

Sparkling wine market overview

Year ending June 2006

Sparkling segment:

- Sparkling wine value growth up 6.5 percent for the year ending June 2006
- Premiumisation occurring in sparkling wine as value growth is outpacing volume growth
- Domestic sparkling wine is the dominant segment and represents 80.4 percent of total sparkling wine sales
- Domestic sparkling and imported sparkling are growing at 5.1 percent and 12.8 percent respectively
- Growth occurring across all price ranges.

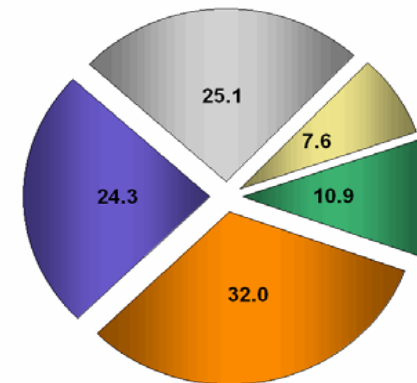
Sparkling varietals:

- Sparkling white wine represents 63.7 percent of total sparkling wine for the year ending June 2006
- Champagne is second largest varietal at 9.0 percent share of sales
- The sparkling rosé varietal is the largest contributor to growth
- Fruit flavoured sparkling and sparkling rosé varietals recording the fastest growth
- Rosé now represents 8.7 percent of sparkling wine.

State performance:

- Queensland and Western Australia are experiencing the fastest value growth of 15.9 percent and 14.2 percent respectively
- Queensland accounts for 56 percent of the incremental growth of sparkling wine and is now the second largest state in value sales
- South Australia is the only state in decline.

State share of sparkling wine trade
Value Share, MAT June 2006



Contributing factors to value growth
Australia, % growth, June 2006

