



Euromonitor
International

Wine in South Africa

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

South African wine industry shows resilience amid economic challenges
Innovative packaging continues to shape the wine industry and drive growth
Supermarkets remain the leading distribution channel through innovative collaborations with local wine brands

PROSPECTS AND OPPORTUNITIES

Wine is expected to see modest growth in line with recent trends
Non-alcoholic wines and technological innovation set to drive growth
Some uncertainty for wine exporters within South Africa

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Alcoholic Drinks in South Africa - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail 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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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