

Wine in South Africa

June 2023

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Wine in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine maintains value growth, driven by price increases and strong volume growth Demand for canned wine struggles, excluding sparkling wine KWV product packaging innovation via bag-in-box

PROSPECTS AND OPPORTUNITIES

Wine expected to see a focus on premiumisation during the forecast period 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

CATEGORY DATA

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Alcoholic Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 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 Table 29 - Number of On-trade Establishments by Type 2017-2022

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DISCLAIMER

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