



Euromonitor
International

Fine Wines/Champagne and Spirits in South Africa

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Growing demand for premium and artisanal beverages drives sales
- Premium brands drive growth in fine wines and luxury spirits
- A rising interest in sustainably produced beverages

PROSPECTS AND OPPORTUNITIES

- Affluent consumers searching for authenticity and exclusivity set to drive growth
- Luxury spirits and fine wines to drive premiumisation and sustainability trends
- Growth of luxury beverages through home consumption

CATEGORY DATA

- Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
- Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
- Table 4 - LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
- Table 5 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
- Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
- Table 7 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

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Luxury Goods in South Africa - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Retail developments
- What next for luxury goods?

MARKET DATA

- Table 8 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 9 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 11 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 12 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 14 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

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SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-south-africa/report.