BI Daaglik - BI Daily

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Consumer Countries/Markets

Wine Intelligence Reports Shop - Australia Landscapes 2018

The latest Wine Intelligence report on the Australian wine market – Australia Landscapes 2018 – provides an overview of the consumption behaviour and attitude towards wine among Australian wine drinkers, as well as the latest trends observed by the trade.

Key Findings:

1. OPTIMISTIC OUTLOOK ON THE CURRENT STATE OF THE INDUSTRY AND THE FUTURE TRAJECTORY OF THE WINE MARKET
   There is a cautiously optimistic outlook on the current state of the wine industry in the Australian market.

2. WINE DRINKERS OVER 65 YEARS OLD NOW REPRESENT ONE-FIFTH OF ALL REGULAR WINE DRINKERS, WITH YOUNGER WINE DRINKERS MORE LIKELY TO ENJOY A BROADER ALCOHOLIC REPertoire BEYOND WINE
   One-fifth of all regular wine drinkers are now over 65 years old, a significant increase since 2007.

3. AWARENESS OF TOP AUSTRALIAN WINE REGIONS SHOWING LONG-TERM DECLINE, AS NZ AND FRENCH WINE REGIONS GAIN SIGNIFICANT AWARENESS OVER THE SAME PERIOD
   The top five Australian wine regions are all showing significant long-term declines in terms of the proportion of regular wine drinkers who are aware of these regions.

4. THE PROPORTION OF REGULAR WINE DRINKERS WHO CONSUME ROSÉ HAS PLATEAUED, WHILE PROSECCO CONTINUES TO GROW IN TERMS OF THE NUMBER OF CONSUMERS DRINKING IT
   Although trade experts confirm that sales of rosé have continued to grow, our research with consumers suggests that this trend may have reached its peak, with the proportion of regular wine drinkers who have consumed rosé plateauing.

5. THE ROLE OF, AND INTEREST IN, FOOD IN AUSTRALIAN CULTURE CONTINUES TO GROW, POSITIVELY IMPACTING THE WINE CATEGORY
   The place of food in Australian culture has taken a dramatic shift in recent years with the rise and prominence of ‘celebrity’ in the food and chef industries.

6. THE CATEGORY OF ‘NATURAL WINE’ IS GENERALLY CONFUSING FOR TYPICAL WINE DRINKERS
AND CAN BE POLARISING AMONGST THE TRADE; ON THE OTHER HAND, ORGANIC WINE HAS A STRONGER OPPORTUNITY
Our 2018 SOLA report finds that natural wine is a confusing term for consumers, with many assuming that all wine is a 'natural' product

7. WOMEN ARE PLAYING A MORE PROMINENT ROLE IN THE WINE CATEGORY IN 2018
Half of all regular wine drinkers in Australia are now women

Drawing on data collected from our March 2018 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviours), trade interviews, secondary sources and market experience, this 89-page report offers a detailed analysis of how the market is performing and includes:

▪ Wine buying behaviour, including channel and store usage as well as choice cues
▪ Wine-producing country and region awareness and varietal consumption
▪ Wine brand health analysis, insight and measures such as brand awareness, conversion to purchase, consideration, affinity and recommendation with tracking
▪ A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age group and regions

Reports Shop - Click here to read more
Management Summary - Click here to read more

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Nuusbrokkies / News Snippets

IWSR News: Africa begins recovery

11 August 2018 - Challenges may lie ahead, but things are starting to look up for the African wine market, says Daniel Mettyear

A series of political and economic crises have set Africa on a bad run of late, which culminated in a - 6.5% decline in wine consumption across the continent between 2015 and 2016. However, 2017 saw the wine market bounce back firmly with growth of over 4% as the continent begins to get back on its feet.

Recovery on the horizon

After years of struggling with import restrictions, currency volatility and high inflation, Angola and Nigeria have finally bottomed out and are making their way down the long road to recovery thanks to improving oil prices and a brighter economic outlook. Wine’s position as an affordable staple makes it one of the first areas the market to see improvement when things look up; collectively both Nigeria and Angola lost more than 10m cases of wine between 2013 and 2016, but are now experiencing double-digit growth rates as prices stabilise and demand gradually returns.

Following years of decline, Ghana has also seen a more than 15% return to growth, while Cameroon has similarly clawed its way back into contention after a terrible 2016, during which consumption shrunk by a third. The market has had a dramatic turnaround as improving conditions and big investments in the large, locally bottled sector helped wine volumes advance by nearly 60% in 2017. With wine imported in bottle subject to a 97% tax, there is real incentive to bottle locally; however, until now few operators have been able to contend with Sofavinc’s (Groupe Fokou) tight grip on this market. However, new players are emerging and SAPRAB has just invested CFA1.5bn into a new wine and spirits blending, bottling and production unit. Meanwhile, BVS (Pernod Ricard and Castel’s distributors) have invested CFA10bn in a winemaking and bottling unit which came online in December 2017. BVS in particular is really shaking up the market with a range of dynamic and colourful Tetra products of the kind that are yet to be seen in Cameroon.
Large gains were also made in Morocco, where a government crackdown on the consumption of illicit mahia (a local fig spirit) pushed many consumers towards low-priced local wines which have grown by close to 20%. But for all the developments in these countries, they remain firmly in the shadow of Africa’s number one producer and consumer of wine, South Africa.