

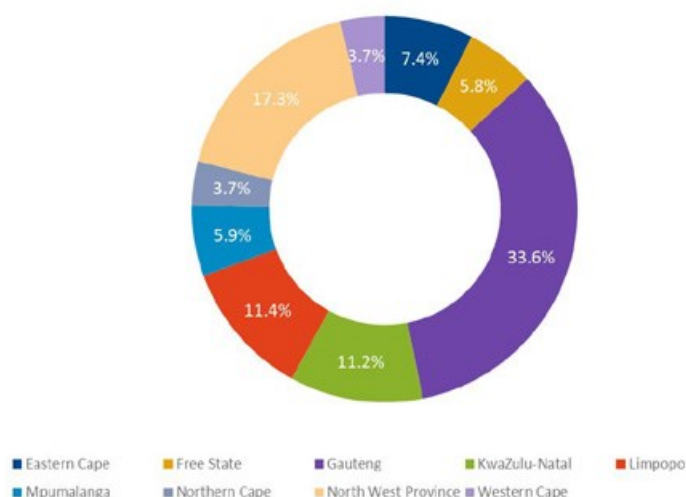
Mageu market continues to grow, despite price drops

The Mageu or mahewu volumes continue to grow. The market overall has seen many new smaller players come and go. This is a trend, which has been seen for many years, as players come in with new ideas, but the larger players continue to hold the market.

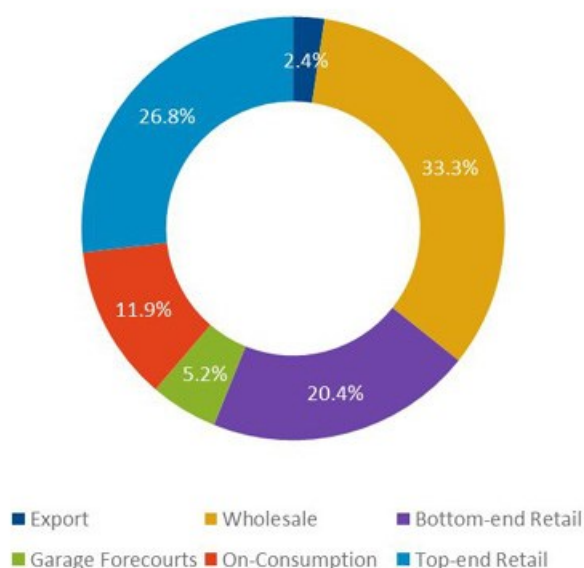


The value for this market has seen a decrease, particularly in many smaller players. This is mainly due to the pricing of this category decreasing, as competition between the larger players increases.

Mageu is a maize-based product and is available in both liquid (RTD) and powdered forms. The liquid product is a mix of maize meal, water and sugar, which has been cultured to form a non-alcoholic food-drink. Apart from being a refreshing drink, it is a staple for the working class citizen, often used to replace a meal at lunch, because of its reasonable price and high starch content. It is purchased in larger quantities or where pricing may be the lowest.



The majority of mageu is sold within the inland provinces, though KwaZulu-Natal holds a larger share.



It is high in the on-consumption area of sale and it is sold in bottom end retail, which holds the third highest share in the market.

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