Global Trends - Beverages

A GLOBAL 2015 WINE SNAPSHOT

According to the OIV global production increased by 2.2% in 2015, but consumption remained stable creating difficult trading conditions. Trading volume was only up by 1.8% doing little to change the global stock level (see graph below).

Global wine trade decreased by 8.4% to US$ 31.4 billion in 2015. Despite this trend, South Africa was able to increase the value of its total exports by 2.5% to ZAR8.2 billion, although volumes were down by 0.6%. South Africa’s value decreased when taking into account the fact that the exchange rate weakened by ±25% on an annual basis against most foreign currencies.

Global packaged wines decreased by 7.8% to US$22.6 billion. A positive trend is the increase in the percentage South African packaged wine exported at ZAR40 per litre and higher, thus increasing the value by 4% to ZAR6.4 billion. South Africa’s volume share of global packaged wine trading is 3%.

Global sparkling wine also decreased by 7.5% to US$5.7 billion, although volumes increased by 7%. South Africa lost 3% in export volume, but gained 0.7% in value.

Global bulk wine also experienced negative growth by 13.7% to US$3.1 billion. However, the export of bulk wine broke a new record in volume increasing by 3% to 3 630 million litres, mainly driven by Spain and Chile. Comparing South Africa with this trend, the export of bulk wine by volume was 1% lower than in 2014 and up 1.5% by value. South Africa’s volume share of global bulk wine trading is 7%.

Sources: OIV, SAWIS, Wine by Numbers, Rabobank