Global Trends - Wine Industry Key Elements

South African wine exports - What’s happening in 2015?

Nothing "Aha"!

Figure 1 gives an overview of the South African natural wine exports (packaged and bulk) in volume to various Country Groups for 2014. Western Europe, the UK and Ireland, Scandinavia, Eastern Europe and North America remain the biggest destinations by volume. Compared to 2013, Scandinavia and Eastern Europe regained higher % volume positions than North America. In terms of value the main destinations were the UK, Western Europe (Germany and France), Eastern Europe (Russia) and Scandinavia (Sweden).

Comparing Figure 2 with 2014, there is no significant deviations in export trends to the various Country Groups.

Y-o-Y packaged wine exports increased by 1.7%, while bulk wine exports decreased with 16.5%.

Harvesting in the Southern Hemisphere has been completed. Indications are unchanged to lower production volumes. The Northern Hemisphere is a few weeks away from harvesting. Preliminary indications are normal harvests across the board and up to three weeks earlier than in 2014.

With a balanced supply-demand situation, the bulk wine market remain sluggish with little price fluctuations. South African generic white and red wine trade at 0.40 USD and between 0.46 and 0.51 USD respectively.
FIG 1: NATURAL WINE EXPORTS 2014

SA natural wine exports 2014

FIG 2: NATURAL WINE EXPORTS
JULY 2014 - JUNE 2015

SA natural wine exports Y-o-Y 2014/15