

DOMESTIC SALES OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2013	DEC 2014	TREND	OCT 2013 DEC 2013	OCT 2014 DEC 2014	TREND	JUL 2013 DEC 2013	JUL 2014 DEC 2014	TREND	JAN 2013 DEC 2013	JAN 2014 DEC 2014	TREND	JAN 2014 DEC 2014
Wholesalers	19 757 946	24 966 047	126.4	53 206 328	62 270 379	117.0	97 604 209	110 903 013	113.6	179 890 456	198 272 933	110.2	56.10
Private Cellars	4 813 439	5 714 813	118.7	14 592 522	16 408 776	112.4	26 221 328	28 808 918	109.9	48 200 388	51 376 727	106.6	14.54
Producer Cellars	11 125 500	12 325 447	110.8	30 449 696	31 633 083	103.9	55 024 639	56 393 973	102.5	99 199 229	103 778 791	104.6	29.36
TOTAL	35 696 885	43 006 307	120.5	98 248 546	110 312 238	112.3	178 850 176	196 105 904	109.6	327 290 073	353 428 451	108.0	100.00

Included in these figures are:

- the sales of locally bottled imported natural wine.
- the wine component utilised in the production of Alcoholic Fruit Beverages and 'Ales'.
- sale in the Southern African Customs Union (Botswana, Lesotho, Namibia and Swaziland).

EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2013	DEC 2014	TREND	OCT 2013 DEC 2013	OCT 2014 DEC 2014	TREND	JUL 2013 DEC 2013	JUL 2014 DEC 2014	TREND	JAN 2013 DEC 2013	JAN 2014 DEC 2014	TREND	JAN 2014 DEC 2014
TOTAL	35 904 401	34 497 588	96.1	109 577 685	104 523 652	95.4	267 671 866	217 802 781	81.4	517 404 840	414 884 854	80.2	100.00

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2013	DEC 2014	TREND	OCT 2013 DEC 2013	OCT 2014 DEC 2014	TREND	JUL 2013 DEC 2013	JUL 2014 DEC 2014	TREND	JAN 2013 DEC 2013	JAN 2014 DEC 2014	TREND	JAN 2014 DEC 2014
TOTAL	71 601 286	77 503 895	108.2	207 826 231	214 835 890	103.4	446 522 042	413 908 685	92.7	844 694 913	768 313 305	91.0	100.00

SOURCE FOR EXPORT FIGURES: DEPARTMENT OF AGRICULTURE, FORESTRY AND FISHERIES, DIRECTORATE FOOD SAFETY AND QUALITY ASSURANCE