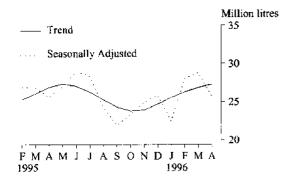


CATALOGUE NO. 8504.0 EMBARGOED UNTIL 11.30 AM 4 JUNE 1996

SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS, APRIL 1996

SUMMARY OF FINDINGS

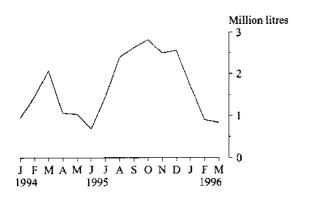
DOMESTIC SALES OF AUSTRALIAN PRODUCED WINE



EXPORTS OF AUSTRALIAN PRODUCED WINE

Million litres 16 14 12 10 8 6 1994 1995 1996

WINE IMPORTS



DOMESTIC SALES

The trend estimate for the total domestic sales of Australian produced wine rose by 1.3% in April. This is the sixth month of growth after five months of decline.

The seasonally adjusted estimate of total domestic sales of Australian produced wine for the month was 25.7 million litres, a fall of 10.8% on the previous month and had the efffect of slowing the growth in the trend. Without some growth in the seasonally adjusted estimate for May the trend series can be expected to decline.

In original terms, there were 24.4 million litres of Australian produced wine sold domestically during April, a fall of 5.6% on March and a rise of 0.5% on April 1995.

EXPORTS

A total of 11.3 million litres of Australian wine valued at \$41.9 million were exported in March. This quantity is an increase of 15.7% on February and 29.1% on March 1995.

Most of these exports consisted of table wine (almost 93%) while sparkling accounted for 4.0% and fortified 2.9%. Furthermore, of these exports the United Kingdom received 43.4%, the United States of America 15.6% and New Zealand 11.5%.

IMPORTS

Australia imported 0.8 million litres of wine in March which is 7.1% less than imports in February and 59.7% less than in March 1995. The value of the wine imported was \$3.1 million which was the lowest since May 1994.

The majority of imports for March were for table wine (81.1%) while sparkling wine accounted for 11.5%. The average price per litre of wine imported in March 1996 was \$3.76, a 5.4% increase on February.

INQUIRIES

- for more information about statistics in this publication and the availability of related unpublished statistics, contact Peter Carmalt on Adelaide (08) 237 7632 or any ABS State
- for information about other ABS statistics and services please refer to the back of this publication.

DOMESTIC SALES OF AUSTRALIAN PRODUCED TABLE WINE, ORIGINAL DATA

	3 months e	nded April		
Table wine	1995	1996	% change	
	,000 T	'000 L		
White — bottles 1 litre and under	12 389	12 757	3.0	
White — other containers	32 924	32 316	-1.8	
Total white	45 313	45 073	-0.5	
Red — bottles 1 litre and under	6 733	8 301	23.3	
Red — other containers	5 920	6 504	9.9	
Total red	12 653	14 805	17.0	
Total table wine (includes Rosé)	59 067	60 911	3.1	

During the past 3 months Australian produced red table wine sales rose by 17.0% compared with the same period 12 months ago. This was a result of a 23.3% rise in bottle sales and 9.9% in other containers. Sales of white table wine decreased by 0.5%. Other containers (mostly soft packs) decreased by 1.8% and bottles increased by 3.0%. Total sales of Australian produced table wine increased by 3.1%.

The volume of wine sales reported does not include any quantity of imported wine that may have been blended with the Australian product (this particularly applies to soft packs). The influence of imported wine is evident in the following table.

WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Imports cleared for home consumption	Available for consumption
	,000 F	'000 L	'000 L
1992-93	312 081	7 832	319 913
1 993 -94	319 534	8 341	327 875
1994-95	313 357	14 057	327 413
1995			
3 months ended March	60 010	4 484	64 494
1996			
3 months ended March	63 759	3 454	67 213

There was an increase of 4.2% in the wine available for consumption for the 3 months to March 1996 compared with the same period in 1995. There was an increase of 6.2% in the domestic sales of Australian produced wine and a decrease of 23.0% in imports cleared for home consumption.

DISPOSALS OF AUSTRALIAN PRODUCED WINE, ORIGINAL DATA

Period	Domestic sales of Australian produced wine	Exports of Australian produced wine	Total disposals
	,000 F	'000 L	'000 L
1 99 2-93	312 081	102 832	414 913
1993-94	319 534	125 464	444 998
1994–95	313 357	113 663	427 020
1995			
3 months ended March	60 010	22 603	82 613
1996			
3 months ended March	63 759	27 949	91 708

There was an increase of 11.0% in the disposal of Australian produced wine for the 3 months to March 1996 compared with the same period in 1995. Exports increased by 23.7% and contributed 58.8% to the total increase in disposals.

While the amount of Australian produced wine available for disposal is affected by previous vintages and movement in stocks, domestic demand is met in part with imports, while substantial quantities of Australian wine are exported. There appears to be a move to maintain exports of Australian wine and fill the gap in the domestic demand with imported product.

TABLE 1. DOMESTIC SALES OF AUSTRALIAN WINE AND BRANDY BY WINEMAKERS

			Wine	type				Total wine		
Period	Table	Fortified	Spark- ling	Carbon- ated	Flavoured (a)	Vermouth	Original	Seasonally adjusted	Trend estimate(b)	Brandy(c)
					('000 litres)					('000L al)
1992-93	246,308	28,420	29,971	3,256	2,845	1,281	312,081			1,312
1993-94	254,702	27,026	30,598	3,525	2,426	1,258	319,534			1,301
1994-95	251,586	27,000	28,000	3,434	2,218	1,119	313,357			1,188
1994-95-										
February	19,208	1,482	1,302	238	114	82	22,425	26,921	25,311	96
March	19,996	1,818	1,798	239	159	99	24,109	26,840	26,053	87
April	19,863	2,262	1,763	162	177	81	24,309	25,559	26,911	84
May	20,150	2,612	1,571	221	225	67	24,846	26,989	27,311	98
June	23,192	2,967	1,589	319	217	99	28,382	28,968	27,047	102
1995-96										
July	26,697	3,179	1,959	241	249	83	32,409	28,296	26,284	118
August	18,405	2,292	1,818	253	146	67	22,982	24,291	25,257	116
September	17,434	1,613	2,708	265	123	76	22,219	21,882	24,323	64
October	18,600	1,806	3,214	234	213	69	24,137	23,325	23,796	94
November	22,927	2,476	3,935	335	223	160	30,055	24,947	23,939	104
December	27,269	2,588	5,888	468	220	126	36,559	25,812	24,675	136
January	11,984	1,119	1,139	149	108	62	14,561	22,450	25,567	90
February	19,283	1,673	1,902	236	126	89	23,310	28,000	26,298	84
March	21,601	1,863	1,928	276	151	68	25,887	28,800	26,886	50
April	20,027	2,197	1,850	150	165	48	24,437	25,700	27,230	n.y.a

⁽a) Includes wine cocktails, marsala, aperitif and tonic wines. (b) Trend estimates for the most recent months are provisional and can be revised as data for additional months become available. (c) Quantities on which excise duty was paid.

TABLE 2. DOMESTIC SALES OF AUSTRALIAN FORTIFIED AND SPARKLING WINE AND VERMOUTH BY WINEMAKERS
(*000 litres)

				(.000	inres)					
			Fort	ified wine			Sparkling	g wine(a)		
	Sherry				Dessert wine			Bulk		
		Medium				Other	Bottle fermen-	fermen-	Verm	outh
Period	Dry	<i>(b)</i>	Sweet	Port	Muscat	(c)	tation	tation	Dry	Sweet
1992-93	2,117	2,500	6,829	15,545	1,257	172	25,252	4,719	581	700
1993-94	1,889	2,318	6,133	15,383	1,180	124	26,305	4,293	564	694
1994-95	1,833	2,331	5,947	15,634	1,104	151	23,629	4,371	494	624
1994-95—										
February	138	154	388	724	66	11	1,033	269	33	49
March	123	149	425	1,063	56	3	1,453	345	44	55
April	144	185	482	1,346	88	17	1,480	283	38	43
May	178	229	5 76	1,516	99	15	1,276	294	26	41
June	186	223	615	1,805	123	15	1,307	281	44	56
1995-96—										
July	218	292	649	1,891	120	10	1,568	391	39	44
August	214	257	505	1,215	92	9	1,504	314	28	39
September	118	146	325	953	64	8	2,011	696	35	42
October	140	154	419	1,003	81	8	2,454	760	30	39
November	159	224	583	1,397	102	11	3,012	923	n.p.	n,p,
December	166	211	522	1,586	92	11	4,503	1,385	n.p.	п.р.
January	79	106	286	594	47	7	810	329	24	37
February	119	151	380	947	70	6	1,325	577	38	52
March	141	151	385	1,106	73	7	1,454	474	32	37
April	143	207	466	1,289	84	7	1,359	491	22	26

⁽a) Spritzig table wines are included with table winc. (b) Includes semi-sweet and medium dry. (c) Includes madeira, tokay, white port.

TABLE 3. DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE ('000 litres)

	WHITE W	INE NOT E	XCEEDING	1 DEGREE B	AUMÉ(a)	WHITE WINE EXCEEDING 1 DEGREE BAUMĖ(a)					
	Glass con	tainers				Glass co	ntainers				
Period	I litre and under	Over 1 litre	Soft pack(b)	Bulk(c)	Total	1 litre and under	Over 1 litre	Soft pack(b)	Bulk(c)	Total	
1992-93	41,243	1,319	120,534	4,784	167,880	2,856	203	15,405	61	18,525	
1993-94	45,025	1,146	117,172	5,145	168,488	3,110	179	20,590	87	23,967	
1994-95	49,063	964	110,435	3,730	164,192	2,794	n.p.	18,888	n.p.	21,970	
1994-95—											
February	3,775	82	9,603	234	13,693	230	n.p.	1,512	n.p.	1,758	
March	4,023	69	9,012	212	13,317	188	18	1,657	12	1,874	
April	3,978	64	8,859	193	13,094	195	n.p.	1,361	n.p.	1,577	
May	3,892	64	8,914	195	13,065	189	n.p.	1,360	n.p.	1,572	
June	4,321	79	10,393	172	14,966	220	n.p.	1,710	n.p.	1,960	
1995-96—											
July	4,246	65	12,022	270	16,602	274	n.p.	1,702	n.p.	1,999	
August	3,328	56	7,065	321	10,770	200	n.p.	1,276	n.p.	1,498	
September	3,502	53	7,005	233	10,793	1 76	n.p.	1,340	п.р.	1,532	
October	4,126	62	7,668	245	12,101	209	n.p.	1,389	n.p.	1,616	
November	5,040	82	9,369	284	14,775	231	n.p.	1,675	n,p,	1,928	
December	5,846	80	11,592	486	18,005	361	22	1,991	14	2,388	
January	2,434	38	5,400	215	8,088	159	n.p.	1,011	n.p.	1,184	
February	3,969	57	8,724	280	13,031	198	n.p.	1,608	n,p,	1,825	
March	4,252	57	9,435	159	13,902	158	11	1,735	8	1,912	
April	3,951	53	8,607	152	12,763	229	n.p.	1,393	n.p.	1,640	

For footnotes see end of table.

TABLE 3. DOMESTIC SALES OF AUSTRALIAN TABLE WINE BY CONTAINER TYPE - continued (*000 litres)

				(000	irti C3j					
			RED			ROSÉ				
	Glass con	tainers	•			Glass co	ntainers		-	
	1 litre					1 litre	······			
	and	Over	Soft			and	Over	Soft		
Period	under	1 litre	pack(b)	Bulk(c)	Total	under	1 litre	pack(b)	Bulk(c)	Total
1992-93	25,268	464	28,677	642	55,051	n.p.	118	4,107	n.p.	4,852
1993-94	27,575	444	28,399	942	57,359	578	n.p.	4,178	n.p.	4,888
1994-95	30,013	591	29,453	576	60,633	570	116	4,094	12	4,792
1994-95-										
February	1,718	36	1,634	26	3,414	39	n,p.	294	n.p.	343
March	2,428	35	1,942	23	4,429	45	n.p.	320	n.p.	376
April	2,587	50	2,151	23	4,810	52	n.p.	320	n.p.	382
May	2,554	51	2,485	50	5,140	28	n.p.	334	n.p.	374
June	3,288	87	2,331	77	5,783	40	n.p.	432	n.p.	484
1995-96										
July	3,893	41	3,474	37	7,445	62	n.p.	581	n.p.	651
August	2,964	43	2,737	46	5,790	38	n.p.	297	n.p.	347
September	2,422	50	2,282	32	4,786	37	n.p.	278	n.p.	323
October	2,485	42	2,002	21	4,549	46	n.p.	279	n.p.	334
November	2,957	39	2,792	13	5,800	n.p.	7	36 1	n.p.	424
December	3,007	45	3,175	46	6,272	n.p.	12	510	n.p.	603
January	1,343	25	1,093	11	2,472	28	n.p.	206	n.p.	241
February	2,365	27	1,679	1 7	4,088	40	n.p.	291	n,p,	339
March	r2,944	38	2,443	18	5,443	37	n.p.	299	n.p.	343
April	2,992	39	2,226	18	5,274	n.p.	п.р.	307	n.p.	351

⁽a) 1 degree baumé = 18 grams of sugar per litre. (b) Soft pack containers include all collapsible packs, plastic or otherwise. (c) Bulk includes rigid containers (plastic, steel, wood), tankers and cans.

TABLE 4. WINE AND BRANDY: IMPORTS CLEARED FOR HOME CONSUMPTION AND EXPORTS OF AUSTRALIAN PRODUCE

		Wi	ie type		Total :	wine	Brandy	
Period	Table	Fortified	Sparkling	Other	Quantity	Value	Quantity	Value
	'000L	'000L	'000L	'000L	'000L	\$'000	'000L al	\$ '000
	***		IMPORTS	CLEARED				
		106	2,346	546	7,832	46,984	629	8,085
1992-93	4,833 4,432	152	2,301	1,456	8,341	47,637	634	8,243
1993-94 1994-95	9,398	272	3,065	1,322	14,057	61,057	590	7,266
	7,270							
1994-95	663	20	212	55	951	4,508	36	564
January		4	267	81	1,461	4,256	44	563
February	1,109	9	216	68	2,072	4,483	32	420
March	1,780	10	323	65	1,066	5,417	34	412
April	669		323 149	71	1,034	4,673	52	570
May	796	17	104	78	688	3,897	31	461
June	497	9	104	10	000	3,077	3.	
1995-96—			191	99	1,440	3,975	46	556
July	1,206	4	131	90	2,396	5,369	50	675
August	2,109	5	193	90 74	2,627	6,219	44	651
September	2,293	7	253		2,827	7,432	43	618
October	2,349	23	419	36		r8,126	68	78 6
November	rl,7 99	14	568	117	r2,498	r8,126 r8,064	53	926
December	r2,152	9	319	84	r2,564		54	631
January	r1,483	5	175	54	rl,718	r4,422		
February	691	12	144	53	900	3,213	49	632
March	678	10	96	52	836	3,145	34	458
	<u></u>		EXP	ORTS(a)		 ,	.	
1992-93	95,468	1,851	4,730	784	102,832	293,157	73	850
1993-94	116,655	2,873	5,042	893	125,464	366,574	36	524
1994-95	105,542	2,475	5,109	537	113,663	385,704	36	812
1994-95—								
January	5,882	73	343	34	6,333	18,630	_	
February	6,907	219	328	27	7,481	25,411	3	41
March	8,324	137	294	34	8,789	32,211	3	10-
April	9,131	171	508	71	9,882	35,724	3	44
May	7,879	137	382	41	8,439	31,243	5	103
June	8,046	171	350	96	8,663	32,466		1.
1995-96—							_	
July	9,587	159	528	44	10,318	39,026	3	10
August	9,778	280	403	53	10,514	36,618	3	7
September	14,023	233	719	56	15,031	51,390	2	2
October	10,264	311	571	68	11,214	41,125	_	
November	7,364	187	398	69	8,018	r27,716	2	8
December	r9,766	170	396	38	r10,370	r 40,585	2	5
January	r6,237	262	254	37	г6,790	r26,580	9	6
February	г9,146	131	r490	44	r9,81 l	r34,628	1	6
March	10,509	326	450	63	11,348	41,886	i	6

⁽a) Exports may include sales made by exporters other than winemakers.

TABLE 5. EXPORTS OF AUSTRALIAN WINE BY COUNTRY OF DESTINATION, MARCH 1996

		И	Total wine			
Country/Region	Table	Fortified	Sparkling	Other	Quantity	Value
			(Litres)			(\$'000)
Fiji	10,945	360	8,325	1,710	21,340	117
New Zealand	1,263,146	18,409	25,596	2,188	1,309,339	3,247
Papua New Guinea	21,333	2,021	4,911	· —	28,265	152
Total Oceania & Antarctica(a)	1,328,831	21,056	41,877	4,411	1,396,175	3,636
Denmark	209,246		_	_	209,246	705
Finland	73,008	_	9,000	_	82,008	303
Germany	351,782	432	1,355	657	354,226	1,046
Ireland	198,239	_	8,532	_	206,771	705
Netherlands	178,623		54	_	178,677	733
Norway	318,132		_	_	318,132	1,007
Sweden	234,819		24,300	_	259,119	689
Switzerland	38,226	_	7,137	13,251	58,614	400
United Kingdom	4,505,830	161,656	236,409	18,540	4,922,435	17,496
Total Europe & the Former USSR(a)	6,280,282	162,742	288,632	34,548	6,766,204	23,720
Egypt	_	_	18,000	_	18,000	75
United Arab Emirates	51,844		6,930	_	58,774	114
Total Middle East & North Africa(a)	65,484	320	26,550		92,354	215
Indonesia	112,957	_	234	_	113,191	268
Singapore	5 7,03 9	270	3,275	3,459	64,043	430
Thailand	112,787		9,270	es:	122,057	451
Total Southeast Asia(a)	314,385	1,790	19,826	3,459	339,460	1,312
Hong Kong	64,645	1,973	21,048	450	88,116	437
Japan	243,016	8,892	28,089	8,679	288,676	1,039
Republic of Korea	20,749	117	243	126	21,235	101
Total Northeast Asia(a)	331,740	21,414	49,380	9,255	411,789	1, 6 50
Canada	434,404	90,755	14,013	2,016	541,188	2,202
USA	1,721,849	27,150	7,182	8,590	1,764,771	8,949
Total Northern America	2,156,253	117,905	21,195	10,606	2,305,959	11,151
Total Other Regions(b)	32,421	900	2,187	232	35,740	203
Total All Countries	10.509.396	326.127	449.647	62,511	11.347.681	41.886

⁽a) Includes other countries as detailed in Australian Standard Classification of Countries for Social Statistics (1269.0). (b) Includes ship's stores.

TABLE 6: EXPORTS OF AUSTRALIAN WINE BY REGION(a) ('000 litres)

Period	Oceania & Antarctica	Europe & the Former USSR	Middle East & North Africa	Southeast Asia	Northeast Asia	Northern America	Other	Total all Regions
1992-93	18,251	61,623	799	1,969	3,483	16,356	351	102,832
1993-94	24,968	73,334	952	2,134	5,268	18,463	346	125,464
1994-95	17,144	69,782	1,014	2,197	4,307	18,786	434	113,663
1994-95-								
January	1,366	3,636	55	106	262	905	2	6,333
February	1,602	4,002	62	200	277	1,303	35	7,481
March	980	5,692	179	166	173	1,552	47	8,789
April	743	6,818	31	115	541	1,610	23	9,882
May	815	5,241	141	251	212	1,743	36	8,439
June	945	5,415	88	144	253	1,780	39	8,663
1995-96—								
July	1,210	6,428	92	227	544	1,807	10	10,318
August	1,387	6,568	_	157	219	2,163	19	10,514
September	1,803	10,334	157	246	330	2,154	7	15,031
October	821	7,931	20	194	448	1,758	43	11,214
November	1,993	4,016	94	417	392	1,092	14	8,018
December	707	6,683	6 1	335	371	r2,208	4	r10,370
January	44 1	г4,582	46	376	238	1,081	25	r6,790
February	1,745	r5,808	r116	r327	г410	т1,388	rl6	r9,811
March	1,396	6,766	92	339	412	2,306	36	11,348

⁽a) Exports may include sales made by exporters other than winemakers.

EXPLANATORY NOTES

INTRODUCTION

SCOPE AND COVERAGE

SEASONALLY ADJUSTED AND TREND ESTIMATES

RELATED PUBLICATIONS

ROUNDING

SYMBOLS AND OTHER USAGES

- 1 The information shown in this publication for the domestic sales of Australian produced wine is obtained directly from winemakers by means of a mail collection. The brandy sales figures shown represent quantities on which excise duty was paid, i.e. the quantity of brandy released for sale. Statistics relating to exports and import clearances are based on information provided to the Australian Customs Service by importers, exporters and their agents.
- 2 The information on domestic sales of Australian produced wine is obtained from winemaking enterprises with sales of 250,000 litres or more in the previous financial year. These account for approximately 97% of total wine sales. All sales data are collected on an Australia-wide basis only and State figures are therefore not available.
- 3 Tables 1–3 include all sales by winemakers (within the scope of the collection) with the exception of exports, sales for ships' stores, sales of imported wine and brandy and inter-winery sales, the last exclusion being necessary to avoid duplication in the published figures. Figures relating to foreign trade in wine and brandy are presented in table 4 to provide a basis for assessing the overall Australian wine market.
- 4 Imports cleared for home consumption comprise those goods entered for home consumption, together with goods cleared from Customs warehouses. Exports of Australian produce are defined as exports of goods, materials or articles which have been produced, manufactured or partly manufactured in Australia.
- 5 Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences can be more clearly recognised. Seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather and industrial disputes).
- 6 The smoothing of seasonally adjusted series to create trend estimates is a means of reducing the impact of the irregular component of the series. The trend estimates of wine sales have been derived by applying a 13-term Henderson weighted moving average to the seasonally adjusted series.
- 7 For further information, see A Guide to Interpreting Time Series Monitoring 'Trends', an Overview (1348.0) or contact the Assistant Director, Time Series Analysis on (06) 252 6345.
- 8 Another ABS publication which may be of interest is the *Australian* Wine and Grape Industry (1329.0) which contains production and stocks of Australian wine and brandy held by winemakers, final viticulture data and a comprehensive range of industry related data, including world comparisons.
- **9** Current publications produced by the ABS are listed in the *Catalogue* of *Publications and Products Australia* (1101.0). The ABS also issues, on Tuesdays and Fridays, a *Release Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS office.
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