e-Newsletter

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To all our readers, a Merry Christmas and a Happy New Year!!

Journal of the Month

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SAWIS TRAINING 2013

Wine of Origin & Information One Day Courses

14 Feb 2013
14 March 2013
11 April 2013
9 May 2013

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South African Country Report: Geo-demographic and consumption trends among alcoholic beverage categories (2007 - 2012)

This comprehensive report examines the South African market trends and geo-demographic trends among the different alcoholic beverage categories, including local consumer/market trends, and detailed consumer geo-demographic profiling of several categories of alcoholic beverages:

- Flavoured Alcoholic Beverages (RTDs, Spirit Coolers, Ciders)
- Beer (excl. Light/Lite Beer)
- Light/Lite Beer
- Wine – Bag-in-Box (BIB)
- Wine – Bottles
- Brandy
- White Spirits (Cane, Gin, Vodka)
- Whisky

Examples of Key Findings

- The South African age distribution is typical of most developing countries with 31% under the age of 15 years and 51% of the total population less than 25 years old.
- There had been a strong growth in the percentage of Bottled Wine consumers, from 6.7% of adults (2.1 million) in 2007 to 9.7% of adults (3.3 million) in 2012.
- Among the Flavoured Alcoholic Beverage category, 52% of consumers were aged between 16-29 years making it a popular choice for younger consumers, compared to Beer, where 38% of consumers were 16-29 years old.
- Among BIB Wine consumers, 22% were Afrikaans speaking and 19% were Zulu speaking.
- For Bottled Wine, 19% were Afrikaans home language speakers, 18% were Zulu speaking and 17% were English home language speakers.
- In 2012, the highest percentage of Brandy consumers were Zulu speaking (21%), followed by Afrikaans home language speakers (17%).
- The proportion of BIB Wine consumers from the Single Parent Family segment had significantly increased from 13% in 2008 to 20% in 2012.

(*Analytix BI, October 2012*) Contact Soraya Daniels

Global Wine Village

- **Male and Female Wine Drinkers - Are They Really That Different?**
  "Women prefer white wine. Men only drink red. Women like sweet wine. Men purchase less wine."

- **U.K. to Tackle Binge Drinking With Minimum Alcohol Price**
  Prime Minister David Cameron announced plans to tackle binge drinking in England and Wales with a minimum 45-pence price for a unit of alcohol, raising the cost of a bottle of whisky to at least 12.60 pounds ($20.20).

SAWIS Nuus / News...

- **On our website**
  - Summary: Wine Industry Information November 2012
  - Domestic sales of natural wine for October 2011 to September 2012
  - Domestic packaged natural wine for January to September 2012
  - Export statistics for November 2011 to October 2012
  - Certification - News and information / Volume of wine certified
  - Stock Situation as at the end of October 2012
  - VinIntell November 2012 - Future Scenarios: Non-Tariff Trade Barriers
  - Special Report: Liquor Consumption Patterns in South Africa 2012

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