BI Daagliks - BI Daily

Confidential / Vertroulik

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Global Trends - Beverages

- Alcoholic Drinks: The Big Picture

DATAGRAPHICS ALCOHOLIC DRINKS

Alcoholic Drinks 2017: The Big Picture

Performance by Market

Alcoholic Drinks 2016
% volume growth
- Over 8
- 4 to 7.9
- 2 to 4.9
- 0 to 1.9
- -1 to -0.1
- Less than -1.1

Global Alcoholic Drinks 2016 Key Figures

<table>
<thead>
<tr>
<th>Total Volume (l, litres)</th>
<th>Volume Growth (%)</th>
<th>Per Capita Consumption (litres)</th>
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<tr>
<td>248.5</td>
<td>-0.2</td>
<td>33.6</td>
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Competitive Landscape

Top 3 2016 Companies by Global Alcoholic Drinks % Volume Share

Category Breakdown: Global % Volume Growth by Category 2012-2016

Alcoholic Drinks
Global Trends - Wine Industry Key Elements

• OIV Focus 2017

Vine Varieties Distribution In The World

• Where's the vineyard around the world?
• Which varieties?
• Main varieties distribution in the world
• How diverse are countries?
• Where do the 10 main varieties grow?

View attachment

South Africa
• Total hectares = 95 775 ha (1.6% of global vineyard area, global ranking 14th)
• Top 10 Varieties
  Chenin blanc 17 707 ha
  Colombar 11 512 ha
  Cabernet Sauvignon 10 589 ha
  Shiraz (Syrah) 9 946 ha
  Sauvignon blanc 9 246 ha
  Pinotage 7 052 ha
  Chardonnay 6 856 ha
  Merlot 5 558 ha
  Ruby Cabernet 2 306 ha
  Muscat d’Alexandrie 1 781 ha
  and
  Grenache Noir 344 ha
  Ugni blanc 156 ha
  Tempranillo 92 ha

Source: SA Status of Wine-grape Vines 2016. Click here to read more

[infographie-focus-oiv-2017-new]