

DOMESTIC SALES OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2014	DEC 2015	TREND	OCT 2014 DEC 2014	OCT 2015 DEC 2015	TREND	JUL 2014 DEC 2014	JUL 2015 DEC 2015	TREND	JAN 2014 DEC 2014	JAN 2015 DEC 2015	TREND	JAN 2015 DEC 2015
Wholesalers	24 970 868	30 169 613	120.8	62 275 200	69 289 295	111.3	110 907 834	125 057 662	112.8	198 277 754	218 543 609	110.2	57.06
Private Cellars	5 714 813	5 899 601	103.2	16 408 776	16 368 308	99.8	28 808 918	30 123 451	104.6	51 376 727	54 333 819	105.8	14.19
Producer Cellars	12 325 447	12 789 869	103.8	32 050 818	34 529 224	107.7	56 811 708	63 002 120	110.9	104 196 526	110 127 989	105.7	28.75
TOTAL	43 011 128	48 859 083	113.6	110 734 794	120 186 827	108.5	196 528 460	218 183 233	111.0	353 851 007	383 005 417	108.2	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 2014	DEC 2015	TREND	OCT 2014 DEC 2014	OCT 2015 DEC 2015	TREND	JUL 2014 DEC 2014	JUL 2015 DEC 2015	TREND	JAN 2014 DEC 2014	JAN 2015 DEC 2015	TREND	JAN 2015 DEC 2015
TOTAL	34 497 588	37 484 611	108.7	104 523 202	104 752 442	100.2	217 775 151	211 624 977	97.2	414 835 984	412 553 928	99.4	100.00

DOMESTIC SALES AND EXPORT OF NATURAL WINE

GROSS LITRES

	1 MONTH			3 MONTHS			6 MONTHS			12 MONTHS			MARKET SHARE
	DEC 2014	DEC 2015	TREND	OCT 2014 DEC 2014	OCT 2015 DEC 2015	TREND	JUL 2014 DEC 2014	JUL 2015 DEC 2015	TREND	JAN 2014 DEC 2014	JAN 2015 DEC 2015	TREND	JAN 2015 DEC 2015
TOTAL	77 508 716	86 343 694	111.4	215 257 996	224 939 269	104.5	414 303 611	429 808 210	103.7	768 686 991	795 559 345	103.5	100.00

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