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Consumer Countries/Markets

Profiling the South African wine drinkers in the Netherlands and to understand challenges and opportunities

Wine Intelligence was commissioned by SAWIS/WOSA to profile the South African wine drinkers in the Netherlands and to understand challenges and opportunities.

Contents include:

Netherlands Market Trends (Trade Interviews)
• General Trends
• Organic
• Fair Trade
• Lower Alcohol
• Alternative Packaging

South African Wine in the Netherlands
• Consumer Data: Statistical overview
• Trade Interviews: Experts’ perceptions of South African wine
• Consumer Data: Perceptions, motivations and barriers

Opportunities and Recommendations for South African wine

Click here to read more (access controlled)