



SOUTH AFRICAN WINE EXPORT REPORT 2025



EXPORTS (VALUE/VOLUME)

EXPORTED CULTIVARS/STYLES



SOUTH AFRICAN WINE EXPORT REPORT 2025

TOTAL EXPORTS

R9.8 bn	\$548.5 m	264 m litres
-4.7%	-2.4%	-13.8%

MARKETS BY VALUE

Country	R		\$	
United Kingdom	2.6 bn	-2%	145 m	+0.03%
Germany	866 m	-11%	48 m	-9%
The Netherlands	830 m	-4%	47 m	-2%
Canada	483 m	-8%	27 m	-6%
U.S.A.	469 m	-29%	26 m	-28%
Belgium	450 m	-3%	25 m	-1%
Sweden	439 m	-9%	25 m	-7%
UAE	371 m	+15%	21 m	+19%
Denmark	328 m	-3%	18 m	-2%
France	222 m	-19%	12 m	-17%
China	155 m	-37%	9 m	-35%
Japan	121 m	-19%	7 m	-18%
Hong kong	23 m	-15%	1.3 m	-13%
African countries - Total	983 m	+11%	55 m	+13%
Kenya	134 m	+7%	8 m	+10%
Nigeria	114 m	-2%	6 m	+1%
Zambia	110 m	+19%	6 m	+22%
Tanzania	107 m	-10%	6 m	-8%
Uganda	50 m	+21%	3 m	+24%
Africa - Other	468 m	+20%	26 m	+18%

PACKAGED EXPORTS

R7.7 bn	\$431 m	117.6 m litres
-2.0%	+0.4%	-4.6%

MARKETS BY VALUE

Country	R		\$	
United Kingdom	1.8 bn	+2%	100 m	+4%
The Netherlands	823 m	-4%	46 m	-2%
Germany	458 m	-5%	26 m	-3%
U.S.A.	456 m	-24%	25 m	-23%
Canada	434 m	+1%	24 m	+3%
Sweden	388 m	-2%	22 m	+1%
UAE	372 m	+15%	21 m	+19%
Russia	327 m	+51%	18 m	+55%
Belgium	305 m	-3%	17 m	-1%
China	155 m	-37%	9 m	-36%
Japan	121 m	-17%	7 m	-15%
Denmark	81 m	-32%	5 m	-30%
Hong Kong	23 m	-15%	1.3 m	-13%
African countries - Total	882 m	+11%	50 m	+14%
Kenya	122 m	+10%	7 m	+13%
Zambia	110 m	+19%	6 m	+23%
Tanzania	107 m	-10%	6 m	-7%
Nigeria	57 m	-14%	3 m	-11%
Uganda	50 m	+21%	3 m	+24%
Africa - Other	436 m	+19%	25 m	+22%

BULK EXPORTS

R2.1 bn	\$117 m	146.4 m litres
-13.3%	-11.4%	-19.9%

MARKETS BY VALUE

Country	R		\$	
United Kingdom	793 m	-10%	44 m	-8%
Germany	408 m	-16%	23 m	-15%
Denmark	247 m	+12%	14 m	+14%
France	162 m	-22%	9 m	-20%
Belgium	145 m	-2%	8 m	-0.3%
Sweden	51 m	-43%	3 m	-42%
Canada	49 m	-48%	3 m	-47%
Spain	21 m	+67%	1 m	+73%
Finland	18 m	-13%	1 m	-11%
Thailand	16 m	-29%	0.9 m	-28%
Bhutan	14 m	-35%	0.8 m	-31%
U.S.A.	13 m	-79%	0.7 m	-79%
African countries - Total	101 m	+9%	6.0 m	+12%
Nigeria	57 m	+13%	3 m	+17%
Zimbabwe	14 m	+73%	0.8 m	+77%
Kenya	13 m	-17%	0.7 m	-15%
Mauritius	12 m	+5%	0.7 m	+8%
Angola	3 m	-7%	0.2 m	-3%
Africa - Other	1 m	-65%	0.06 m	-66%

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TOTAL EXPORTS

MARKETS BY VOLUME

Country	million litres	
United Kingdom	76.1	-13%
Germany	39.4	-20%
France	13.9	-26%
Belgium	13.8	-13%
The Netherlands	12.9	-11%
Denmark	12.7	+1%
Sweden	11.8	-22%
Canada	10.3	-30%
UAE	7.4	+31%
U.S.A.	6.7	-42%
China	2.1	-31%
Japan	1.6	-30%
Hong Kong	0.2	-28%
African countries - Total	24.0	+1%
Nigeria	4.2	-1%
Zambia	3.5	+17%
Kenya	3.1	-6%
Tanzania	2.0	-27%
Uganda	1.4	+4%
Africa - Other	9.8	+7%

PACKAGED EXPORTS

MARKETS BY VOLUME

Country	million litres	
United Kingdom	23.8	-7%
The Netherlands	12.4	-12%
UAE	7.4	+31%
Sweden	7.3	-6%
Russia	7.1	+53%
Canada	5.9	-2%
U.S.A.	5.6	-21%
Germany	5.4	-16%
Belgium	3.7	-11%
China	2.1	-31%
Japan	1.6	-18%
Denmark	0.7	-32%
Hong Kong	0.2	-28%
African countries - Total	17.5	+2%
Zambia	3.5	+18%
Tanzania	2.0	-26%
Kenya	2.1	+2%
Uganda	1.4	+4%
Nigeria	1.1	-13%
Africa - Other	7.4	+7%

BULK EXPORTS

MARKETS BY VOLUME

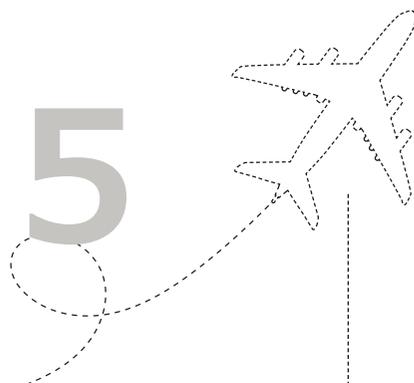
Country	million litres	
United Kingdom	52.3	-15%
Germany	34.0	-21%
France	13.4	-27%
Denmark	12.0	+4%
Belgium	10.1	-13%
Sweden	4.5	-38%
Canada	4.4	-50%
Finland	1.2	-20%
Thailand	1.2	-32%
Spain	1.1	+61%
U.S.A.	1.1	-75%
Bhutan	0.9	-31%
African countries - Total	6.5	-1%
Nigeria	3.1	+3%
Zimbabwe	1.0	+64%
Kenya	1.0	-19%
Mauritius	1.0	-8%
Angola	0.2	-9%
Africa - Other	0.1	-74%

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EXPORTED CULTIVARS/STYLES

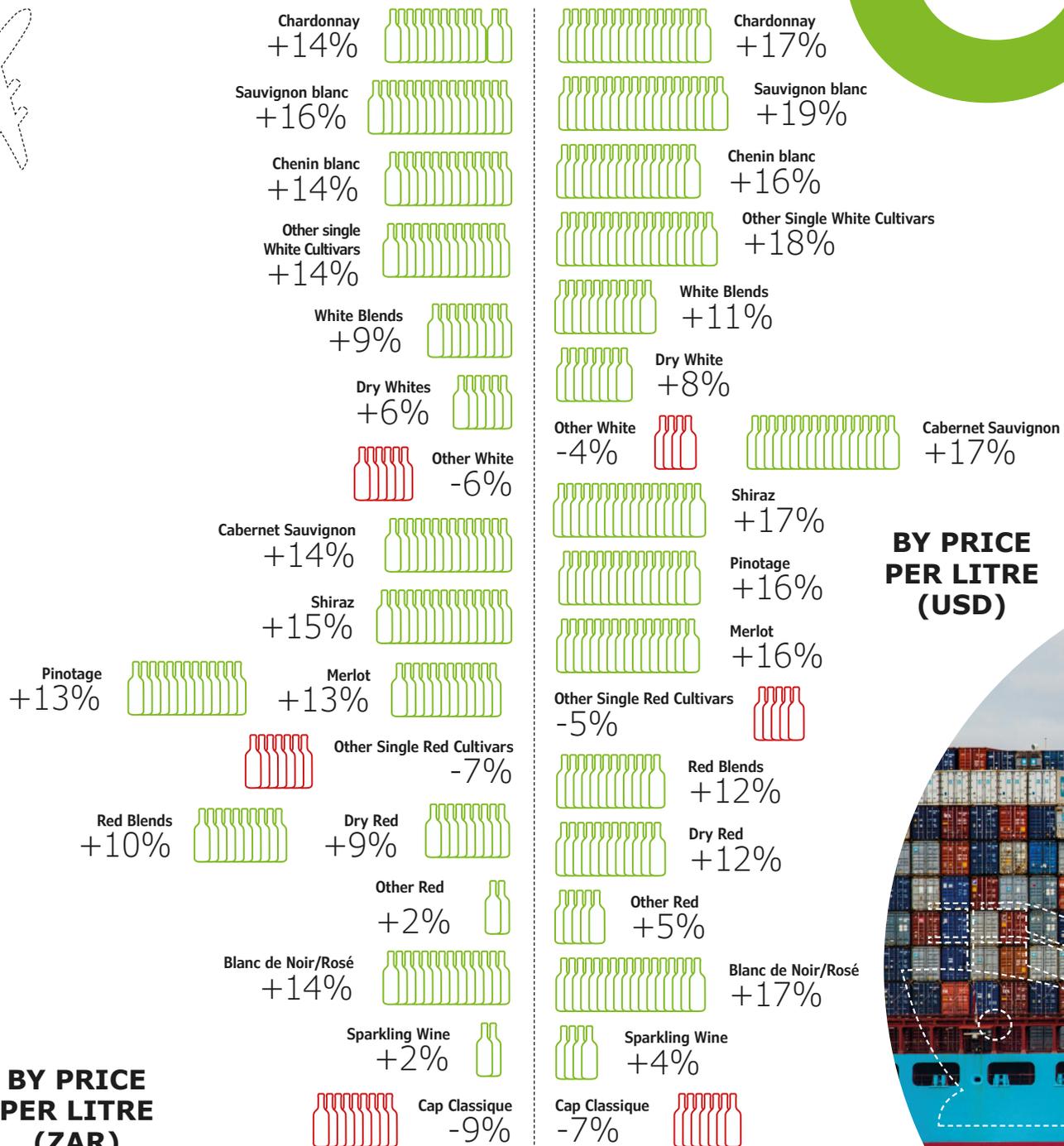
2025



TOTAL BY VOLUME EXPORTED (MILLION LITRES)

		%
20.3	Chardonnay	-15% ↓
49.3	Sauvignon blanc	-22% ↓
39.8	Chenin blanc	-13% ↓
10.4	Other Single White Cultivars	-12% ↓
18.1	White Blends	-9% ↓
9.6	Dry White	+3% ↑
8.9	Other White	+23% ↑
7.7	Cabernet Sauvignon	-22% ↓
9.1	Shiraz	-23% ↓
9.9	Pinotage	-28% ↓
5.6	Merlot	-28% ↓
4.6	Other Single Red Cultivars	+3% ↑
19.2	Red Blends	-14% ↓
11.0	Dry Red	-8% ↓
10.8	Other Red	-4% ↓
24.3	Blanc de Noir/Rosé	-9% ↓
2.7	Sparkling Wine	+17% ↑
2.4	Cap Classique	+1% ↑

BY PRICE PER LITRE (ZAR)



BY PRICE PER LITRE (USD)



PACKAGED CULTIVARS/STYLES

BY PRICE PER LITRE (USD)

Chardonnay	+9%
Sauvignon blanc	+8%
Chenin blanc	+4%
Other Single White Cultivars	-5%
White Blends	+9%
Dry White	+19%
Other White	-0.2%
Cabernet Sauvignon	+11%
Shiraz	+12%
Pinotage	+1%
Merlot	+12%
Other Single Red Cultivars	-1%
Red Blends	+9%
Dry Red	+9%
Other Red	+4%
Blanc de Noir/Rosé	+18%
Sparkling Wine	+4%
Cap Classique	-7%

BY VOLUME EXPORTED (MILLION LITRES)

9.1	Chardonnay	-6% ↓
16.0	Sauvignon blanc	-7% ↓
15.1	Chenin blanc	+1% ↑
6.0	Other Single White Cultivars	+18% ↑
8.5	White Blends	-7% ↓
2.1	Dry White	-15% ↓
7.0	Other White	+21% ↑
5.2	Cabernet Sauvignon	-17% ↓
5.1	Shiraz	-17% ↓
5.8	Pinotage	-12% ↓
2.7	Merlot	-21% ↓
1.5	Other Single Red Cultivars	-5% ↓
9.4	Red Blends	-10% ↓
3.0	Dry Red	-7% ↓
9.4	Other Red	-2% ↓
6.4	Blanc de Noir/Rosé	-7% ↓
2.7	Sparkling Wine	+17% ↑
2.4	Cap Classique	+1% ↑



PACKAGED BY PRICE POINT (USD)

	0.00 - 0.99	1.00 - 1.99	2.00 - 2.99	3.00 - 3.99	4.00 - 4.99	5.00 - 5.99	6.00 - 6.99	7.00 - 7.99	8.00 - 8.99	9.00 - 9.99	≥10.00
Value	-11%	-16%	-3%	+2%	+2%	-5%	+14%	+8%	-4%	-17%	+13%
Volume (million litres)	1.5 -9%	26.7 -16%	38.7 -4%	25.1 +1%	8.5 +2%	3.8 -5%	3.4 +14%	2.7 +7%	1.5 -4%	1.0 -17%	4.8 +9%

BULK CULTIVARS/STYLES

BY PRICE PER LITRE (USD)

Chardonnay	+10%
Sauvignon blanc	+12%
Chenin blanc	+15%
Other Single White Cultivars	+12%
White Blends	+13%
Dry White	+13%
Other White	-23%
Cabernet Sauvignon	+16%
Shiraz	+11%
Pinotage	+2%
Merlot	-0.2%
Other Single Red Cultivars	+10%
Red Blends	+8%
Dry Red	+14%
Other Red	-13%
Blanc de Noir/Rosé	+13%

BY VOLUME EXPORTED (MILLION LITRES)

11.2	Chardonnay	-22% ↓
33.3	Sauvignon blanc	-28% ↓
24.7	Chenin blanc	-20% ↓
4.4	Other Single White Cultivars	-35% ↓
9.6	White Blends	-11% ↓
7.6	Dry White	+9% ↑
1.9	Other White	+32% ↑
2.8	Cabernet Sauvignon	-31% ↓
4.0	Shiraz	-29% ↓
4.1	Pinotage	-42% ↓
2.9	Merlot	-34% ↓
3.0	Other Single Red Cultivars	+8% ↑
9.8	Red Blends	-18% ↓
8.1	Dry Red	-9% ↓
1.4	Other Red	-19% ↓
17.9	Blanc de Noir/Rosé	-9% ↓



BULK EXPORTS BY PRICE POINT (USD)

	0.00 - 0.24	0.25 - 0.49	0.50 - 0.74	0.75 - 0.99	1.00 - 1.24	1.25 - 1.49	1.50 - 1.74	1.75 - 1.99	> 2.00
Value									
	N/V	-58%	-32%	+9%	-14%	+151%	-10%	+19%	+28%
Volume (million litres)	0.0	8.7	65.5	48.5	10.3	8.9	2.5	0.7	1.1
	N/V	-56%	-33%	+8%	-13%	+151%	-12%	+18%	+63%