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Media Feedback Report

2017 Dairy Juice Blends in South Africa

August 2017

Product Definitions

Product	Definition
Dairy Juice Blends	A chilled or ambient blend of fruit juice and dairy (typically skimmed milk)

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Market Trends

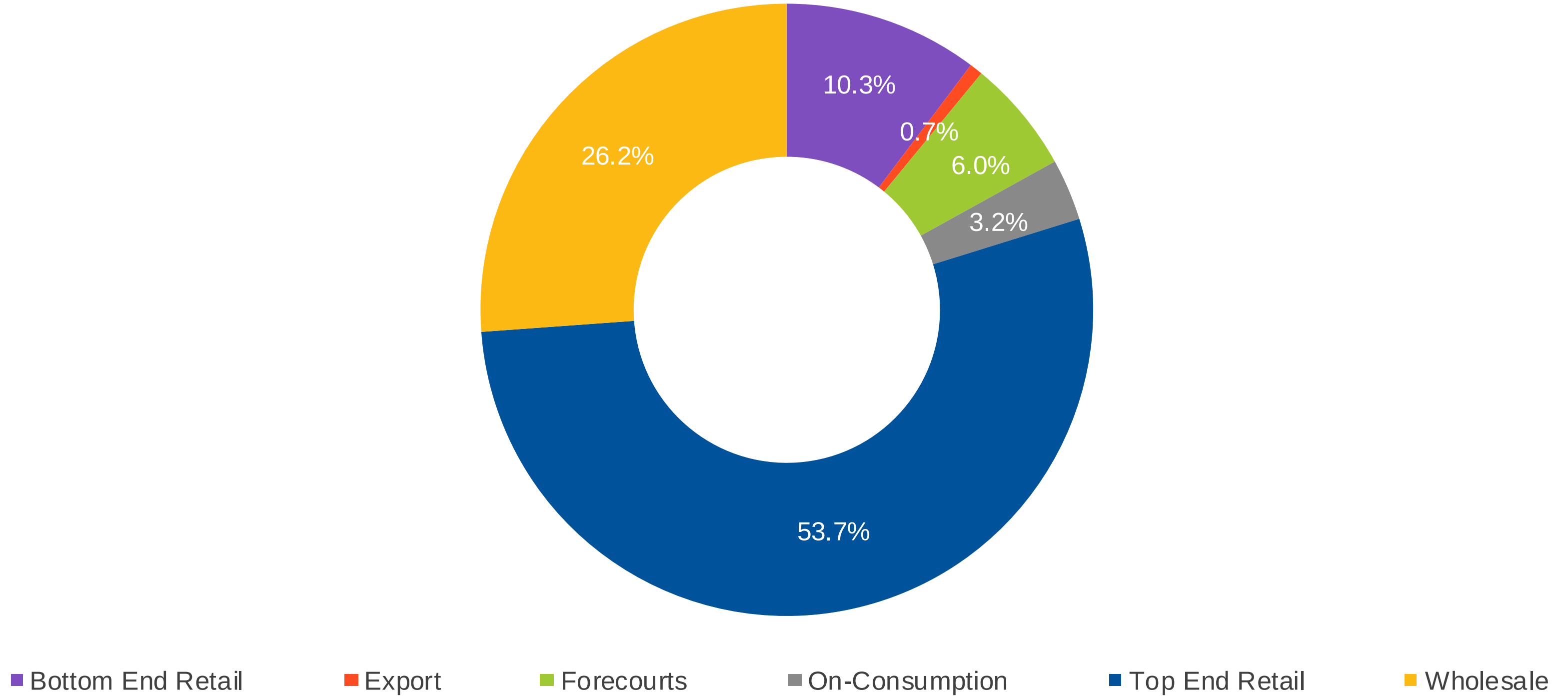
The dairy juice blends category has grown in both volume and value in 2016, however, we are seeing the lowest growth in five years. It is hypothesised that the pressure experienced by the milk industry may have hindered potential growth for the dairy juice blends category. A similar trend can be seen in other milk based categories.

All channels, beside exports, showed positive volume growth for 2016. Dairy juice blends is largely focused within the retail space with the top end retail channel accounting for over half of the total volume, followed by wholesale.

Despite the key metropolitan regions collectively making up the majority of the total category volume, volume growth was most notable in smaller regions. It is hypothesised that players are placing focus on underserviced regions to increase their footprint.

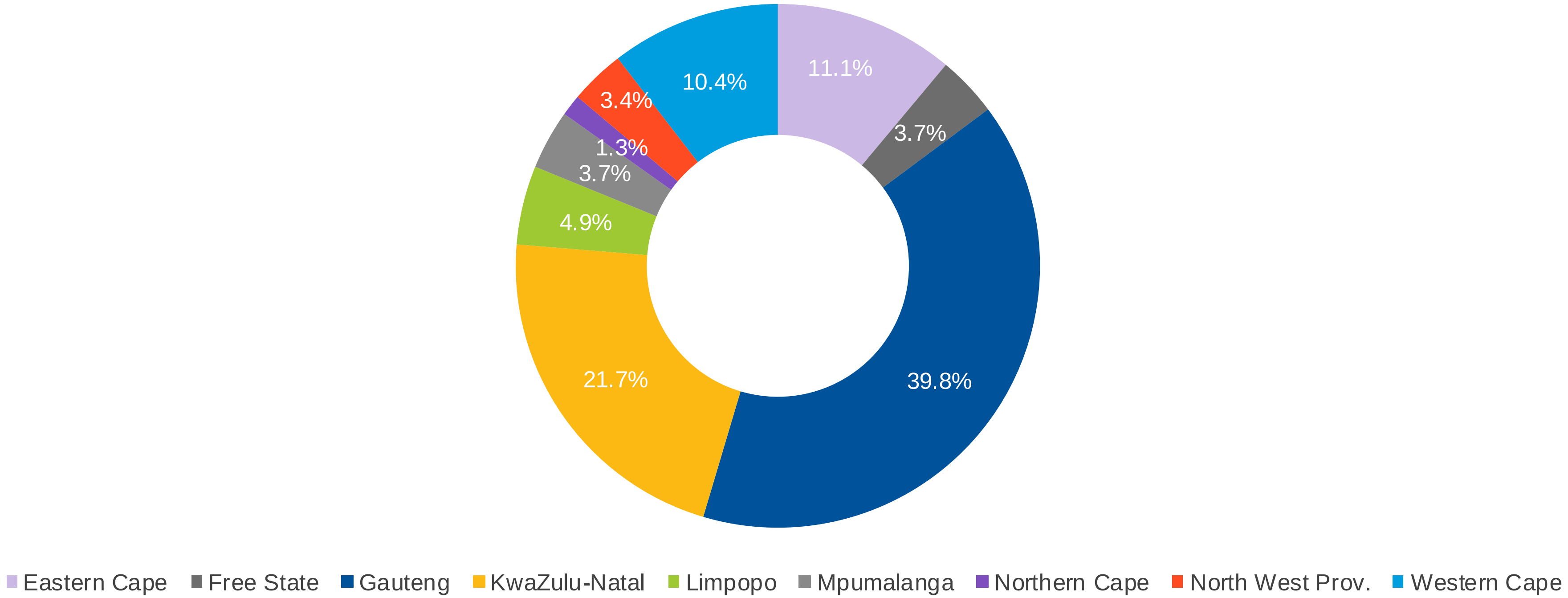
The proposed sugar tax on sugary drinks may hamper further growth in this category. Players are introducing brands with lower sugar content and reformulating the sugar content in current lines to accommodate the bill, should it be passed. The category is expected to grow at a moderate growth rate for the next four years.

Channel Distribution 2016



The dairy juice blends category showed a decline in exports. It is believed that high transport costs may have hampered sales in the channel and encouraged players to place their focus on the local market.

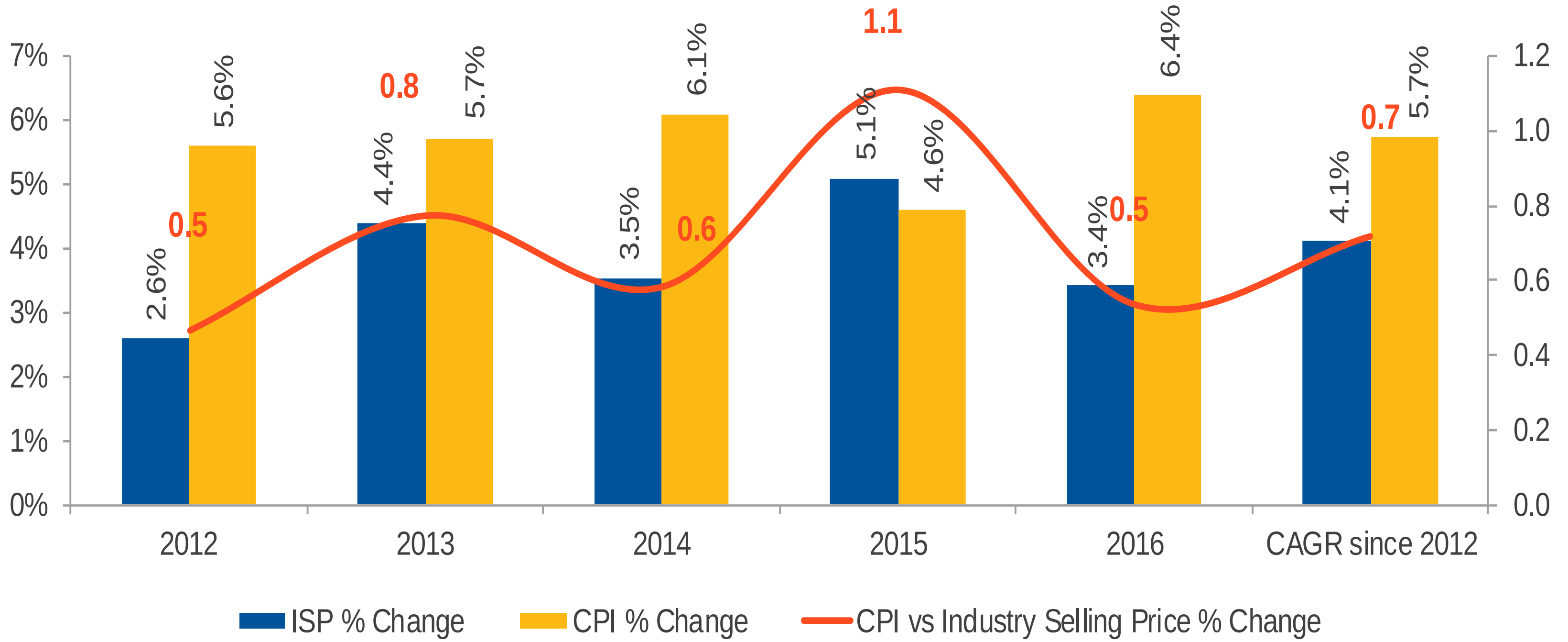
Local Regional Distribution 2016



Gauteng holds the largest volume share for the period under review. However, the region has been losing share to other regions as it is assumed regional players are placing more focus within their regions.

Excludes exports

Historical Average Industry Selling Price



CAGR refers to Compound annual growth rate
Source of CPI: Stats SA

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- Analytics Solution
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- Food
- Packaging

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

- Business Insights
- Market Quantifications

- Consumer Insights
- Shopper Insights

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

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

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

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