



You may wonder why this email looks a bit different from your usual BI Daily mailers. In aligning with our vision of one unified single voice for the South African wine industry, you will now receive your SAWIS-prepared mailers from South Africa Wine.

## **BI Daily**

**09 February 2024**

### **GLOBAL TRENDS**

#### **Alcohol ecommerce growth moderates, but still set to outperform overall market**

New findings from IWSR's ongoing assessment of the alcohol ecommerce channel shows that beverage alcohol ecommerce is entering a period of normalisation following the Covid boom and subsequent post-pandemic correction, with sales in the world's leading 16 markets expected to grow at a slower pace to reach just under US\$40bn by 2027. That represents a 2022-27 value CAGR of +4.5% – compared to the +31% CAGR recorded between 2019 and 2021. Nevertheless, this growth is expected to outpace that of total beverage alcohol across the 16 markets (on-trade plus bricks-and-mortar off-trade plus ecommerce), which is expected to see a value CAGR 2022-27 of under 2%).

[Click here to read more](#)

#### **Huge wishes but small expectations from SONA 2024**

Christo Conradie, stake holder engagement, market access and policy manager of South Africa Wine, agreed: "The wine industry needs the ports to function properly to ensure wine arrives at its destination on time. Failure to do so can be damaging to our reputation and result in buyers seeking their products elsewhere."

Rico Basson, CEO of SA Wine, added that he did not want to see excise tax increased above inflation, as was seen with some alcohol beverage categories in the past, and wanted to see an increase in the policing of illegal liquor sales

[Click here to read more](#)

## MAJOR WINE PRODUCING COUNTRIES

### Australian wine confronts export challenges

"Diversification has been challenging and growth has been generally slow, but there are some bright spots," says Lee McLean, CEO of industry body Australian Grape & Wine. "For example, in 2022-23, while exports to Southeast Asia declined by 11% in value to A\$278m, they increased by 14% in volume to 25m litres. These results are representative of mixed results by destination."

IWSR figures reflect this picture, with Australian wine volume consumption declining by -13% in South Korea in 2022 vs 2021, but increasing in Thailand (+16%), Singapore (+1%), the Philippines (+18%) and Vietnam (+18%).

[Click here to read more](#)

### NZ maintains 25% price premium above rest of still wine category

While the average sales price per litre of still wine is £8.88 in the UK market, wines from New Zealand are priced at an average of £11.10 per litre, representing a £2.22 premium.

"In the last 12 months we've maintained our price premium, which is so, so important to us," said Philip Gregan, president of trade body New Zealand Winegrowers.

The UK represents 25% of New Zealand wine exports, and generates half a billion GBP worth of retail for the Antipodean nation. The growth in value seen during the last year, said New Zealand Winegrowers, is roughly the equivalent of adding £13 per UK store per week during 2023.

[Click here to read more](#)

## TECHNOLOGY

### Are the wine cellars of the future virtual?

Digital wine members' club Crurated is tapping into a trend led by "a new generation of wine enthusiasts" with the launch of a virtual wine cellar for collectors. Crurated has just launched what it's calling its "metaverse" — a virtual cellar experience where owners can showcase their bottles and virtually walk through their fine wine collection.

[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](#)