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Media Feedback Report

Sports Drinks in South Africa

April 2017

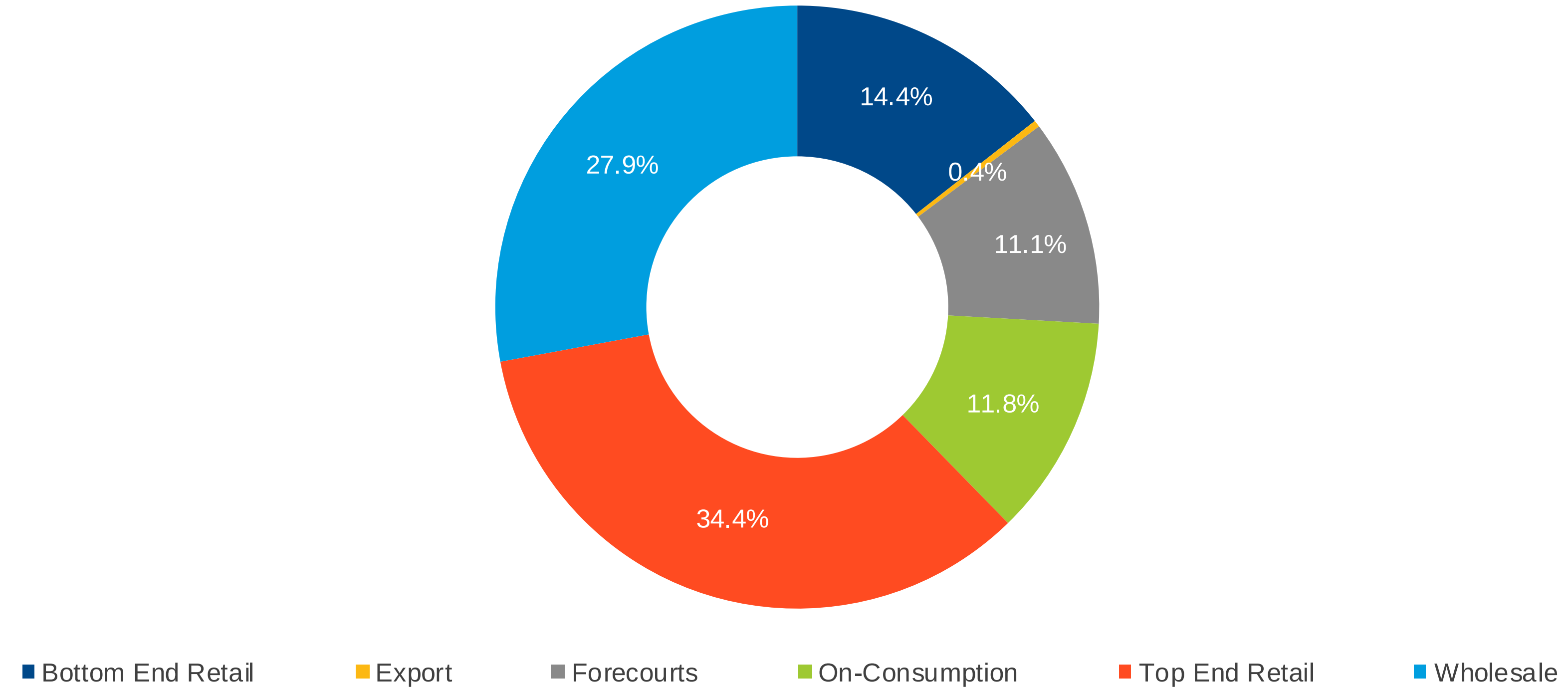
Market Trends

The RTD Sports Drinks market showed a positive volume and value growth rate for 2016 compared to 2015. The category experienced an influx of entrants for the year 2016, it is hypothesized that players are looking at entering the market category due to the limited number of players in the industry compared to other beverage categories. In addition, the category is said to not have reached its maturing phase in the product life cycle thus there may be room for volume growth. Total volume accumulated to 69.0 million litres for the year 2016. The category recorded the highest growth rate for the past five years.

The growth for the category may be attributed to the following factors:

- New players entering the market
- Existing players launching new flavours and redesign their packaging
- Increase in the level of exports, prompted by the weak Rand exchange rate against other foreign currencies
- Players improving their distribution channels, sending volumes to previously underserviced regions
- Players launching aggressive advertising campaigns on social media platforms to promote brands and capture attention of health conscious consumers

Channel Distribution 2016



Wholesale was the second largest channel for the RTD sports drink category for 2016. Consumers are said to be buying in bulk and this shift in buying behaviour is said to be one of the reasons this category has gained share from garage forecourts and on-consumption channels.

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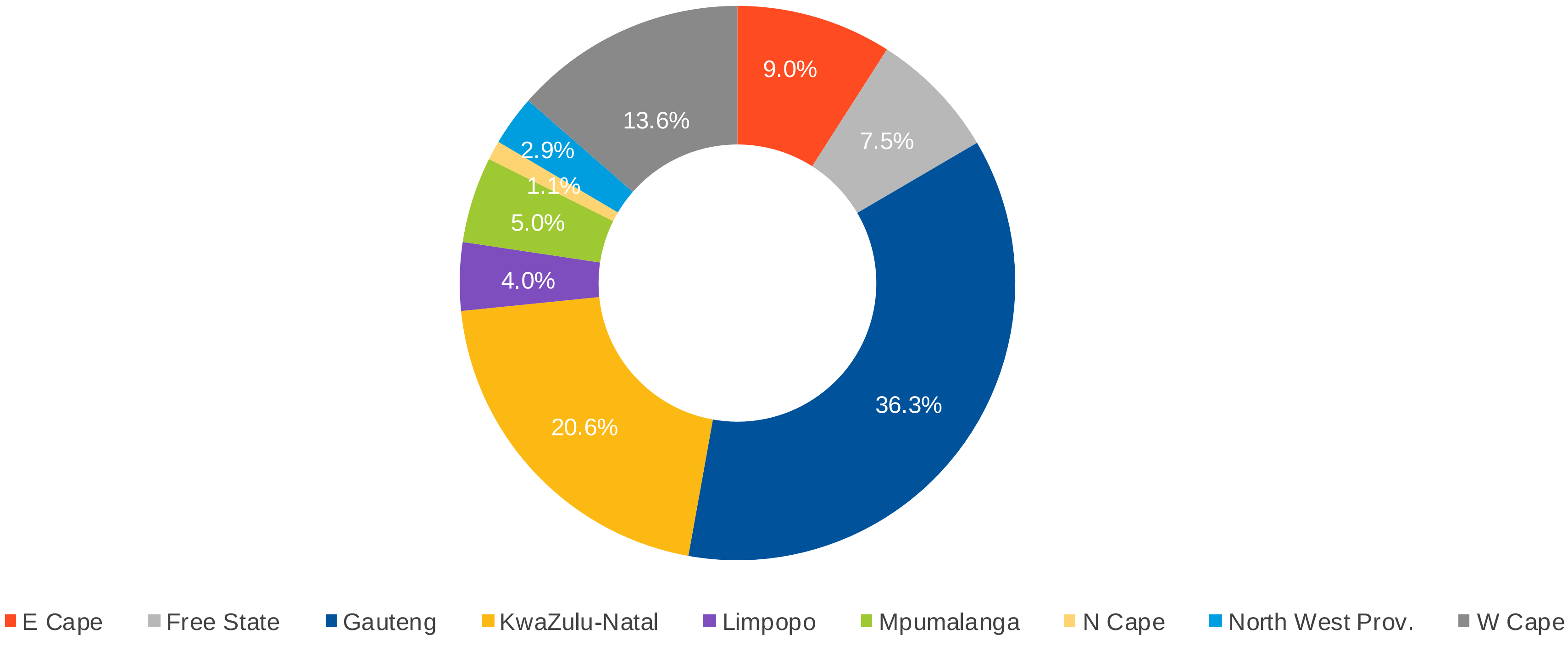
Local Regional Distribution 2016



The key metropolitan regions namely: Gauteng, KwaZulu-Natal and Western Cape make up over two thirds of the total RTD sports drink market for 2016. These areas have the highest number of population in the country. Eastern Cape showed the highest growth which may be attributed to the Coega Development in Nelson Mandela Bay.

Excludes exports

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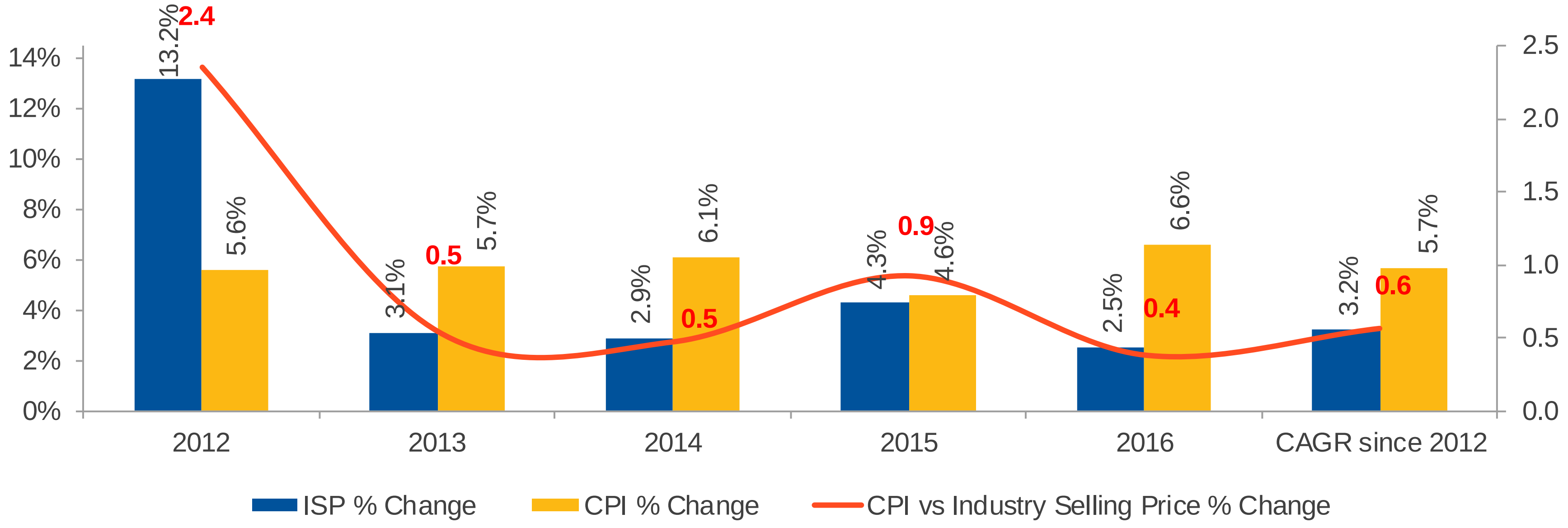
Industry Selling Price vs CPI



The weighted average selling price increased by 2.5% in 2016 compared to the previous period. The growth price increased at a decreasing rate, it is the lowest growth recorded for the past five years. The price increased at a rate lower than the CPI rate, it is believed that the manufactures have absorbed the price increase and have not passed it on to consumers.

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BMi Tracking Report Schedule 2017

Packaging

All reports

- Packaging overview
- Paper & Board
- QPM
- Quarterly Import

Annual Beverage Publications

Full Report (All reports below)

Alcoholic Beverages

- Flavoured Alcoholic Beverages
- Malt Beer
- Sorghum Beer
- Spirits
- Wine

Non Alcoholic Beverages

- Bottled Water
- Carbonated Soft Drinks
- Cordials and Squash
- Energy Drinks
- Fruit Juice
- Iced Tea
- Mageu
- Sports Drinks

Dairy Beverages

- Dairy Juice Blends
- Drinking Yoghurt
- Flavoured Milk
- Maas
- Milk

Annual Food Publications

- Canned Protein
- Dairy
- Desserts
- F&C Beverages
- Pasta
- Rice
- Wheat and Grain

Confectionery & Snacks

- Ice Cream
- Packaging of Snack Foods
- South African Confectionery Market
- The Impulse Market in South Africa

On Request

- Biscuits and Rusks
- Breakfast Foods
- Baked Products
- Baking Aids
- Eggs
- Fats and Oils
- Frozen and Par-Baked Products
- Premixes
- Pre-prepared Meals
- Processed Meat Products
- Protein
- Sauces
- Soup and Condiments
- Sweet and Savoury Spreads
- Value Added Meals

BMi Solutions

- Analytics Solution
- Dashboards

- Beverages
- Food
- Packaging

- Business Insights
- Market Quantifications

- Consumer Insights
- Shopper Insights

- Category Ranging
- Compliance Tracker
- Shelf & Promotional Price Surveys
- Shelf Health

- Brand Compliance
- Store Compliance
- Staff Compliance
- Promotional Compliance

- Print Promotional Pricing Tracker
- Number of Promotional Ads
- Adspend Value
- Print Ads Mobile App
- Promotional Effectiveness

- Advertising & Campaign Testing
- Brand Competitive Advertising Tracking
- Omnichannel

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Note:

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