

[View this email in your browser](#)



## BI Daily

08 January 2025

### RSA TRENDS

#### Stricter EU environmental rules to affect SA agri exports

Climate change is increasingly jeopardising food systems, with rising temperatures, unpredictable rainfall, and extreme weather events like droughts and floods reducing agricultural yields and disrupting food supply chains. This growing crisis is expected to worsen, putting millions at risk of hunger, poverty, and malnutrition by 2050.

As a result of these interventions, South Africa's agricultural export dynamics to the European Union (EU) are set to shift significantly due to the EU Green Deal's stringent environmental and sustainability requirements. While the EU remains a vital trading partner, compliance with the Green Deal's mirror clauses is crucial to maintaining access to this market. Adapting to these policies presents both challenges and opportunities for South Africa's agricultural sector. Exporters must innovate and align with sustainability standards to stay competitive in the long term. How the sector responds to these regulations will shape the future resilience and growth of South Africa's agricultural trade with the EU.

[Click here to read more](#)

#### CapeWine 2025 to showcase global wine excellence

Wines of South Africa (WoSA) has announced the return of CapeWine, the country's largest wine trade show, set to take place from 10-12 September 2025 at the Cape Town International Convention Centre (CTICC).

"This tenth edition of our flagship trade event promises to be one of the best yet. 25 Years after the first CapeWine was launched in 2000, it has grown exponentially and the show as we know it today, has evolved to truly reflect what the South African wine industry is all about: the phenomenal wines that we produce, our wonderfully warm people, the dramatic and spectacular landscapes and the

overall richness of our culture. "I look forward to welcoming trade from around the world to join us for what will be an unforgettable experience", says Siobhan Thompson, Wines of South Africa CEO.

[Click here to read more](#)

## GLOBAL TRENDS

### Wine in 2025: key trends to shape the global industry

As we look ahead to wine in 2025, the industry is undergoing a transformation driven by shifting consumer preferences, climate challenges, and generational tastes. From low-alcohol wines to experiential offerings, here are the trends that will define the year ahead, based on insights from the AF&CO + Carbonate Trends Report 2025.

White wines are poised for continued growth in 2025, outpacing reds globally. Beyond mainstays like Sauvignon Blanc and Pinot Grigio, under-the-radar varieties are gaining attention. Chenin Blanc is emerging as a standout, combining the crispness of Sauvignon Blanc with Chardonnay's complexity, making it both versatile and age-worthy.

[Click here to read more](#)

### EU Wine Exports: Declines Across Most Asian Markets in 2024 Except One

Wine exports from the European Union to key Asian markets declined in 2024, with mainland China, Hong Kong, Japan, and South Korea recording significant drops, according to our analysis based on data released by Eurostat, the statistical office of the European Union. However, Thailand stood out as a rare growth market, buoyed by recent tax reforms.

EU wine exports to China during this period amounted to just 64.74% of the €705 million exported in the same period in 2019, highlighting the slow recovery of the market. France, the largest EU wine exporter to China, accounted for €300 million, representing 65.88% of the total exports to the country. However, this figure marked a 13.57% year-on-year decline. Other major EU wine-producing nations also saw significant drops in their exports to China.

[Click here to read more](#)

### Germany: World Leading Wine Importer - but at Low Prices

While the volume of wines imported into Germany remains nearly the same, the value has significantly decreased.

After losing its top position in wine import volumes to the United States in 2022, Germany has remained the global leader in volume for the second consecutive year, despite a slight decline of 0.5% to about 650m liters. However, in value, Germany ranks third at €1.21 bn (-7.9%), behind the U.S. (€3.05 bn, -3%) and the UK (€2.1 bn, also -3%). This discrepancy is due to Germany's low average wine price, which dropped 7.5% to €1.85 per liter in 2024, significantly below the global average of €3.68 per liter. In terms of wine categories, only bulk wine imports increased in Germany during the first half of the year, rising by 8.9m liters (+2.4%) at an average price of just €0.66 per liter. In contrast, sparkling wine (-14% volume, -15% value), still wine (-3.3% volume, -9.3% value), and bag-in-box wines (2-10 liters, -4.4% volume, -6.6% value) all saw notable declines.

[Click here to read more](#)



This information was supplied to you in collaboration with SAWIS.

For more information, contact SAWIS at [info@sawis.co.za](mailto:info@sawis.co.za)



*Copyright (C) 2024, South Africa Wine NPC. All rights reserved.*

Our mailing address is:  
South Africa Wine  
Picardi Farm, 100 Cecilia Street  
Suider-Paarl, 7646

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)