

# Wine in Australia

July 2023

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### 2022 DEVELOPMENTS

Oversupply of wine for a second year  
Rebound for the on-trade impacts off-trade  
Changing palates and lighter flavours

### PROSPECTS AND OPPORTUNITIES

Continuing premiumisation in wine as consumers seek authentic local luxury  
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## Alcoholic Drinks in Australia - Industry Overview

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On-trade vs off-trade split  
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