



# Wine in Australia

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Wine consumption in decline as preference for alcoholic drinks shifts  
Growth for sparkling wine and still rosé wine amid overall category decline  
Non alcoholic wine expands as demand grows among local consumers

### PROSPECTS AND OPPORTUNITIES

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Retailing developments

On-trade vs off-trade split  
What next for alcoholic drinks?

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