SOUTH AFRICA WINE

discover diversity in a glass

INDUSTRY OVERVIEW

WINE PRODUCTION 2024

GRAPES CRUSHED
1.12 m TONNES
-5.6%

WINE PRODUCED
884 m LITRES
-5.3%

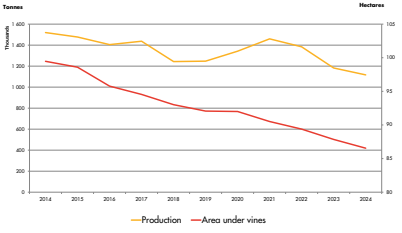
747 m litres wine,
137 m litres other products

COMPOSITION 2012 - 2024

PRODUCERS
2 255
-3.8%
(CAGR)

CELLARS
512
-1.1%
(CAGR)

PRODUCTION VS AREA UNDER VINES



WINE SALES 2024

TOTAL SALES
R35.7 bn
+3.6%

GLASSES
17 M
GLASSES

of South African wine are enjoyed world wide every day (125ml glass)

EXPORTS 40% VOLUME (INCL INDUSTRAIL WINE)

VOLUME
306.1
MILLION LITRES
-0.1%

VALUE
R10.3 bn
FOB VALUE
+3.0%

LOCAL 60% VOLUME

VOLUME
455.8
MILLION LITRES
-2.8%

VALUE
R25.4 bn
RETAIL SELLING VALUE
+2.8%

CONTRIBUTION 2022

56 bn
contribution to GDP (0.9%)

270 364
employees in the entire value-chain

85 962
farm and cellar employees

Source: SAWIS, June 2025. For more information visit www.sawis.co.za