



Euromonitor
International

Fine Wines/Champagne and Spirits in South Africa

October 2024

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

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-south-africa/report.