

Fine Wines/Champagne and Spirits in South Africa

Market Direction | 2023-10-02 | 21 pages | Euromonitor

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Report description:

Value sales of fine wines/Champagne and spirits is set to grow by 13% to total ZAR2.0 billion in 2023. This strong growth is partly the result of a consumer desire to indulge and enjoy themselves now that the pandemic is over. Socialising (at home as well as in the on-trade) remains a priority for many after the tough restrictions imposed during the pandemic. The return of celebrations, weddings, and other social events has also led to an uptick in the consumption of fine Champagne and other fin...

Euromonitor International's Fine Wines/Champagne and Spirits in South Africa report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury Spirits.

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

Why buy this report?

- * Get a detailed picture of the Fine Wines/Champagne and Spirits 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:

Fine Wines/Champagne and Spirits in South Africa

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List Of Contents And Tables

FINE WINES/CHAMPAGNE AND SPIRITS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/Champagne and spirits sees rising demand in 2023

Luxury spirits is the largest subcategory in terms of value sales in the last year of the review period

Competitive landscape remains relatively stable but women become an increasingly important focus of marketing and new product development

PROSPECTS AND OPPORTUNITIES

Cautiously optimistic outlook for the forecast period

Luxury spirits could benefit from shift to at-home consumption

Fine Champagne could benefit from increased focus on experiences

CATEGORY DATA

Table 1 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 2 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 4 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 5 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 6 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

LUXURY GOODS IN SOUTH AFRICA

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2018-2023

Table 8 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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