

## **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.

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## Table of Contents:

Wine in South Africa  
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### List Of Contents And Tables

#### 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

##### CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2016-2021

Table 2 Sales of Wine by Category: Total Value 2016-2021

Table 3 Sales of Wine by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Wine by Category: % Total Value Growth 2016-2021

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 10 Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 11 Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 12 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 13 GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 14 NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 15 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 16 GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 17 NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 18 LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 19 GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 20 NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 21 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 22 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 23 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 24 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 25 Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 26 Forecast Sales of Wine by Category: Total Value 2021-2026

Table 27 Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 28 Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

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CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026	
CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026	
CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026	
ALCOHOLIC DRINKS IN SOUTH AFRICA	
EXECUTIVE SUMMARY	
Alcoholic drinks in 2021: The big picture	
2021 key trends	
Competitive landscape	
Retailing developments	
On-trade vs off-trade split	
What next for alcoholic drinks?	
MARKET BACKGROUND	
Legislation	
Legal purchasing age and legal drinking age	
Drink driving	
Advertising	
Smoking ban	
Opening hours	
On-trade establishments	
Summary 1      Number of On-trade Establishments by Type 2016-2021	
TAXATION AND DUTY LEVIES	
Summary 2      Taxation and Duty Levies on Alcoholic Drinks 2021	
OPERATING ENVIRONMENT	
Contraband/parallel trade	
Duty free	
Cross-border/private imports	
KEY NEW PRODUCT LAUNCHES	
Outlook	
MARKET INDICATORS	
Table 29 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021	
MARKET DATA	
Table 30 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021	
Table 31 Sales of Alcoholic Drinks by Category: Total Value 2016-2021	
Table 32 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021	
Table 33 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021	
Table 34 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021	
Table 35 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021	
Table 36 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021	
Table 37 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021	
Table 38   GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021	
Table 39   Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021	
Table 40   Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021	
Table 41   Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026	
Table 42   Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026	
Table 43   Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026	
Table 44   Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026	
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### Summary 3 Research Sources

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