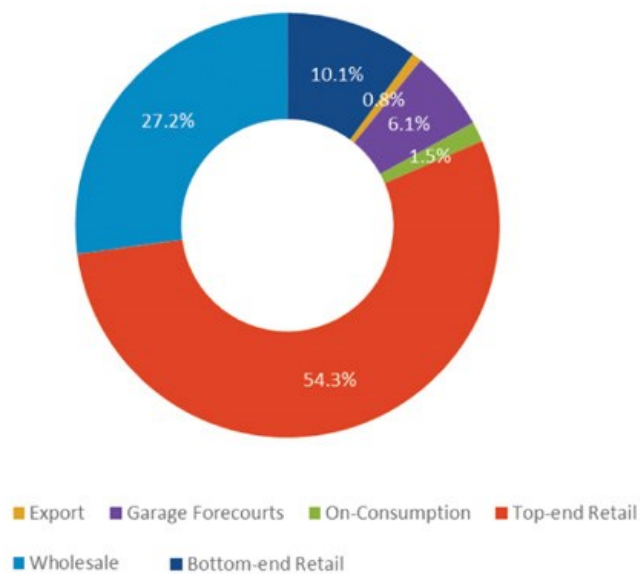


Dairy juice blends performed well in year on year

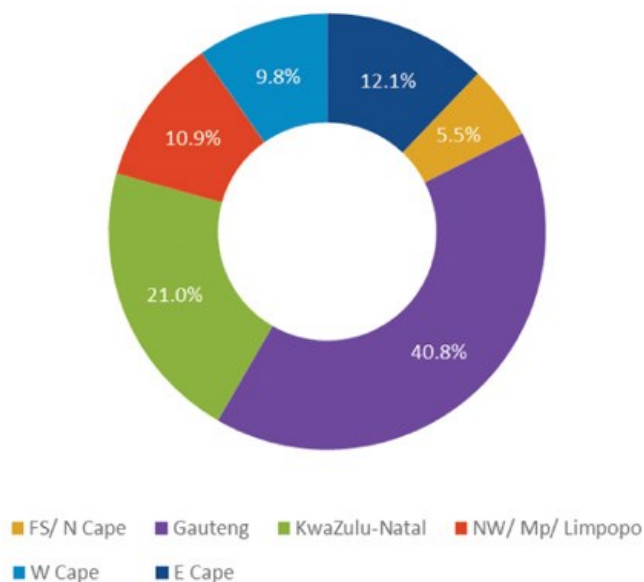
BMI Research has released its 2013 annual quantification report on the dairy juice blend market which shows that it has performed well in the year on year growth for the past three years. It continues to increase steadily in both volume and value. The growth in this market is driven by the major player's extensive marketing campaigns and television entertainment. Overall, the category is expected to show volume growth for 2013.

Dairy juice blend channel distribution



The top- and bottom-end retail and wholesale continue to be dominating channels of dairy juice blends distribution.

Dairy juice blend regional distribution



Gauteng, KwaZulu-Natal and Eastern Cape are dominant in regional distribution for 2012. Since some major players increasingly dominate the market, it is therefore more sensitive to those players' distribution strategies.

Plastic remains the dominant pack type with over two thirds of the share for 2012. Carton and sachet pack types are gaining ground, as players introduce new revamped packaging. Players believe that unique packaging will stimulate interest in the dairy juice blends.

BMI Research specialises in consumer and industrial research in various sectors, including the retail market. For more information, go to www.bmi.co.za.

For more, visit: <https://www.bizcommunity.com>