

DOMESTIC SALES OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2012	DEC 2013	TREND	OCT 2012 DEC 2012	OCT 2013 DEC 2013	TREND	JUL 2012 DEC 2012	JUL 2013 DEC 2013	TREND	JAN 2012 DEC 2012	JAN 2013 DEC 2013	TREND	JAN 2013 DEC 2013
Wholesalers	18 623 118	19 757 946	106.1	50 943 953	53 206 328	104.4	94 188 727	97 604 209	103.6	172 924 157	179 890 456	104.0	54.96
Private Cellars	4 693 498	4 813 439	102.6	14 376 905	14 592 522	101.5	26 041 644	26 221 328	100.7	46 186 381	48 200 388	104.4	14.73
Producer Cellars	9 940 370	11 125 500	111.9	30 325 805	30 449 696	100.4	53 916 394	55 024 639	102.1	100 708 976	99 199 229	98.5	30.31
TOTAL	33 256 986	35 696 885	107.3	95 646 663	98 248 546	102.7	174 146 765	178 850 176	102.7	319 819 514	327 290 073	102.3	100.00

Included in these figures are:

- the sales of locally bottled imported natural wine.
- the wine component utilised in the production of Alcoholic Fruit Beverages and 'Ales'.
- sale in the Southern African Customs Union (Botswana, Lesotho, Namibia and Swaziland).

EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2012	DEC 2013	TREND	OCT 2012 DEC 2012	OCT 2013 DEC 2013	TREND	JUL 2012 DEC 2012	JUL 2013 DEC 2013	TREND	JAN 2012 DEC 2012	JAN 2013 DEC 2013	TREND	JAN 2013 DEC 2013
TOTAL	30 768 666	35 904 401	116.7	125 475 605	109 577 685	87.3	230 879 650	267 671 866	115.9	408 910 717	517 404 840	126.5	100.00

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2012	DEC 2013	TREND	OCT 2012 DEC 2012	OCT 2013 DEC 2013	TREND	JUL 2012 DEC 2012	JUL 2013 DEC 2013	TREND	JAN 2012 DEC 2012	JAN 2013 DEC 2013	TREND	JAN 2013 DEC 2013
TOTAL	64 025 652	71 601 286	111.8	221 122 268	207 826 231	94.0	405 026 415	446 522 042	110.2	728 730 231	844 694 913	115.9	100.00

SOURCE FOR EXPORT FIGURES: DEPARTMENT OF AGRICULTURE, FORESTRY AND FISHERIES, DIRECTORATE FOOD SAFETY AND QUALITY ASSURANCE