



# 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

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Retailing developments

On-trade vs off-trade split  
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