

# Wine in South Africa

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## Abstracts

Wine in South Africa

### Summary

Wine in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The wine market consists of the retail sale of fortified wine, sparkling wine and still wine products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The South African wine market had total revenues of \$1,258.7m in 2019, representing a compound annual growth rate (CAGR) of 1.7% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.3% between 2015 and 2019, to reach a total of 397.1 million liters in 2019.

Rapid urbanization and changing consumer lifestyles are the factors supporting market growth.

## **Scope**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the wine market in South Africa

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the wine market in South Africa

Leading company profiles reveal details of key wine market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa wine market with five year forecasts by both value and volume

## **Reasons to Buy**

What was the size of the South Africa wine market by value in 2019?

What will be the size of the South Africa wine market in 2024?

What factors are affecting the strength of competition in the South Africa wine market?

How has the market performed over the last five years?

What are the main segments that make up South Africa's wine market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players?
- 7.3. Which companies have been most successful in increasing their market shares during 2015-2019?
- 7.4. Which companies' market shares have suffered during the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Distell Group Ltd
- 8.2. Namaqua Wines Distribution Pty Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: South Africa wine market value: \$ million, 2015-19

Table 2: South Africa wine market volume: million liters, 2015-19

Table 3: South Africa wine market category segmentation: \$ million, 2019

Table 4: South Africa wine market geography segmentation: \$ million, 2019

Table 5: South Africa wine market distribution: % share, by volume, 2019

Table 6: South Africa wine market value forecast: \$ million, 2019-24

Table 7: South Africa wine market volume forecast: million liters, 2019-24

Table 8: South Africa wine market share: % share, by volume, 2019

Table 9: Distell Group Ltd: key facts

Table 10: Distell Group Ltd: Key Employees

Table 11: Namaqua Wines Distribution Pty Ltd: key facts

Table 12: South Africa size of population (million), 2015-19

Table 13: South Africa gdp (constant 2005 prices, \$ billion), 2015-19

Table 14: South Africa gdp (current prices, \$ billion), 2015-19

Table 15: South Africa inflation, 2015-19

Table 16: South Africa consumer price index (absolute), 2015-19

Table 17: South Africa exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: South Africa wine market value: \$ million, 2015-19

Figure 2: South Africa wine market volume: million liters, 2015-19

Figure 3: South Africa wine market category segmentation: % share, by value, 2019

Figure 4: South Africa wine market geography segmentation: % share, by value, 2019

Figure 5: South Africa wine market distribution: % share, by volume, 2019

Figure 6: South Africa wine market value forecast: \$ million, 2019-24

Figure 7: South Africa wine market volume forecast: million liters, 2019-24

Figure 8: Forces driving competition in the wine market in South Africa, 2019

Figure 9: Drivers of buyer power in the wine market in South Africa, 2019

Figure 10: Drivers of supplier power in the wine market in South Africa, 2019

Figure 11: Factors influencing the likelihood of new entrants in the wine market in South Africa, 2019

Figure 12: Factors influencing the threat of substitutes in the wine market in South Africa, 2019

Figure 13: Drivers of degree of rivalry in the wine market in South Africa, 2019

Figure 14: South Africa wine market share: % share, by volume, 2019

### COMPANIES MENTIONED

Distell Group Ltd

Namaqua Wines Distribution Pty Ltd

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