BI Daaglik - BI Daily

Confidential / Vertroulik

The BI Daily is compiled and submitted by the SAWIS BI Team. The content is for the exclusive attention of SAWIS members and may contain information that is privileged and confidential. Any dissemination of this communication is strictly prohibited. If you have received the communication in error, please erase all copies of the message and its attachments. Articles in the BI Daily have as far as possible been interpreted, put into context, validated and confirmed. If you as recipient have any queries, comments or would like to submit an article, please direct them to Charles Whitehead (charles@sawis.co.za).

Consumer Countries/Markets

New “Wine by Numbers” + Analysis of Global & US Wine Market Dynamics

by Mike Veseth, The Wine Economist

The overall U.S. off-premise market for table wines as measured by Nielsen grew by 3.5 percent in the 52 weeks of this study, but grew at a faster 6.1 rate in the final four weeks, showing some welcome acceleration that might be related to Easter and Passover holiday wine sales.

This growth was not distributed uniformly over all price segments. This WBM Nielsen report aggregates price data by three dollar increments ($0-$2.99, $3-$5.99, etc.) up to $14.99 and then $15-$19.99 and $20 and above. The Big price segment measured by total expenditure is $3-$5.99 followed by $9-$11.99. The data suggest that the market is increasingly bifurcated — the $6-$8.99 price segment between the two Bigs is actually shrinking. A tale of two markets?

Value wines are still Big and probably always will be, but they are not especially Hot. The fastest growing price segment is $15-$19.99, where total expenditures increased by more than 10 percent for the 52 week period. Wines priced $20 and above were “Hot Hot.” Sales shot up by 17.6% in the final four weeks of the reporting period.

Click here to read more

Global Trends - Wine Industry Key Elements

Global export value 2000 to 2016
Political / Regulatory Environment

A 10-point plan to accelerate orderly land reform in South Africa

The National Forum concluded that South Africa’s constitution doesn’t stand in the way of land reform. However, it’s clear that political negligence has fuelled undue bureaucracy, mismanagement and corruption, which have severely hampered meaningful land reform. It reached consensus on a 10-point plan for constitutionally accelerated land reform.

Click here to read more