



# Fine Wines/Champagne and Spirits in South Africa

October 2024

Table of Contents

## Fine Wines/Champagne and Spirits in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price inflation fuels value growth in 2024 as players launch new products and marketing campaigns to attract consumers

Local craft distilleries focus on their South African heritage and use of local ingredients to win over consumers

NoLo trend making headway but luxury producers yet to make significant inroads in this area

#### PROSPECTS AND OPPORTUNITIES

The audience for fine wines/champagne and spirits is set to grow as more consumers look for small indulgences

Changing drinking habits expected to benefit sales

Sustainability concerns likely to influence new product development and marketing

#### CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

## Luxury Goods in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024

Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 - Research Sources

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