

Wine Industry Information

March 2012

Domestic natural wine sales increased by 3.2% for the period February 2011 to January 2012. The year-on-year export trend remains unchanged. Exports of natural wine in bulk increased and exports of packaged natural wine decreased with 19.7% and 16.8% respectively for the period March 2011 to February 2012; overall a decrease of 1.4%.

Domestic packaged information for the period January to December 2011:

- Glass shows a slight increase of 0.7%.
- 49.1% of natural wine is packaged in glass containers of which 55% in 750 ml size containers.
- 25.3% is packaged in bag-in-box, most popular being the 5 litre container.
- 22.6% is packaged in plastic containers with 42.0% and 43.8% in 1 litre and 5 litre respectively.
- Only 0.8% is packaged in foil bags and 2.2% in tetrapak.

Glass is the most popular container amongst private cellars (85.5%) and wholesalers (61.5%). Bag-in-box (41.1%) and plastic (38.1%) are popular containers amongst producer cellars. There are no significant changes in these trends.

SAWIS often receives enquiries about organic wine grape production. Because this practice is currently small in scope and compromise confidentiality, this information is not published. Globally it is estimated that organic wine grape production is 2% of total wine grape production.

A special publication - [An Overview of Wine Exports 2011](#) - has been uploaded on the website. Total exports of natural wine decreased with 5.5% in 2011. The exports of natural wine in bulk increased with 16.2%, while packaged exports of natural wine decreased with 20%. South Africa represents 3.9% of world wine exports in 2011.

The next crop estimate will be available in early April 2012.

ON THE WEBSITE

- [Domestic sales of natural wine for January 2012](#)
- [Price ranges of bulk wine sold locally according to region and vintage for the period February 2011 to January 2012](#)
- [Price ranges of bulk wine exported by producer and private cellars according to region for the period February 2011 to January 2012](#)
- [Export statistics for the period March 2011 to February 2012](#)
- [Information about certification](#)
- [Domestic packaged natural wine January 2012](#)
- [International News](#)
- [Global Wine Village February 2012](#)
- [VinIntell March 2012 - Social media in the wine industry](#)

Greetings until April 2012.

Charles

Tel +27 21 8075719

E-mail charles@sawis.co.za