

Australia's Victoria Wine Industry Delivers Record \$10.8 Bn Economic Contribution

09 March 2026 | News

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Victoria's wine industry has recorded a \$10.8 billion economic contribution in 2025, marking a 14 per cent increase year-on-year and reinforcing its role as a key driver of regional growth. The sector now supports 17,178 jobs across the state, representing a 25 per cent increase over the past two years.

According to the 2025 Victorian Wine Industry Economic Scorecard, commissioned by Wine Victoria and prepared by RMCG, growth has been driven not only by vineyard and winery activity but also by tourism, hospitality, logistics and other regional services.

Total wine sales reached \$1.13 billion, reflecting 64 per cent growth over two years, while the economic contribution per tonne increased to \$39,070. Domestic wine sales climbed 54 per cent over two years to \$664 million, with the average domestic value reaching a record \$7.99 per litre.

Exports also strengthened significantly, rising 80 per cent over two years to \$465 million. The growth has brought Victoria's export performance to within one per cent of 2019 levels, supported by renewed momentum in key markets including China, Singapore and Canada.

Regional wine regions remain central to the industry's performance. Major contributors in 2025 include Murray Darling and Swan Hill and Mornington Peninsula at \$1.7 billion each, followed by Yarra Valley at \$1.5 billion, Geelong at \$1.05 billion, and King Valley at \$940.8 million.

Wine tourism also continues to expand, with regional tourism expenditure reaching \$2.69 billion, up 13.5 per cent, while visitor nights rose 26 per cent to 17 million. International visitors accounted for \$1.4 billion of the total spend.

Dan Sims said the results demonstrate the industry's resilience and strategic progress despite global challenges.

“Despite the significant global challenges faced by the wine sector in recent years, the 2025 results underscore the positive impact, structural importance and scale of the Victorian wine industry,” Sims said.