

Wine in South Africa

Market Direction | 2022-06-28 | 35 pages | Euromonitor

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Report description:

Boxed wine continued to record strong growth in 2021 relative to bottled wine. This indicates a major shift in the buying patterns of wine consumers in South Africa, with the category traditionally dominated by bottled wine. Several factors have driven this expansion. Boxed wine has seen the consistent emergence of premium wine producers, which has helped reduce the perception of boxed wine as an inferior product. This includes well-known wine farms such as Spier, Fleur Du Cap and Kleine Zalze,...

Euromonitor International's Wine in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WINE IN SOUTH AFRICA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Boxed wine sales continue to record strong performance

Established brands record strong growth, with consumers attracted to recognised wines

Canned format grows, increasing overall sparkling wine volumes

PROSPECTS AND OPPORTUNITIES

Off-trade to retain dominance, supported by local consumer preferences

Vegan wine offerings expected to grow, but not without challenges

Lower alcohol wine set to gain traction, while non-alcoholic options are expected to struggle

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