

# 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  
KVV introduces a new premium wine amid renewed interest  
Non alcoholic brands diversify with low ABV and low-calorie spritzers

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## Alcoholic Drinks in South Africa - Industry Overview

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Alcoholic drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments

On-trade vs off-trade split  
What next for alcoholic drinks?

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Legal purchasing age and legal drinking age  
Drink driving  
Advertising  
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Opening hours  
On-trade establishments  
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