

DOMESTIC SALES AND EXPORT OF ALL WINE - BRUTO LITRES



DOMESTIC SALES

| | 1 MONTH | | | 3 MONTHS | | | 6 MONTHS | | | 12 MONTHS | | | MARKET SHARE |
|-------------------------|-------------------|-------------------|--------------|----------------------|----------------------|--------------|----------------------|----------------------|--------------|----------------------|----------------------|--------------|----------------------|
| | FEB 2023 | FEB 2024 | TREND | DEC 2022 FEB 2023 | DEC 2023 FEB 2024 | TREND | SEP 2022 FEB 2023 | SEP 2023 FEB 2024 | TREND | MAR 2022 FEB 2023 | MAR 2023 FEB 2024 | TREND | MAR 2023 FEB 2024 |
| Wholesalers | 13 940 082 | 23 201 136 | 166.4 | 60 509 248 | 65 390 385 | 108.1 | 127 991 125 | 135 259 726 | 105.7 | 242 142 146 | 248 957 691 | 102.8 | 52.8 |
| Private Cellars | 4 230 770 | 4 421 322 | 104.5 | 12 012 730 | 12 400 604 | 103.2 | 27 550 456 | 27 054 970 | 98.2 | 54 535 051 | 53 148 904 | 97.5 | 11.3 |
| Producer Cellars | 10 211 548 | 10 956 769 | 107.3 | 32 158 080 | 31 367 082 | 97.5 | 72 450 784 | 68 844 359 | 95.0 | 131 996 869 | 128 313 498 | 97.2 | 27.2 |
| Total Still wine | 28 382 400 | 38 579 227 | 135.9 | 104 680 058 | 109 158 071 | 104.3 | 227 992 365 | 231 159 055 | 101.4 | 428 674 066 | 430 420 093 | 100.4 | 91.3 |
| Fortified | 1 034 646 | 3 036 793 | 293.5 | 5 232 321 | 6 448 786 | 123.2 | 11 522 076 | 11 025 328 | 95.7 | 27 121 398 | 27 843 954 | 102.7 | 5.9 |
| Sparkling | 893 387 | 1 159 774 | 129.8 | 3 757 396 | 3 840 260 | 102.2 | 8 229 327 | 8 707 385 | 105.8 | 12 973 082 | 13 358 673 | 103.0 | 2.8 |
| TOTAL | 30 310 433 | 42 775 794 | 141.1 | 113 669 775 | 119 447 117 | 105.1 | 247 743 768 | 250 891 768 | 101.3 | 468 768 546 | 471 622 720 | 100.6 | 100.0 |

| | | | | | | | | | | | | | |
|----------------|----------------|------------------|--------------|------------------|------------------|--------------|------------------|------------------|--------------|-------------------|-------------------|--------------|--------------|
| Wine Component | 778 897 | 1 859 797 | 238.8 | 4 318 867 | 8 001 880 | 185.3 | 7 977 280 | 8 001 880 | 100.3 | 12 517 691 | 15 093 647 | 120.6 | 102.8 |
|----------------|----------------|------------------|--------------|------------------|------------------|--------------|------------------|------------------|--------------|-------------------|-------------------|--------------|--------------|

IMPORTS

| | | | | | | | | | | | | | |
|--------------|----------------|----------------|--------------|----------------|----------------|--------------|------------------|------------------|-------------|------------------|------------------|--------------|--------------|
| Still wine | 103 380 | 67 945 | 65.7 | 347 322 | 263 704 | 75.9 | 567 277 | 539 797 | 95.2 | 1 039 009 | 1 070 107 | 103.0 | 33.8 |
| Fortified | 874 | 2 206 | 252.4 | 6 535 | 3 009 | 46.0 | 10 414 | 3 649 | 35.0 | 18 334 | 9 124 | 49.8 | 0.3 |
| Sparkling | 80 720 | 215 735 | 267.3 | 352 288 | 450 161 | 127.8 | 1 067 910 | 963 885 | 90.3 | 2 062 881 | 2 082 583 | 101.0 | 65.9 |
| TOTAL | 184 974 | 285 886 | 154.6 | 706 145 | 716 874 | 101.5 | 1 645 601 | 1 507 331 | 91.6 | 3 120 224 | 3 161 814 | 101.3 | 100.0 |

EXPORTS

| | | | | | | | | | | | | | |
|-----------------|-------------------|-------------------|--------------|-------------------|-------------------|--------------|--------------------|--------------------|-------------|--------------------|--------------------|-------------|--------------|
| Still wine | 21 938 476 | 33 297 120 | 151.8 | 65 995 230 | 68 400 066 | 103.6 | 155 649 776 | 151 811 093 | 97.5 | 344 441 615 | 308 996 249 | 89.7 | 98.5 |
| Fortified | 2 297 | 19 846 | 864.0 | 38 556 | 29 724 | 77.1 | 93 012 | 110 038 | 118.3 | 225 251 | 201 417 | 89.4 | 0.1 |
| Sparkling | 309 997 | 304 841 | 98.3 | 917 837 | 749 030 | 81.6 | 1 785 177 | 1 862 788 | 104.3 | 3 779 293 | 3 722 130 | 98.5 | 1.2 |
| Industrial wine | | | | | | | | | | 12 722 882 | 769 870 | 6.1 | 4.1 |
| TOTAL | 22 250 770 | 33 621 807 | 151.1 | 66 951 623 | 69 178 820 | 103.3 | 157 527 965 | 153 783 919 | 97.6 | 361 169 041 | 313 689 666 | 86.9 | 103.8 |

DOMESTIC SALES AND EXPORTS

| | | | | | | | | | | | | | |
|-----------------|-------------------|-------------------|--------------|--------------------|--------------------|--------------|--------------------|--------------------|-------------|--------------------|--------------------|-------------|--------------|
| Still wine | 50 320 876 | 71 876 347 | 142.8 | 170 675 288 | 177 558 137 | 104.0 | 383 642 141 | 382 970 148 | 99.8 | 773 115 681 | 739 416 342 | 95.6 | 94.2 |
| Fortified | 1 036 943 | 3 056 639 | 294.8 | 5 270 877 | 6 478 510 | 122.9 | 11 615 088 | 11 135 366 | 95.9 | 27 346 649 | 28 045 371 | 102.6 | 3.6 |
| Sparkling | 1 203 384 | 1 464 615 | 121.7 | 4 675 233 | 4 589 290 | 98.2 | 10 014 504 | 10 570 173 | 105.5 | 16 752 375 | 17 080 803 | 102.0 | 2.2 |
| Industrial wine | | | | | | | | | | 12 722 882 | 769 870 | 6.1 | 1.6 |
| TOTAL | 52 561 203 | 76 397 601 | 145.3 | 180 621 398 | 188 625 937 | 104.4 | 405 271 733 | 404 675 687 | 99.9 | 829 937 587 | 785 312 386 | 94.6 | 101.5 |

TOTAL DOMESTIC SALES

| | | | | | | | | | | | | | |
|--------------|-------------------|-------------------|--------------|--------------------|--------------------|--------------|--------------------|--------------------|--------------|--------------------|--------------------|--------------|--------------|
| Still wine | 28 485 780 | 38 647 172 | 135.7 | 105 027 380 | 109 421 775 | 104.2 | 228 559 642 | 231 698 852 | 101.4 | 429 713 075 | 431 490 200 | 100.4 | 90.9 |
| Fortified | 1 035 520 | 3 038 999 | 293.5 | 5 238 856 | 6 451 795 | 123.2 | 11 532 490 | 11 028 977 | 95.6 | 27 139 732 | 27 853 078 | 102.6 | 5.9 |
| Sparkling | 974 107 | 1 375 509 | 141.2 | 4 109 684 | 4 290 421 | 104.4 | 9 297 237 | 9 671 270 | 104.0 | 15 035 963 | 15 441 256 | 102.7 | 3.3 |
| TOTAL | 30 495 407 | 43 061 680 | 141.2 | 114 375 920 | 120 163 991 | 105.1 | 249 389 369 | 252 399 099 | 101.2 | 471 888 770 | 474 784 534 | 100.6 | 100.0 |

Included in Total Domestic Sales is:

- the sales of imported still and fortified wine in bulk and bottled locally.
- packaged imports.
- sales in the Southern African Customs Union (Botswana, Lesotho, Namibia and Eswatini).

Source for Export figures: DALRRD, Directorate Food Safety and QA.

Source for Import figures: SARS Customs.

The wine component is utilised in the production of Alcoholic Fruit Beverages and 'Ales'.