

## **Wine in South Africa**

Market Direction | 2023-06-26 | 33 pages | Euromonitor

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### **Report description:**

Following a challenging year derived from the impacts of COVID-19, total volume and current value sales of wine rebounded in 2021 and 2022, exceeding the pre-pandemic levels. This was a result of three key factors. First, the on-trade performance recovered to the pre-pandemic level due to the removal of COVID-19 restrictions, and consumer behaviour shifted, driving a greater on-trade share of total volume sales. Importantly, this had a disproportionate positive effect on the overall value of win...

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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Euromonitor International  
June 2023

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Demand for canned wine struggles, excluding sparkling wine

KWV product packaging innovation via bag-in-box

##### PROSPECTS AND OPPORTUNITIES

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Strong slowdown in growth for non alcoholic wine, impacted by small customer base and competition

Central body for wine to lobby interests of both producers and trade

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