



2013 Annual Quantification Reports

Media Feedback Report – Dilutables

May 2013

Product Definitions

Product Definitions	
Base	A base is a super concentrated cordial product to which you would add sugar when reconstituting. Examples of this type of product are Fouro and Sixo manufactured by Tiger Brands. These are included in cordials and squashes in this report to maintain player confidentiality
Cordial	A cordial is a concentrated beverage product that contains less than 6% fruit juice in its reconstituted form. These products may however contain up to 6% fruit juice. It is necessary to note that a cordial does not have to contain any fruit juice and may be flavoured artificially
Dairy Juice Blend	A chilled or ambient blend of fruit juice and dairy (typically skimmed milk).
Fruit Juice Concentrates	Concentrates typically have a pure fruit juice content of between 20% and 50%. In terms of dilution, a ratio of 1:4 is generally utilised
Iced Tea	As no regulatory standards presently exist regarding the definition of Iced tea, this category includes all dilutable products marketed as “iced tea”
Sports Drinks	Sports drinks are beverage products that contain nutrients and electrolytes to replace those lost by the body during physical exertion, or to improve and sustain performance. Sports drinks in this report refer only to concentrates; ready-to-drink sports drinks were excluded from the analysis
Squash	A squash is a concentrated beverage product, which by definition contains 6% fruit juice in its reconstituted form

Market Trends

The dilutables market saw relatively good growth during 2012. This was largely driven by dilutable dairy juice blends.

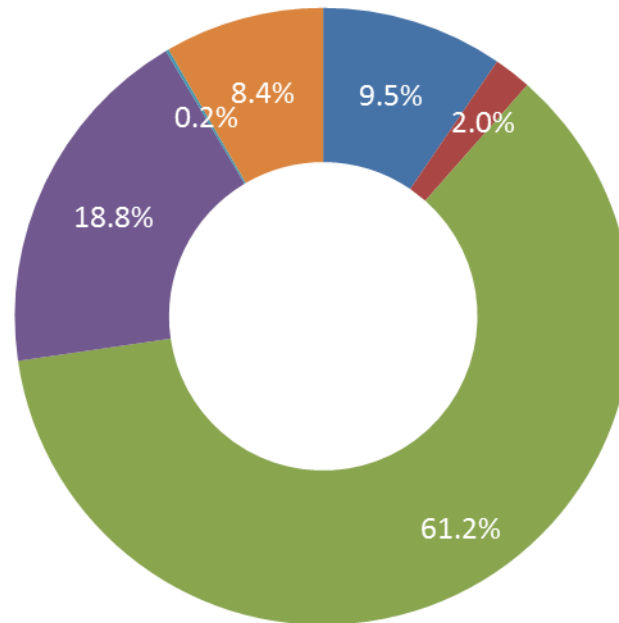
Dairy juice blends now dominate the total market in volume terms. This is the first year that dairy juice blends volume share has surpassed cordials and squashes volume share. However, in terms of value share cordials and squashes still dominate.

The retail trade remains the single largest consumer of dilutables with a large percentage of market volumes being channelled through this channel.

The regional consumption of dilutables is skewed to Gauteng. Plastic is still the most popular packing type for dilutables.

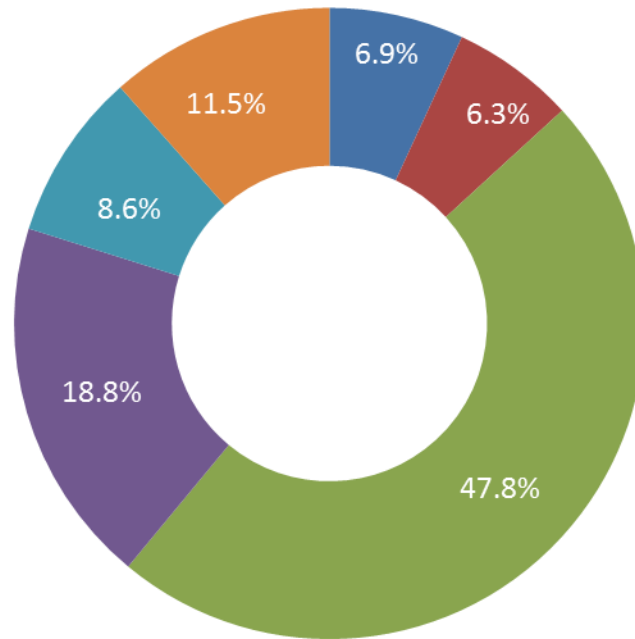
The dilutables market is expected to see growth in 2013.

Channel Distribution of Dilutables



■ Bottom-End Retail ■ On-Consumption ■ Top-End Retail
■ Wholesale ■ Industrial ■ Export

Local Regional Distribution of Dilutables



■ Eastern Cape ■ Free State/N. Cape ■ Gauteng
■ KwaZulu Natal ■ Limp/Mpum/NW ■ Western Cape

BMi Research Services

Annual Quantifications

BMi Tracking Report Schedule 2013

In Store Observation Services & Liquor In Store Pricing

Print Ads Promotional Pricing and Share of Spend

Commissioned Research

Consumer Research



Market Quantification involves sizing up markets annually to see volume, value and consumption trends. The service is available for most food, beverage, confectionery and snack products. We have more than 10 years of historical data in tracking each market. Using these insights, you're able to harness the potential in your market by understanding strategic category trends across the total market. A unique offering incorporating formal and informal market components.

Total market includes retail, wholesale, foodservices, industrial and exports.

Market Quantifications

Total market quantification for 140 CPG Categories

What are the latest market trends? And...

- Is the category growing or declining?
- What does the future hold for the category?
- What are packaging trends for the market?
- Are category sales growing or declining in retail, wholesale or export?
- How is your product performing in foodservices?



BMI Tracking Report Schedule 2013

Packaging	Annual Beverage Publications		
<p>All reports</p> <ul style="list-style-type: none"> • Packaging overview • Paper & Board • QPM • Quarterly Import 	<p>Full Report (All reports below)</p>		
	<p><i>Alcoholic Beverages</i></p> <ul style="list-style-type: none"> • Flavoured Alcoholic Beverages • Malt Beer • Sorghum Beer • Spirits • Wine 	<p><i>Non Alcoholic Beverages</i></p> <ul style="list-style-type: none"> • Bottled Water • Carbonated Soft Drinks • Cordials and Squash • Energy Drinks • Fruit Juice • Iced Tea • Mageu • Sports Drinks 	<p><i>Dairy Beverages</i></p> <ul style="list-style-type: none"> • Dairy Juice Blends • Drinking Yoghurt • Flavoured Milk • Maas • Milk
Annual Food Publications	Confectionery & Snacks	On Request	
<ul style="list-style-type: none"> • Canned Protein • Dairy • Desserts • F&C Beverages • Pasta • Rice • Wheat and Grain 	<ul style="list-style-type: none"> • Ice Cream • Packaging of Snack Foods • South African Confectionery Market • The Impulse Market in South Africa 	<ul style="list-style-type: none"> • Biscuits and Rusks • Breakfast Foods • Baked Products • Baking Aids • Eggs • Fats and Oils • Frozen and Par-Baked Products • Premixes • Pre-prepared Meals 	<ul style="list-style-type: none"> • Processed Meat Products • Protein • Sauces • Soup and Condiments • Sweet and Savoury Spreads • Value Added Meals

For further enquiries please contact research@bmi.co.za

Gives first-hand insight into your brand's performance in-store. Monitor your products versus your competitors' to assess your performance and remedy gaps. Ensure accurate data which translates into tactical competitive advantages.

In Store Observation Services & Liquor In Store Pricing

ISOS/LISP

How is your brand performing in store? And...

- Is my product available on shelf?
- Does my brand have its fair share of shelf space?
- Is my product listed and available in all stores?
- Is my gondola end in store?
- Do I have promotional activity in that particular store?



Covers all brands advertised in all regions by retailer by month. The analysis provides an inside picture of the retail promotional environment. Track competitor promotions and pricing, offering top line or granular data.

Assess whether your brand is gaining sufficient share, relative to your spend on promotional print advertising. Track competitor promotional pricing to tactically react on your own product pricing.

Print Ads Promotional Pricing & Share of Spend

Is your product visible enough in promotional print Media?

Daily, we answer questions like:

- What is the promotional pricing?
- What is the regional promotional pricing variance?
- What are competitors' pricing tactics?
- What Rand value is spent on our brand vs. competitor brands by retailers?
- Are we losing market share because of this?

Coverage:

- National daily and weekly newspapers
- Weekly community newspapers
- Consumer magazines
- In-store broadsheets



Consumer Division has a passionate focus on consumer behaviour, combining professional skills with optimal technology and products to complement insights. Project teams are hand picked based on their knowledge and expertise of the subject matter and offers a range of research methodologies that aim to give you a multi-dimensional and insightful solution to the understanding of your product/brand. The division has the ability to draw on BMi Research's established experience in the retail and wholesale sectors, providing a unique and customized solution to understanding consumer behaviour.

Consumer Research

Getting into the hearts and minds of Consumers through interaction, stimulation and discussion

Qualitative and Quantitative solutions including...

- Focus groups
- Depth interviews
- Workshops
- Shopper Insights
- Store visits
- In home visits
- Consumer surveys
- Online research
- International project management



If your research need is not covered by our standard set of services, we will tailor-make a study specifically for you.

BMI's Commissioned Research is designed specifically to answer your questions in your particular market. From industrial assessments to traditional consumer studies, we have the expertise to grow your business.

Commissioned Research

*Need to investigate the market regarding other issues?
Examples include*

- Service Quality Measurement (SQM)
- Pack Type Testing and Preference
- Product Testing includes taste tests and new product development



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Note:

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