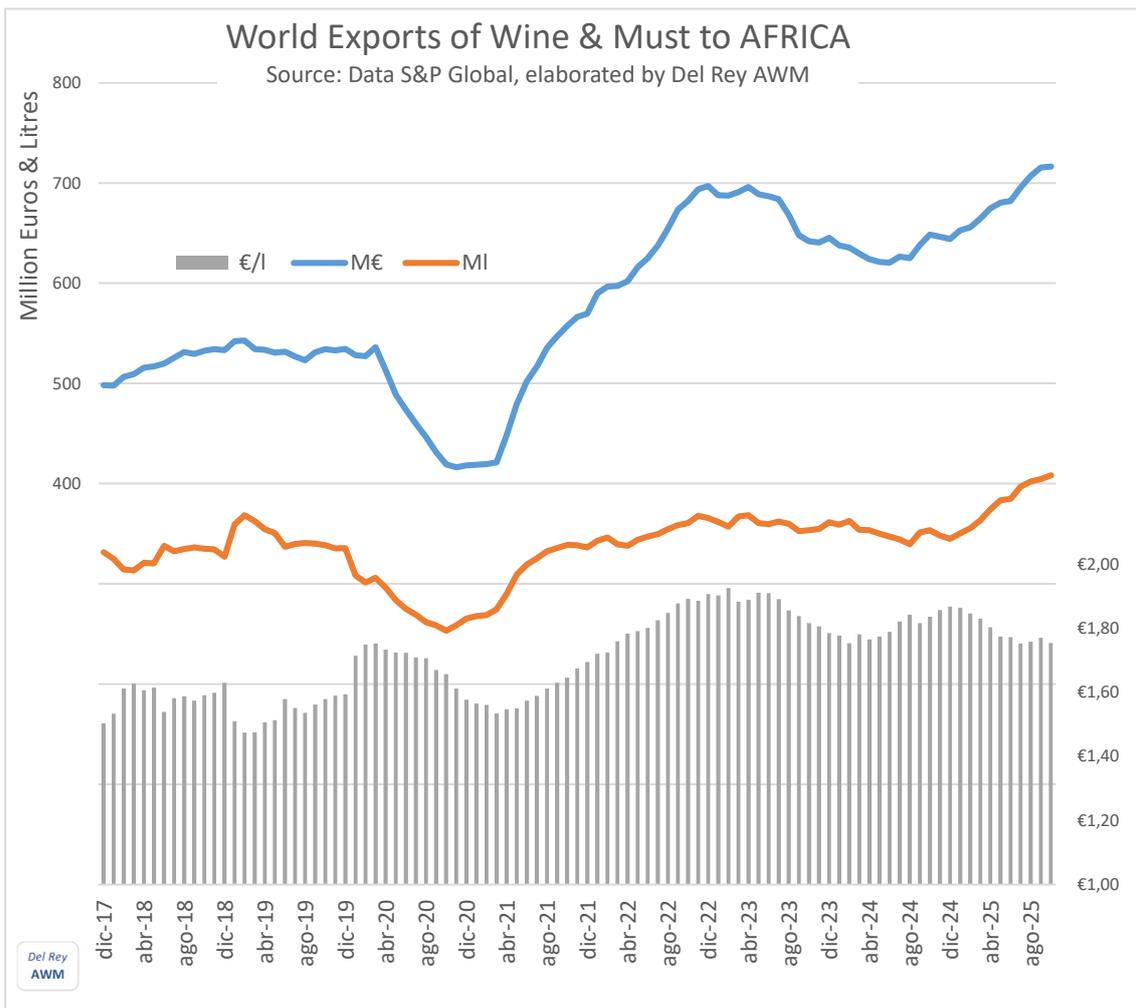


World Wine Exports to AFRICA

Despite still a small market for wine, Africa shows strong growth for world wine exports

February 19, 2026.- According to official customs data from most countries in the world, global wine exports to African markets have experienced remarkable growth over the past eight years. Overall, there has been a 43% increase in the value of these exports between 2017 and the 12-month figure at October 2025, while the volume has risen by 21%. These numbers have been adjusted by Del Rey AWM to account for inconsistencies in the official data reported by several countries, as well as re-exports from Togo and Ghana. The significant rise in export value is largely attributed to the substantial revaluation of wine exports, particularly following the COVID-19 pandemic.

Total world exports of wine and must to Africa reached just over 4 million hectolitres in the 12-month period to October 2025, with a value of 716.5 million euros, at an average price that has remained above €1.70/l for the last 4 years.



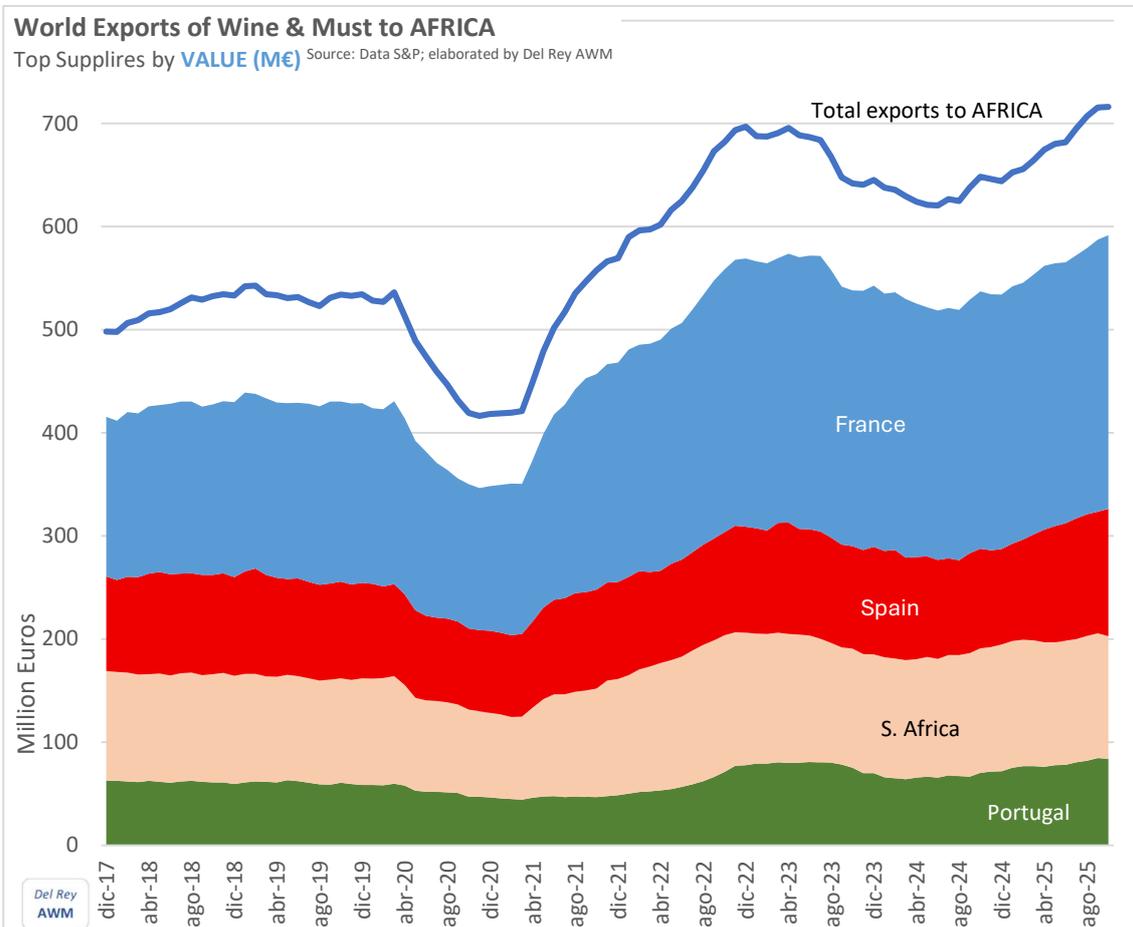
Key Suppliers and Market Growth in African Wine Imports

A total of **seventy supplier countries** currently export wine to **sixty different destinations** across the African continent. The most significant markets for these exports are Ivory Coast, South Africa, Angola, Nigeria, and Morocco, collectively accounting for 46% of Africa’s overall wine imports.

Among African wine markets, Morocco, the Democratic Republic of Congo, Ivory Coast, and Zimbabwe have demonstrated the most notable **growth** since 2017. While Cameroon and Gabon import smaller quantities compared to these leaders, both countries have almost doubled their wine imports in the past eight years.

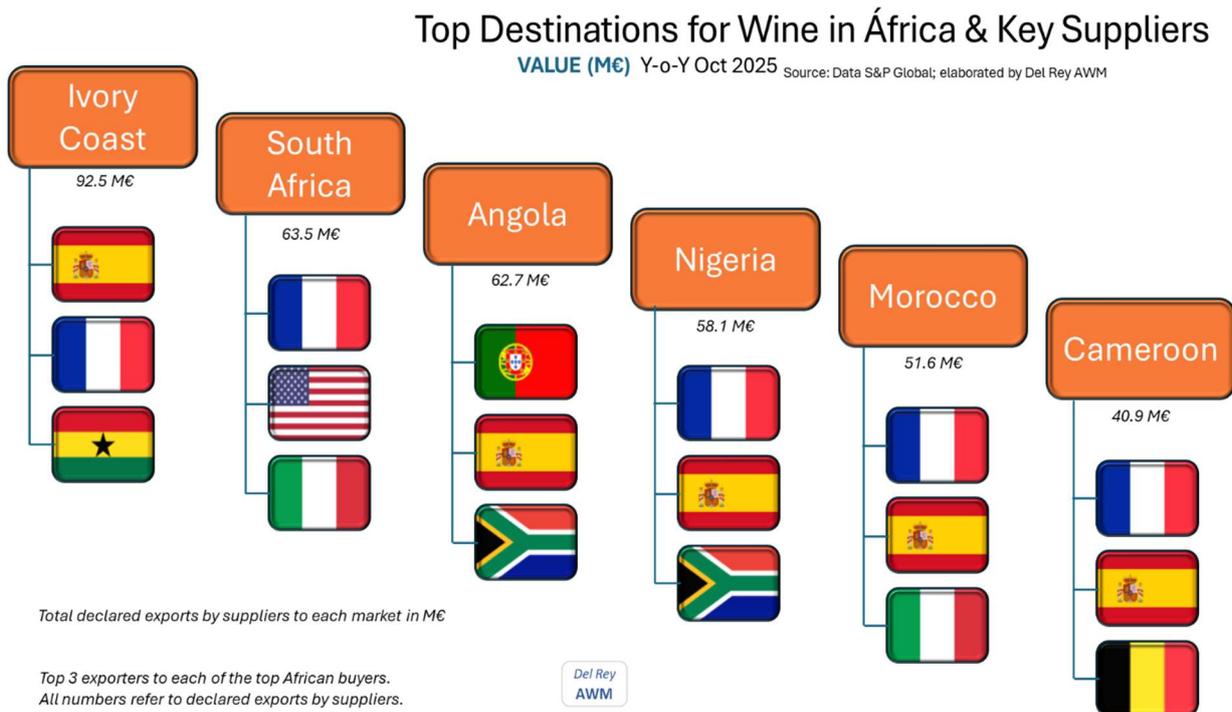
European wine producers dominate the African market, representing 72.5% of the continent’s total wine import turnover. African suppliers, particularly South Africa, also contribute a significant share, in many cases through re-exports. Although wine exports from the United States and Australia have increased recently, and Chile has seen modest growth, these countries remain well behind the leading suppliers.

Spain is the leading supplier of wine to Africa in terms of volume, holding a 43% share of the total market. This position is primarily due to the growth in bulk wine shipments, especially to the Ivory Coast and Angola. In terms of value, however, France leads the



way, generating sales of over 265.5 million euros—more than twice that of Spain, whose total stands at 123.7 million euros. South Africa’s wine exports are nearly equal to Spain’s in value, with a total of 123.6 million euros. These three countries are followed by Portugal, at 83.6 million euros, and Italy, with 25 million euros in sales.

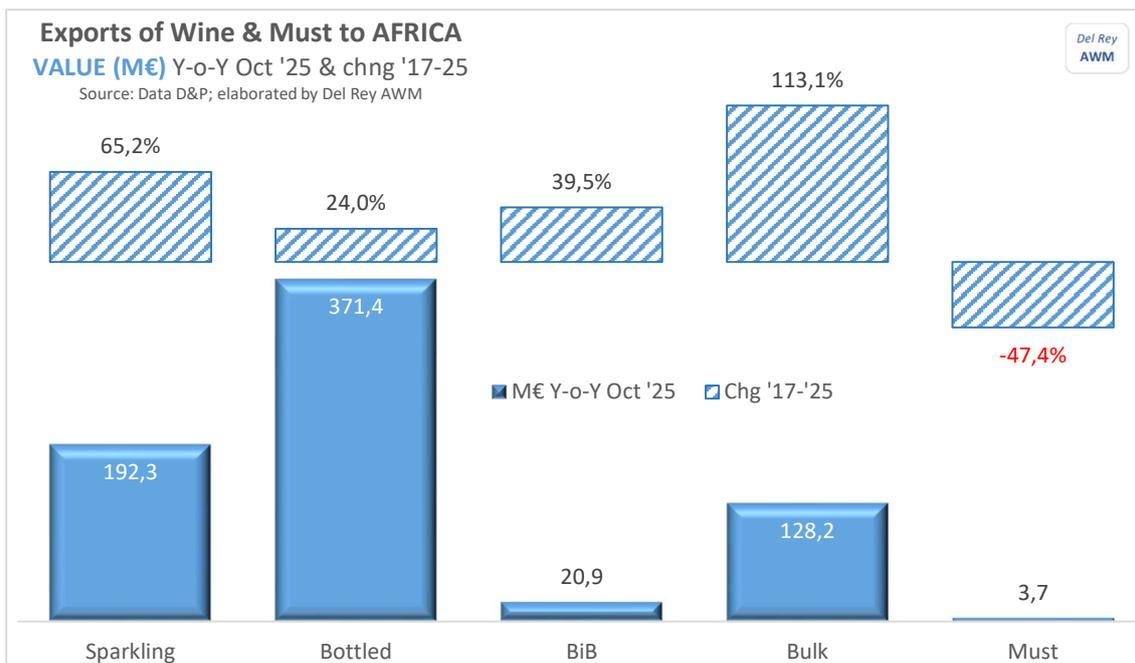
Top shipments come from Spain, France and Portugal to Ivory Coast, Angola, Nigeria, Morocco and Cameroon. In recent years, however, also strong flows have developed from the USA to South Africa, where Italy is also a strong supplier.



Changes in the Composition of Wine Sales to Africa

Shift Towards Bulk Wine and Decline in Bottled Wine Share

Over recent years, the make-up of wine sales to African markets has altered noticeably, particularly with a pronounced increase in the volume of bulk wine being exported. Bulk wine’s share of total wine exports rose from 32% in 2017 to reach 50% by 2025 (Y-o-Y to October). In contrast, non-sparkling bottled wines saw a significant reduction in their share, dropping by almost 16 percentage points—from 56.3% in 2017 to just 40.7% in the most recent year, given much smaller growth during the period. Sparkling wines, while accounting for relatively few bottles, continue to command a high price, enabling them to contribute 26.8% of the overall turnover from wine sales to Africa.

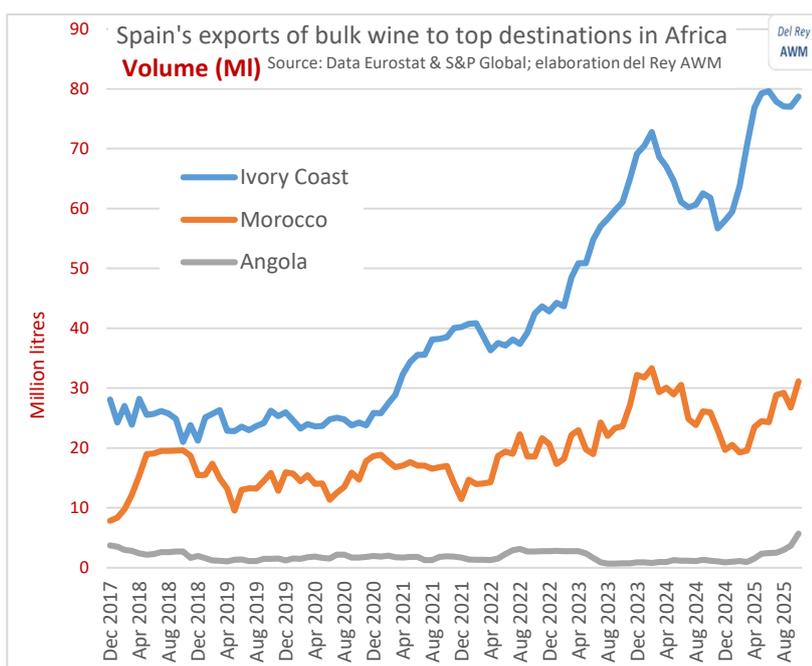


Export Volumes and Values by Category

In absolute terms, global suppliers now send approximately 2 million hectolitres of **bulk** wine to African destinations, representing a value of €128.2 million.

Non-sparkling bottled wines amount to 3.7 million hectolitres, sold at an average price of €2.24 per litre, generating a turnover of €371.4 million. **Sparkling** wines, although less than 20 million litres in total volume, maintain an average price of €9.76 per litre, with total sales reaching €192.3 million. Sales of must and wine in bag-in-box formats remain negligible.

The surge in **bulk** wine shipments, particularly from 2020 onwards, has been driven largely by Spain, with Portugal and, more sporadically, the United States also contributing in recent years. These bulk exports are heavily concentrated in a few key markets: Ivory Coast, the primary recipient of Spanish bulk wine, as well as Morocco and Angola.



Combined, these three countries account for 73% of the total volume and 69% of the value of all bulk wine shipments to Africa sent by Spain and other producers.

Non-sparkling bottled wines represent the foremost category of wine exports to Africa. This segment exhibits a notably diversified distribution, with sales spread across 60 distinct destinations on the continent. The largest individual markets—Ivory Coast and Cameroon—account for only 8.4% and 8.2% of total sales, respectively. Each of these countries generates revenues exceeding €30 million, highlighting their significance within the African wine landscape. Completing the top five destinations are Nigeria, Angola, and Morocco, each with sales volumes ranging from €20 million to €30 million.

When considering export volumes, Burkina Faso stands out as the principal market for non-sparkling bottled wines in Africa, due to large exports declared by Togo, with Guinea-Bissau also ranking among the top ten destinations.

In terms of supply, the majority of non-sparkling bottled wines exported to Africa originate from France, South Africa, Portugal, and Spain, with Togo standing in fifth position as a main re-exporter. Together, those four countries are responsible for 80% of total revenues and account for 73% of the total volume shipped to African markets. This concentration underscores their dominant role in shaping the continent's wine import profile.

The types of wines that are globally sent to different markets in Africa vary greatly, as evidenced by the large difference between average prices. If sales to Ivory Coast, Angola and Morocco are mostly bulk wines and average around one euro per litre, the most recent shipments – especially from the US – to South Africa show an average of more than €3 per litre of sales to this country, as do sales to Nigeria, Cameroon and the Democratic Republic of Congo.

Re-Export of Wine within Africa

The re-export of wine plays a significant role in the African wine trade landscape. Besides South Africa with its established position as a wine producer, a number of African countries—including Togo, Ghana, Namibia, Kenya, Botswana and Ivory Coast—are among the top 20 exporters of wine to other African nations. The scale of re-exports varies considerably, with volumes ranging from



30 million litres (in the case of the largest re-exporter) to around 300,000 litres for Ivory Coast.

Many of these re-exporting countries are located along the western coast of Africa, benefiting from the presence of large harbours and a longstanding tradition of trade. This strategic positioning facilitates their role as transit points for wine shipments moving across the continent.

In recent years, **Togo and Ghana** have emerged as the leading re-exporters of wine in Africa. Togo has reported wine sales totalling €22.2 million, while Ghana's re-exports have reached €10 million. Togo has consistently declared substantial wine exports since 2017, with Burkina Faso being the main destination—accounting for 45% of Togo's total wine export revenues. Other recipients of wine coming from this country include Ghana and Congo.

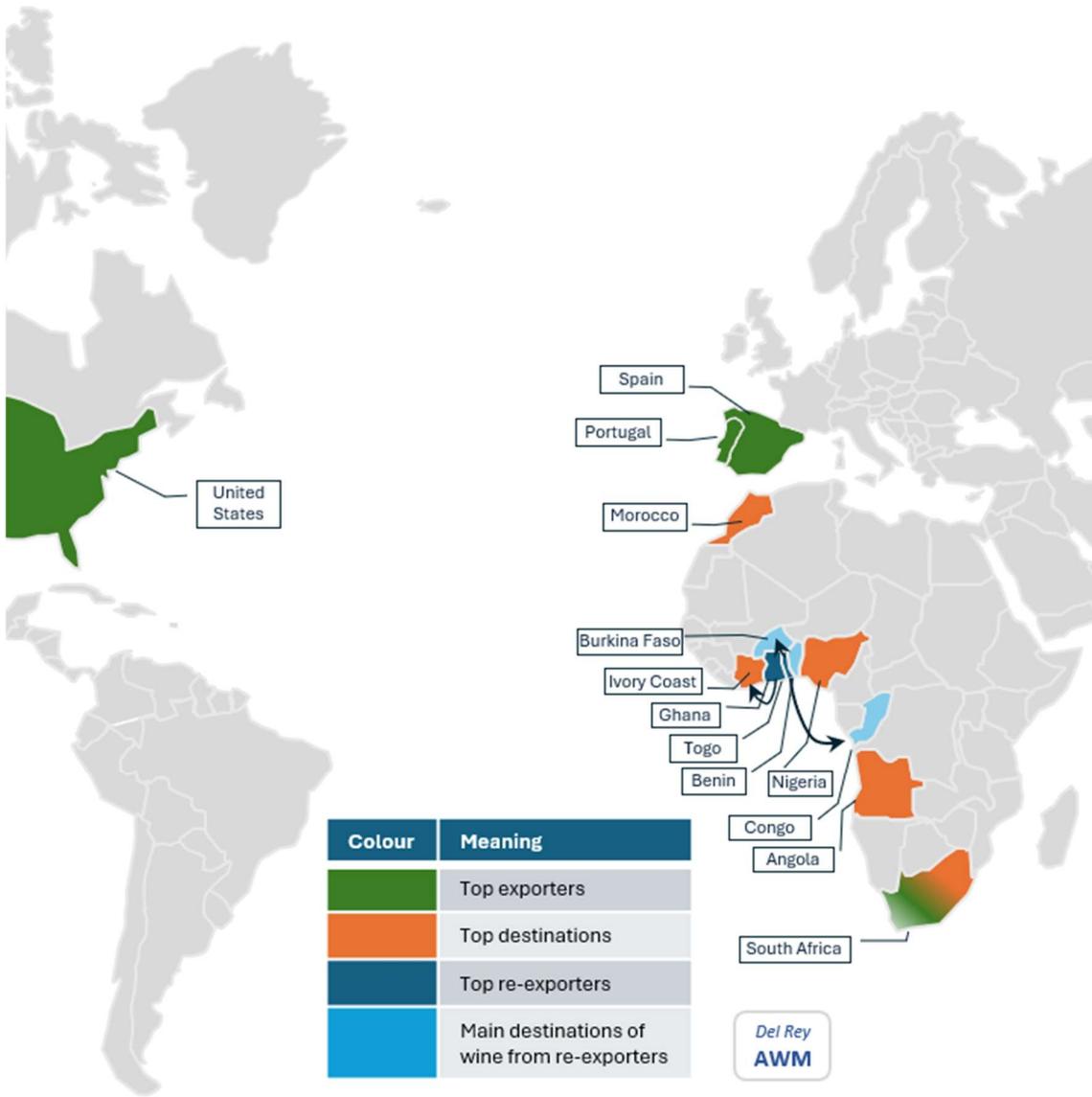
Ghana, on the other hand, began declaring significant wine exports in 2022. The principal destinations for Ghana's re-exported wine are Ivory Coast, Burkina Faso, Benin, Togo and Nigeria. Most of these countries are Ghana's neighbours in the Gulf of Guinea region, emphasising the country's importance as a key port and distribution hub for the movement of wine across this part of Africa.

Africa as an Emerging Wine Market

Africa remains a continent that represents only a minor share of global wine consumption and imports. Nonetheless, recent years have witnessed robust growth in this sector, with certain markets showing particularly strong momentum. In specific countries, such as Ivory Coast and Angola, this expansion is largely attributed to the prominence of bulk wine imports. Meanwhile, other markets are characterised by imports of wines from different categories, often at higher average prices. Given these developments, Africa has become a region worthy of close attention for those seeking alternative markets for wine.

Top Exporters and Importers of Wines to Africa

Source: Data S&P Global; elaborated by Del Rey AWM



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