

# Omnia Wines in Alcoholic Drinks (South Africa)

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## Abstracts

Omnia Wines is maintaining its focus on wine, and seeks to expand its presence within wine in both South Africa as well as overseas. The company is expected to continue concentrating on premium wine products for its five key wine brands. Omnia aims to challenge tradition by launching innovative, eco-friendly packaging, such as wine pouches, Tetra Paks, PET and lightweight glass bottles, for all its core brands. This will be a strong focus over the forecast period.

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**Product coverage:** Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

OMNIA WINES IN ALCOHOLIC DRINKS (SOUTH AFRICA)  
September 2014

Strategic Direction

Key Facts

Summary 1 Omnia Wines: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Omnia Wines: Competitive Position 2013

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