



Wine in South Africa

June 2024

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Wine in South Africa - Category analysis

KEY DATA FINDINGS

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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On-trade vs off-trade split
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