BI Daagliks - BI Daily

Confidential / Vertroulik 19 January 2016

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

U.S. 2015 Wine Sales Up 3% to $38 billion

The value of on-premise domestic wine sales rose by 9% to $12.9 billion, while off-premise value rose just 1% to $25.2 billion. The split by channel was 34% on-premise and 66% off-premise.

Including imports, U.S. consumers spent $53 billion on wine in 2015.

Click here to read more

Global Trends - Wine Industry Key Elements

BizTrends 2016 - Africa’s 2016 factors for success

Success in Africa depends on many factors, including agility and localisation of strategy.

1. Attraction vs. Action
   KEY INSIGHT: Adopt a planning- and execution-based approach, where actionable variables outweigh initial attraction factors.

2. Confidence to Consumption
   KEY INSIGHT: With deeper consumer understanding and knowledge of shopper spending dynamics, sentiment can be converted into spend, through suitable ranges of products, packages, variants and promotion, optimised for the consumer spectrum in good and bad times.

3. Middle Class: Mountain or Mole Hill?
   KEY INSIGHT: Redefine middle class opportunities and strategies based on a broader range of consumer-based factors, with market-by-market tactics.

4. Languid or Loyal
   KEY INSIGHT: Loyalty may be short lived for brands that were previously the 'only ones there'. As more optimal products enter markets and provide solutions to real consumer needs, penetration and recommendation alone will no longer be the determinant of loyalty.

Click here to read more