Consumer Countries/Markets

Global Market & Consumer Research - Canada and Germany (WISE)

OPPORTUNITIES FOR SOUTH AFRICAN WINE IN CANADA and GERMANY

Supporting informed decision-making.

Business intelligence has been a key theme of the Wine Industry Strategic Exercise (WISE) resulting in Global Market and Consumer Research being one of the main stream projects.

The Global Market and Consumer Research project will provide information about the potential for top markets, based on factors such as geographical location in target and adjacent markets, existing presence, distribution channels and routes to market, as well as product portfolio pertaining to country of origin, varietal and price point. Furthermore, this assessment will provide a comprehensive picture of global drinks trends, and an understanding of what emerging consumer groups – such as younger consumers and wine drinkers in fast-growing consumer markets – are demanding.

To focus the research Wine Intelligence identified, in collaboration with WOSA/SAWIS, various countries as focus markets based on South Africa’s capabilities and market attractiveness factors.

The latest reports - OPPORTUNITIES FOR SOUTH AFRICAN WINE IN CANADA and GERMANY, September 2017 – analyse consumer and trade perceptions of South African wine, barriers to buying our wine, opportunities for South African wine and how to tackle these opportunities.

The WOSA workshop presentations, as well as the research reports are available on the SAWIS website (Statistics>Market Reports) and the WOSA Library website. It is important to study the research in order to obtain a more complete picture of market and consumer trends and to supplement the presentations with more detailed background.

Opportunities for South African Wine in Canada and Germany, September 2017 – Research Reports and Workshop Presentations.
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