

DOMESTIC SALES AND EXPORT OF ALL WINE - BRUTO LITRES



DOMESTIC SALES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	MAR 2024	MAR 2025	TREND	JAN 2024 MAR 2024	JAN 2025 MAR 2025	TREND	OCT 2023 MAR 2024	OCT 2024 MAR 2025	TREND	APR 2023 MAR 2024	APR 2024 MAR 2025	TREND	APR 2024 MAR 2025
Wholesalers	17 031 020	11 896 150	69.8	59 921 460	42 010 742	70.1	136 799 057	102 683 634	75.1	250 452 896	210 317 283	84.0	48.6
Private Cellars	3 825 389	3 373 088	88.2	11 252 886	10 718 533	95.3	26 555 985	25 363 296	95.5	53 288 248	49 227 987	92.4	11.4
Producer Cellars	9 787 634	9 255 156	94.6	30 092 366	28 191 717	93.7	66 853 751	64 203 953	96.0	129 121 870	128 294 263	99.4	29.7
Total Still wine	30 644 043	24 524 394	80.0	101 266 712	80 920 992	79.9	230 208 793	192 250 883	83.5	432 863 014	387 839 533	89.6	89.7
Fortified	1 528 751	2 011 669	131.6	6 106 750	6 436 508	105.4	12 906 421	13 640 311	105.7	29 245 332	29 674 035	101.5	6.9
Sparkling	992 961	903 328	91.0	3 100 647	2 907 776	93.8	8 627 036	9 251 408	107.2	13 524 574	15 033 049	111.2	3.5
TOTAL	33 165 755	27 439 391	82.7	110 474 109	90 265 276	81.7	251 742 250	215 142 602	85.5	475 632 920	432 546 617	90.9	100.0
Wine Component	1 410 628	1 525 819	108.2	5 079 813	29 230 768	575.4	6 835 605	29 230 768	427.6	15 813 434	37 712 326	238.5	103.5

IMPORTS													
Still wine	40 525	35 550	87.7	234 844	176 916	75.3	532 133	552 201	103.8	1 026 377	1 049 195	102.2	36.8
Fortified	10 045	113	1.1	12 343	865	7.0	13 451	28 747	213.7	18 810	37 630	200.1	1.3
Sparkling	278 211	136 973	49.2	588 422	439 502	74.7	1 133 301	934 632	82.5	2 179 920	1 768 052	81.1	61.9
TOTAL	328 781	172 636	52.5	835 609	617 283	73.9	1 678 885	1 515 580	90.3	3 225 107	2 854 877	88.5	100.0

EXPORTS													
Still wine	23 679 811	23 571 412	99.5	68 352 764	54 238 356	79.4	153 357 650	140 544 293	91.6	306 991 724	287 140 374	93.5	98.3
Fortified	31 814	9 542	30.0	57 688	37 890	65.7	105 497	109 284	103.6	220 472	210 399	95.4	0.1
Sparkling	429 259	505 877	117.8	944 669	940 779	99.6	2 086 421	2 470 260	118.4	3 782 595	4 650 833	123.0	1.6
Industrial wine										769 870			
TOTAL	24 140 884	24 086 831	99.8	69 355 121	55 217 025	79.6	155 549 568	143 123 837	92.0	311 764 661	292 001 606	93.7	100.0

DOMESTIC SALES AND EXPORTS													
Still wine	54 323 854	48 095 806	88.5	169 619 476	135 159 348	79.7	383 566 443	332 795 176	86.8	739 854 738	674 979 907	91.2	93.2
Fortified	1 560 565	2 021 211	129.5	6 164 438	6 474 398	105.0	13 011 918	13 749 595	105.7	29 465 804	29 884 434	101.4	4.1
Sparkling	1 422 220	1 409 205	99.1	4 045 316	3 848 555	95.1	10 713 457	11 721 668	109.4	17 307 169	19 683 882	113.7	2.7
Industrial wine										769 870			
TOTAL	57 306 639	51 526 222	89.9	179 829 230	145 482 301	80.9	407 291 818	358 266 439	88.0	787 397 581	724 548 223	92.0	100.0

TOTAL DOMESTIC SALES													
Still wine	30 684 568	24 559 944	80.0	101 501 556	81 097 908	79.9	230 740 926	192 803 084	83.6	433 889 391	388 888 728	89.6	89.3
Fortified	1 538 796	2 011 782	130.7	6 119 093	6 437 373	105.2	12 919 872	13 669 058	105.8	29 264 142	29 711 665	101.5	6.8
Sparkling	1 271 172	1 040 301	81.8	3 689 069	3 347 278	90.7	9 760 337	10 186 040	104.4	15 704 494	16 801 101	107.0	3.9
TOTAL	33 494 536	27 612 027	82.4	111 309 718	90 882 559	81.6	253 421 135	216 658 182	85.5	478 858 027	435 401 494	90.9	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.