Consumer Countries/Markets

Study sheds light on SA consumers’ attitudes towards wine

South African wine consumers share similar perceptions about wine across different ethnic groups. It appears wine is associated with status and sophistication, appearance, celebration, relaxation, and food. The social aspects, sensory appeal and ethical concern factors were the three most important motivational determinants for consumers’ wine choices. In South Africa, approximately 56% of the wine-drinking population is female, and they seem to drink more wine on a broader set of occasions than their male counterparts, who make up only around 43% of the wine-consuming population. The most significant influence on wine consumption is the context in which it is consumed. The second key factor is the venue where the consumption will take place, and the third factor is whether a meal is involved. Ultimately, the deciding factor in consumer choices about wine is related to their budget, according to the study. Interestingly, red wine is considered to be superior to white wine. ‘Barriers’ in terms of consumption etiquette and unspoken rules were identified as possible reasons preventing broader wine consumption.
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Natural / Physical Resources

The new ‘climate change lingo’

The National Strategic Framework on climate-smart agriculture, forestry and fisheries for 2018-2028 (DAFF, 2018) regards climate change as this century’s greatest challenge for humankind, with South Africa not immune to its impacts.
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