.6% to A$81.81 million, with volumes down 8.7% to 44.5 million liters. Shipments to the United States declined 12.5% by value to A$63.7 million and 4.5% by volume to 29.52 million liters.

Mainland China remained Australia’s largest wine export market by value. By volume, however, it ranked fourth, behind the United Kingdom, the United States and Canada. That gap points to China’s importance for higher-priced wine, rather than bulk sales.

Wine Australia’s figures showed that Australian wines shipped to mainland China at a free-on-board price of at least A$10 per liter generated A$137.82 million in the quarter. That was about 59% of Australia’s worldwide export value in that price bracket, which totaled A$233.5 million.

For wine producers and the broader beverage business, the numbers suggest that China may be offering a growing opening for white wine at a time when sales are under pressure in several established export markets. If that trend holds, it could influence how exporters balance red and white portfolios, where they deploy marketing budgets and which Asian markets they target for growth.

Even with the surge in white wine, red wine still dominated Australia’s trade with mainland China. Red wine accounted for 91.62% of Australian wine export value to the market in the third quarter, while white wine represented 7.14%. Globally, whites made up a much larger 27.74% share of Australian export value, compared with 70.38% for reds. The much smaller white wine base in China leaves room for expansion, even though red wine remains the core of the business there.

The gains in white wine came as Australian producers tried to build a stronger position among Chinese consumers who are looking beyond the categories that have traditionally led imported wine demand. Vino Joy News reported that some consumers have shown interest in alternatives to Burgundy, including premium Australian Chardonnay.

Hong Boyong, chief executive of Shanghai Pran Wines, which specializes in Australian wines, previously told the publication that Chinese buyers were becoming more interested in white wines from several Australian regions. He said Hunter Valley Semillon was increasingly being requested by customers, while premium Chardonnay was also drawing attention from Burgundy drinkers looking for value and a different style.

Sparkling wine also posted growth from a small base. Export value to mainland China rose 25.4% in the third quarter to A$1.95 million, while volumes increased 22.8% to 171,818 liters.

The third-quarter improvement in China followed a weaker showing earlier in the year. For the first nine months of 2026, Australian wine export value to mainland China fell 10.4% to A$758.59 million, even as volumes rose 8.2% to 79.31 million liters. The return to value growth in the third quarter, alongside a stronger increase in volumes, may indicate that importers are working through inventories and becoming more willing to replenish stocks, although that trend will need to persist before it can be treated as a broader recovery.

The data also underscored the importance of South Australia in the China trade. Wines from South Australia led shipments to mainland China, with export value rising 32% to A$106.55 million in the quarter. Wines classified as no label claim, meaning they

carried no stated regional origin, ranked second at A$16.78 million.

Australia’s performance across Asia was mixed. Six of the country’s 10 largest export markets by value were in Asia during the quarter, but results varied widely from one market to another.

Exports to Singapore fell 16.0% by value to A$20.62 million, while volumes dropped 12.0% to 1.32 million liters. Hong Kong, Australia’s seventh-largest market by value, recorded a 22.5% decline in value to A$15 million and a 19.7% fall in volume to 1.38 million liters.

Thailand moved in the opposite direction on value. Exports there rose 26.3% to A$14.67 million, nearly matching Hong Kong, even as volumes fell 14.1% to 1.47 million liters. That split suggests a shift toward higher-priced wines in Australian shipments to Thailand.

Japan also weakened. Export value fell 16.8% to A$10.35 million, while volumes declined 5.0% to 2.58 million liters.

Indonesia posted the strongest value growth among those Asian markets. Shipments rose 59.0% to A$7.66 million, and volumes increased 44.0% to 376,974 liters.

The quarter’s figures show that mainland China is not only Australia’s biggest wine market by value, but also one of the few places where exporters found support from a fast-growing white wine segment while broader global demand remained soft.