

DOMESTIC SALES AND EXPORT OF ALL WINE - BRUTO LITRES



DOMESTIC SALES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2023	DEC 2024	TREND	OCT 2023 DEC 2023	OCT 2024 DEC 2024	TREND	JUL 2023 DEC 2023	JUL 2024 DEC 2024	TREND	JAN 2023 DEC 2023	JAN 2024 DEC 2024	TREND	JAN 2024 DEC 2024
Wholesalers	26 168 057	20 162 881	77.1	76 877 597	60 672 892	78.9	133 892 613	118 080 645	88.2	244 843 523	228 228 001	93.2	50.4
Private Cellars	4 973 107	4 305 576	86.6	15 303 099	14 644 763	95.7	29 104 900	27 226 787	93.5	52 702 171	49 762 340	94.4	11.0
Producer Cellars	10 807 668	12 081 672	111.8	36 761 385	36 012 236	98.0	67 793 893	71 273 999	105.1	127 286 557	130 194 912	102.3	28.8
Total Still wine	41 948 832	36 550 129	87.1	128 942 081	111 329 891	86.3	230 791 406	216 581 431	93.8	424 832 251	408 185 253	96.1	90.2
Fortified	2 221 660	2 247 666	101.2	6 799 671	7 203 803	105.9	14 020 972	14 923 914	106.4	28 145 762	29 344 277	104.3	6.5
Sparkling	1 750 297	2 312 670	132.1	5 526 389	6 343 632	114.8	8 366 251	9 626 450	115.1	13 016 289	15 225 920	117.0	3.4
TOTAL	45 920 789	41 110 465	89.5	141 268 141	124 877 326	88.4	253 178 629	241 131 795	95.2	465 994 302	452 755 450	97.2	100.0
Wine Component	25 354	10 310 522	40666.3	1 755 792	24 886 647	1417.4	7 003 973	24 886 647	355.3	14 130 538	34 013 807	240.7	103.4

IMPORTS													
Still wine	69 385	129 889	187.2	297 289	375 285	126.2	571 751	633 223	110.8	1 138 537	1 107 123	97.2	36.0
Fortified	711	22 405	3 151.2	1 108	27 882	2 516.4	5 201	28 724	552.3	8 005	49 108	613.5	1.6
Sparkling	139 950	197 025	140.8	544 879	495 130	90.9	1 133 372	962 649	84.9	2 028 910	1 916 972	94.5	62.4
TOTAL	210 046	349 319	166.3	843 276	898 297	106.5	1 710 324	1 624 596	95.0	3 175 452	3 073 203	96.8	100.0

EXPORTS													
Still wine	23 660 487	25 856 226	109.3	85 004 886	86 368 002	101.6	163 368 818	158 312 844	96.9	301 761 979	301 317 590	99.9	98.4
Fortified	3 850	14 945	388.2	47 809	71 394	149.3	102 232	122 206	119.5	184 859	230 197	124.5	0.1
Sparkling	232 617	342 109	147.1	1 141 752	1 529 481	134.0	1 926 640	2 611 949	135.6	3 685 299	4 654 723	126.3	1.5
Industrial wine							528 870		0.0	769 870		0.0	0.3
TOTAL	23 896 954	26 213 280	109.7	86 194 447	87 968 877	102.1	165 926 560	161 046 999	97.1	306 402 007	306 202 510	99.9	100.3

DOMESTIC SALES AND EXPORTS													
Still wine	65 609 319	62 406 355	95.1	213 946 967	197 697 893	92.4	394 160 224	374 894 275	95.1	726 594 230	709 502 843	97.6	93.5
Fortified	2 225 510	2 262 611	101.7	6 847 480	7 275 197	106.2	14 123 204	15 046 120	106.5	28 330 621	29 574 474	104.4	3.9
Sparkling	1 982 914	2 654 779	133.9	6 668 141	7 873 113	118.1	10 292 891	12 238 399	118.9	16 701 588	19 880 643	119.0	2.6
Industrial wine							528 870	0	0.0	769 870	0	0.0	0.1
TOTAL	69 817 743	67 323 745	96.4	227 462 588	212 846 203	93.6	419 105 189	402 178 794	96.0	772 396 309	758 957 960	98.3	100.1

TOTAL DOMESTIC SALES													
Still wine	42 018 217	36 680 018	87.3	129 239 370	111 705 176	86.4	231 363 157	217 214 654	93.9	425 970 788	409 292 376	96.1	89.8
Fortified	2 222 371	2 270 071	102.1	6 800 779	7 231 685	106.3	14 026 173	14 952 638	106.6	28 153 767	29 393 385	104.4	6.4
Sparkling	1 890 247	2 509 695	132.8	6 071 268	6 838 762	112.6	9 499 623	10 589 099	111.5	15 045 199	17 142 892	113.9	3.8
TOTAL	46 130 835	41 459 784	89.9	142 111 417	125 775 623	88.5	254 888 953	242 756 391	95.2	469 169 754	455 828 653	97.2	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.