

Wine in South Africa

Market Direction | 2024-06-19 | 33 pages | Euromonitor

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Report description:

Wine in South Africa witnessed challenges amid harsh environmental impacts in 2023. As a result, there was a smaller harvest by local grape producers. However, forecasts for crops are positive, although lower than yields when measured against the volumes of the past decade. To combat these arising challenges, a professional body has been created in an attempt to support wine production in South Africa. The goal of this new wine-focused entity, the South African Wine Industry Professional Body (S...

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 (2019-2023), 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 2028 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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WINE IN SOUTH AFRICA

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2023 DEVELOPMENTS

New professional wine entity established to focus on growth and development amid harsh environmental conditions

Wine increasingly packaged in cans, while sparkling wine attracts newer consumers

Bag-in-box premium wine gains momentum

PROSPECTS AND OPPORTUNITIES

Grape production supported by technological advancements, with sales to benefit from expansion of international distribution

KWV introduces a new premium wine amid renewed interest

Non alcoholic brands diversify with low ABV and low-calorie spritzers

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