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Australian wine exports surge as New Zealand, UK, and Denmark lead global consumption

Penfolds and Yellow Tail among top brands driving international demand for bold, value-driven Australian wines

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Australian Wine Loving Countries			
Rank	Top Country	Favourite Wine	Bottles Per Person Per Year
1	New Zealand	Penfolds	9.38
2	UK	Penfolds	5.33
3	Denmark	Yellow Tail	5.02
4	Canada	St Huberts	2.70
5	Singapore	Penfolds	2.29
6	Hong Kong	Penfolds	1.76
7	Belgium	St Huberts	1.52
8	Finland	19 Crimes	1.47
9	Sweden	Hardys	1.02
10	USA	Hardys	0.57

Australian wine continues to gain ground in international markets, with a recent study by Italian Street Kitchen highlighting the countries where demand is strongest. The research, which analyzed export data and population statistics, found that New Zealand leads the world in per capita consumption of Australian wine, with each legal-age adult consuming an average of 9.38 bottles annually. The United Kingdom follows closely, with 5.33 bottles per person each year, despite its distance from Australia.

The study also examined which Australian wine brands are most popular abroad. In New Zealand, Penfolds tops the list, followed by Jacobs Creek, 19 Crimes, Bay of Fires, and Hardys. The United Kingdom shares a preference for Penfolds but also favors 19 Crimes, Bay of Fires, Yellow Tail, Hardys, and Saltram. Denmark ranks just behind the UK in per capita consumption at 5.02 bottles per person annually, with Yellow Tail as the leading brand there. Other brands making an impact in Denmark include Hardys, Penfolds, Giant Steps, Nepenthe, and Beringer.

Australia’s wine industry is valued at $7.2 billion, with about 60% of production exported to markets around the world. The popularity of Australian wines is attributed to their bold flavors and value for money, making them a staple for both casual drinkers and fine dining establishments globally.



Giulio Marchese

Italian Street Kitchen’s Group Head Chef Giulio Marchese shared his perspective on pairing wines with food. He emphasized that harmony between food and wine is key to a memorable dining experience. For tomato-based dishes, he recommends red wines such as Sangiovese or Montepulciano. For lighter fare like burrata or seafood pizza, he suggests a crisp white like Vermentino. Rich dishes such as beef ragu pair well with bold reds like Shiraz, while creamy risottos or seafood benefit from fruity whites like Pinot Grigio.

Chef Marchese also highlighted some of his favorite Australian wines. He enjoys Cavedon ‘Adelia’ Prosecco from King Valley for its freshness and lively character. For seafood or lighter dishes, he prefers Chalmers Vermentino from Heathcote due to its citrus and herbal notes. For more robust meals like wood-fired pizza or slow-cooked ragu, he recommends Amadio Sagrantino from Adelaide Hills for its depth and structure.

The study’s findings reflect Australia’s growing reputation as a producer of quality wines that appeal to diverse palates worldwide. With strong demand in neighboring New Zealand and established markets like the UK and Denmark, Australian winemakers continue to expand their reach and influence on the global stage.