

NADA

# Australia Art Market Forecast (2024–2030)

This report provides an outlook on the Australian art market, examining key trends and factors influencing its trajectory from 2024 to 2030. We explore the potential impact of economic conditions, technological advancements, and evolving collector preferences on the art market's growth and development.

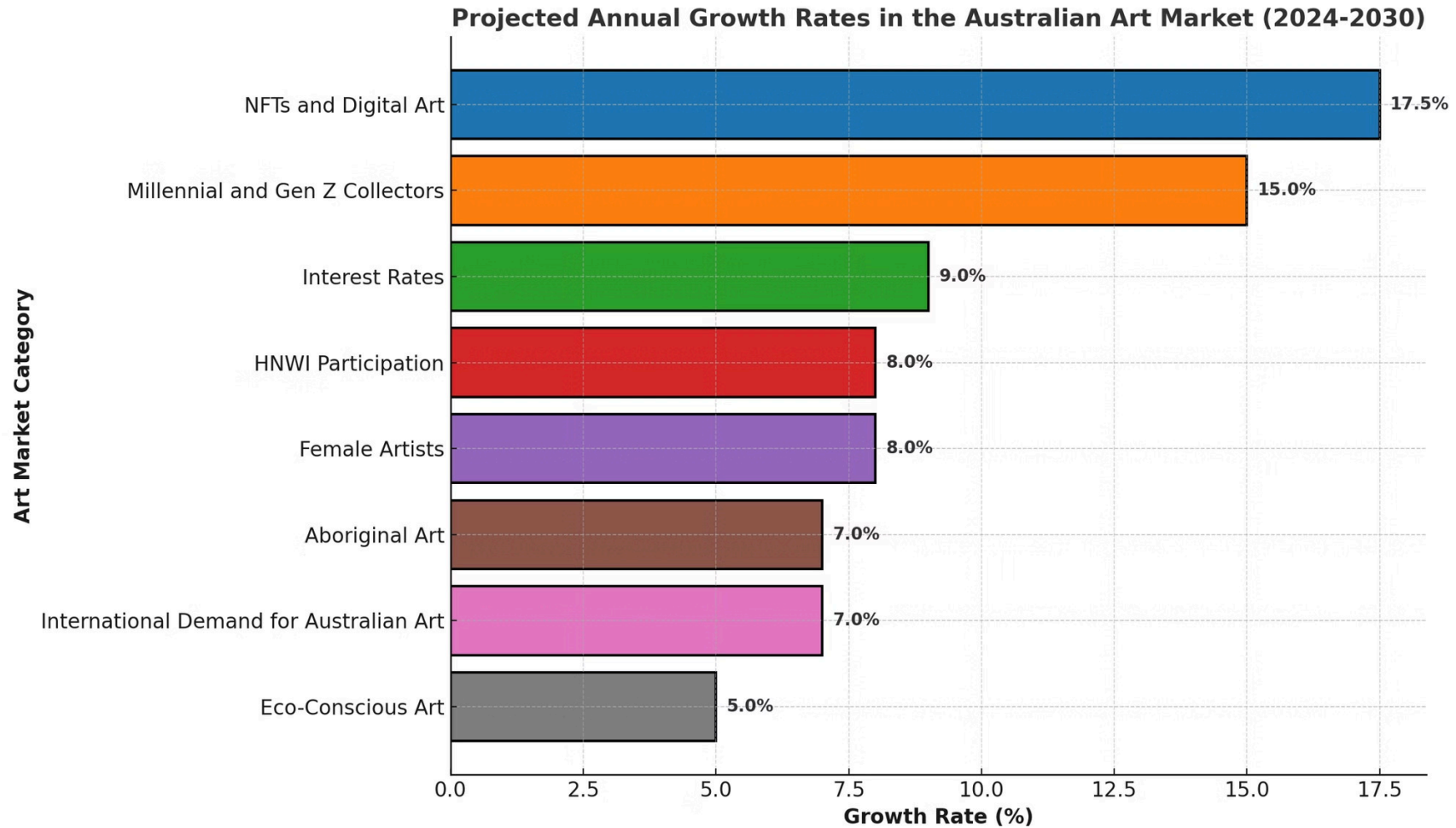
CONTEMPORARY ART GUIDE SERIES by NADA ART ADVISORY



# Key Australia-Specific Predictions Summary

- **HNWI Participation:** Australian HNWIs will drive a **6%–8%** annual growth in the art market, with an increasing focus on both Australian and international artists.
- **Interest Rates:** Mid-tier collectible art could grow by **9%–12%** annually, thanks to stable interest rates and a favourable economic environment for alternative investments.
- **NFTs and Digital Art:** Expect a **15%–20% CAGR** for NFTs and digital art, with digital formats reaching **10%–12%** of the total Australian art market by **2030**.
- **Female Artists:** Sales of works by female artists will grow **5%–9%** annually, with a **10%–12%** annual price appreciation for established and emerging Australian female artists.
- **Eco-Conscious Art:** The eco-conscious art sector will grow at **6%–8%** annually, making up **10%–15%** of the Australian contemporary art market by **2030**.
- **Aboriginal Art:** The Aboriginal art market is set to grow by **7%–10%** annually, with **8%–12%** price increases for top works.
- **International Demand for Australian Art:** Export sales will grow by **5%–7%** annually, with Australian contemporary and Indigenous artists gaining more global recognition, particularly through shows like The Armory Show in New York and Frieze Fair in Seoul.
- **Millennial and Gen Z Collectors:** Younger Australian collectors will drive **15%–20%** growth in new media art, accounting for **25%–30%** of total sales by **2030**.

# Art Market Sector Growth Overview



# Growth of High-Net-Worth Individuals (HNWIs)



## HNWI Growth in Australia

The HNWI population in Australia reached around 503,000 individuals in 2022, with a projected growth rate of 5-7% annually over the next decade, driven by strong real estate and business wealth. By 2030, it is estimated that Australia could have more than 600,000 HNWIs. These individuals, with investable assets over USD\$1 million (excluding their primary residence), will continue to diversify their portfolios, including in art investments.

## Artists Poised to Benefit

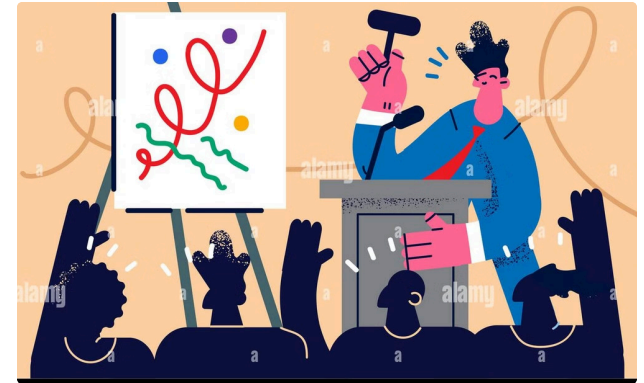
These artists are already well-known within Australia and internationally, with strong demand from high-net-worth collectors looking for investment-grade works.

- **Emily Kame Kngwarreye** – A leading Indigenous artist whose works are in high demand, both locally and internationally.
- **Ben Quilty** – Contemporary artist known for his figurative and expressionistic works.
- **Daniel Boyd** – Celebrated artist recognised for his bold and politically charged works.
- **Sidney Nolan** – One of Australia's most significant modernists, his historical significance continues to drive investment.



## Impact on Art Collecting

As more HNWIs seek to diversify their portfolios, we can expect the percentage of wealth allocated to art to increase. If the current 30% of global HNWIs trend allocating part of their assets to art applies to Australia, by 2030, approximately 180,000 Australian HNWIs could be actively investing in art.



## Potential Market Growth

The Australian art market could grow at 6-8% annually, driven by rising HNWI participation and a growing interest in alternative investments.

# Interest Rates, Inflation, and Economic Factors

## Interest Rate Trends in Australia

The Reserve Bank of Australia (RBA) has increased interest rates to 4.1% in 2024. However, projections suggest that rates will stabilise between 3-4% over the next decade as inflation returns to more moderate levels (2-3%). Lower interest rates historically lead to a higher appetite for alternative investments like art as borrowing becomes more attractive and cash-based assets lose value.

## Inflation Impact

Australia's inflation rate is expected to stabilise at around 2-3% by 2025. As inflation cools, investors may still seek tangible assets like art, which are traditionally seen as stores of value during times of economic uncertainty.

## Economic Impact on Art Investment

With lower interest rates and moderate inflation, the mid-tier investment art market in Australia could grow by 9-12% annually, particularly for mid-career artists and blue-chip international works sought after by Australian collectors.

## Artists Poised to Benefit

These mid-career artists are seeing increasing attention from collectors looking for investment-worthy but not yet blue-chip works.

- **Justin Williams** – A painter who creates atmospheric landscapes and figures that explore nostalgia and the subconscious.
- **Karen Black** – Contemporary painter whose works focus on gender, identity, and politics, gaining interest in mid-tier markets.
- **Tom Polo** – Sydney based artist whose paintings and installations focus on identity, performance, and social relationships.

# NFTs and Digital Art



## Growing Adoption of NFTs

Australia has been a strong adopter of digital innovation, with increasing local interest in blockchain technology and NFTs.



## Millennial and Gen Z Collectors

With a rising number of Millennial and Gen Z collectors in Australia, who tend to be more interested in digital art and NFTs, the market for digital assets could represent 10-12% of the total Australian art market by 2030, compared to the current 2-5%.



## Art Tech Sector Growth

As the global NFT art market rebounds, Australia's art tech sector is expected to grow, with more local collectors entering the digital art market. While the NFT art market is still small, it is expected to grow at a CAGR of 15-20% over the next decade, similar to global trends.

## Artists Poised to Benefit

These artists are at the forefront of the growing but volatile digital and NFT art market, attracting tech-savvy collectors.

- **Serwah Attafuah** – A prominent NFT artist creating vibrant, dystopian 3D landscapes.
- **Grayson Perry** – While traditionally a multimedia artist, Perry has embraced NFTs and digital art, appealing to a younger audience.
- **Jospeh Neale** – Digital artist exploring virtual realities and digital landscapes.



# Rising Importance of Female Artists

## Growing Market for Female Artists

In Australia, female artists are gaining increased recognition, particularly in contemporary art. The representation of female artists has seen significant growth, driven by both local collectors and institutional support. Female artists account for 10-15% of auction sales, with expected annual growth of 5-8%, driven by increased demand for diversity in collections.

## Potential Price Appreciation

Over the next decade, prices for works by Australian female artists are expected to rise at an annual rate of 10-12%, outpacing the broader art market. Established and emerging female talents will likely see increased demand from both domestic and international collectors.

## Artists Poised to Benefit

These female artists are seeing significant increases in both institutional recognition and market demand, both locally and internationally.

- **Tracey Moffatt** – One of Australia's most celebrated photographers and filmmakers, her works explore race, gender, and history.
- **CJ Hendry** – An renowned for her hyper-realistic, large-scale drawings, blending pop culture with meticulous detail, attracting a strong international following.
- **Fiona Hall** – Known for her intricate and environmentally conscious sculptures and installations.
- **Mirdidingathi Juwarnda Sally Gabori** – Renowned for her large-scale, vibrant paintings, particularly in the international Indigenous art market.



# Sustainability and Eco-Conscious Art

## Environmental Awareness in Art

Australia has been at the forefront of environmental and sustainability discussions, and this focus is reflected in the local art market. Artworks addressing climate change, sustainability, and Indigenous environmental perspectives are increasingly sought after by both collectors and institutions.

## Institutional and Collector Interest

With growing support from galleries and museums, the market for eco-conscious art could grow by 8-10% annually, with works by artists such as John Wolseley and Fiona Hall seeing greater attention.

## Collectors Seeking Social Responsibility

By 2030, eco-conscious art could represent 10-15% of the Australian contemporary art market, driven by millennial collectors who prioritise sustainable and socially responsible investments.

## Artists Poised to Benefit

These artists focus on sustainability, environmental issues, and ecology, attracting interest from collectors who value social and environmental themes.

- **John Wolseley** – Famous for his environmentally engaged landscape paintings and printmaking, focusing on Australia's ecology.
- **Lindy Lee** – A contemporary artist deeply involved in sustainability themes, using techniques like burning and weathering in her process.

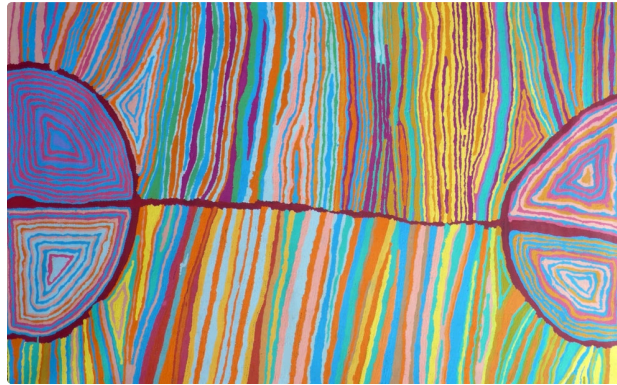


# Aboriginal Art - Global Demand



## Global Demand

Aboriginal art continues to gain international attention, with major exhibitions and international art fairs (e.g., The Armory Show in New York and Frieze Seoul) driving growth. It already accounts for a significant portion of the Australian art market, with global demand rising.



## Rising Prices

Prices for established Indigenous artists like Emily Kame Kngwarreye, Rover Thomas, and Mirdidingkingathi Juwarnda Sally Gabori have been increasing, and this trend is expected to continue.



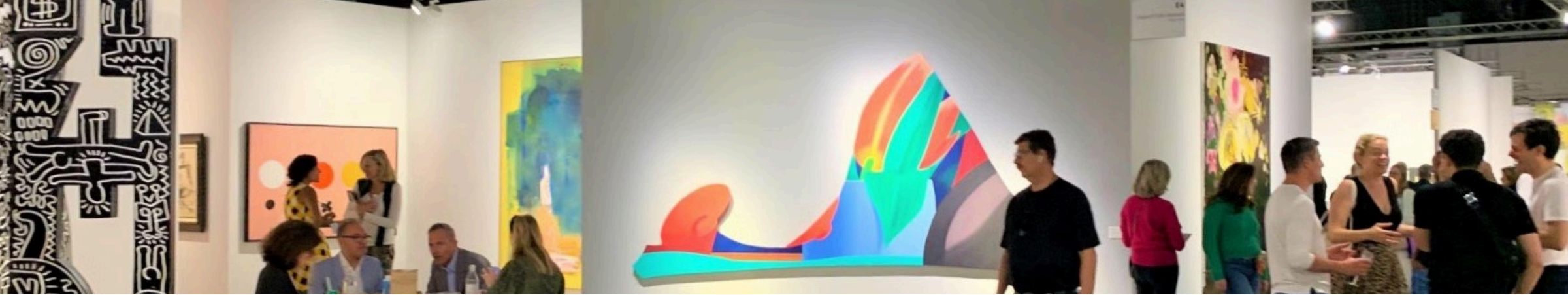
## Market Growth

The market for Aboriginal art is forecasted to grow by 7-10% annually, driven by both local and international collectors.

## Artists Poised to Benefit

These Aboriginal Australian artists are receiving increasing global attention.

- **Emily Kame Kngwarreye** – Her works are highly sought after by both local and international collectors, with prices continuing to climb, especially with a major retrospective at the Tate Modern in London scheduled for 2025.
- **Mirdidingkingathi Juwarnda Sally Gabori** – Her vibrant, abstract works are becoming staples in international collections.
- **Warlimpirrnga Tjapaltjarri** – A leading figure in the Indigenous art movement, his works are sought after by international collectors.



# Internationalisation of Australian Artists

## Australian Artists at International Fairs

Australian artists are increasingly being represented at major international art fairs, such as The Armory Show in New York and Frieze Seoul. Artists like Tom Polo, Tracey Moffatt, Angelica Mesiti, and Daniel Boyd have gained exposure at these prestigious events, raising the international profile of Australian contemporary art. This exposure is expected to drive demand for Australian art on the global stage.

## Growth in Export Sales

Export sales of Australian art, driven by increased visibility at international art fairs, are expected to grow by 5-7% annually. International collectors are increasingly interested in Australian contemporary and Indigenous artists, boosting their global presence in the art market.

## Artists Poised to Benefit

These contemporary artists are gaining significant international exposure through exhibitions at major global art fairs.

- **Tomislav Nikolic** – A contemporary artist known for his vibrant, abstract paintings that explore colour theory and the perception of space, attracting collectors interested in bold, conceptual works.
- **Tom Polo** – Sydney based artist whose paintings and installations focus on identity, performance, and social relationships.
- **Justin Williams** – A painter who creates atmospheric landscapes and figures that explore nostalgia and the subconscious.

# Younger Collectors and New Media



## Rise of Millennial and Gen Z Collectors

Millennials and Gen Z are projected to make up a significant portion of Australia's HNWI population by 2030. Currently, younger Australian collectors contribute around 10% of total art market sales, but this share could grow to 25-30% over the next decade as these generations accumulate more wealth.

## Artists Poised to Benefit

These contemporary, culturally diverse artists who incorporate new and alternative media are increasingly resonating with younger collectors.

- **Julia Gutman** – A contemporary artist known for her textile-based works that blend painting, embroidery, and found materials to explore themes of memory, identity, and femininity.
- **Ramesh Mario Nithiyendran** – Ceramicist who blends traditional sculpture with new media influences, resonating with younger audiences.
- **Johnny Niesche** – Known for his minimal, geometric abstract paintings that play with light and surface reflection.
- **Jason Phu** – Known for his playful and often humorous works that blend Chinese mythology and contemporary themes, currently attracting mid-tier investment.



## Focus on Digital and New Media Art

These younger collectors are particularly interested in digital art and new media, with the demand for such works expected to grow at a CAGR of 15-20%. By 2030, 20-25% of all art purchases by younger Australian collectors could be in digital formats.



## Australia-Specific Growth

15-20% annual growth in digital art sales, with younger collectors driving 25-30% of total art market sales by 2030.



# Sources and Methodology

This report is grounded in authoritative sources to ensure accuracy in projecting future trends in the Australian art market. These include the "The Art Market 2023" report, the World Wealth Report 2023 by Capgemini, UBS and Art Basel Art Market Reports, auction data from Sotheby's and Christie's, AASD, economic insights from the Australian Bureau of Statistics (ABS) and the Reserve Bank of Australia (RBA), as well as observed market trends such as compound annual growth rates (CAGR) for digital, NFT, and eco-conscious art sectors. These sources provided a comprehensive foundation for estimating growth rates and potential expansion in the Australian art market over the next 5–10 years.



# Reach Out Today For Tailored Insights

For personalised advice on acquiring the finest examples at the best possible prices from galleries, fairs or auctions, contact Daniel Kadic. With many years of experience in the art industry and a deep understanding of the primary and secondary market, Daniel can help you navigate your art collecting journey and secure the best pieces for your collection.

Contact him at [daniel@artnada.com](mailto:daniel@artnada.com) or +61 (2) 8313 5547 to discuss your individual needs.