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Respondent Feedback

2015 Category Quantification Report

Dairy Juice Blends in South Africa

Product Definitions

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

Market Trends

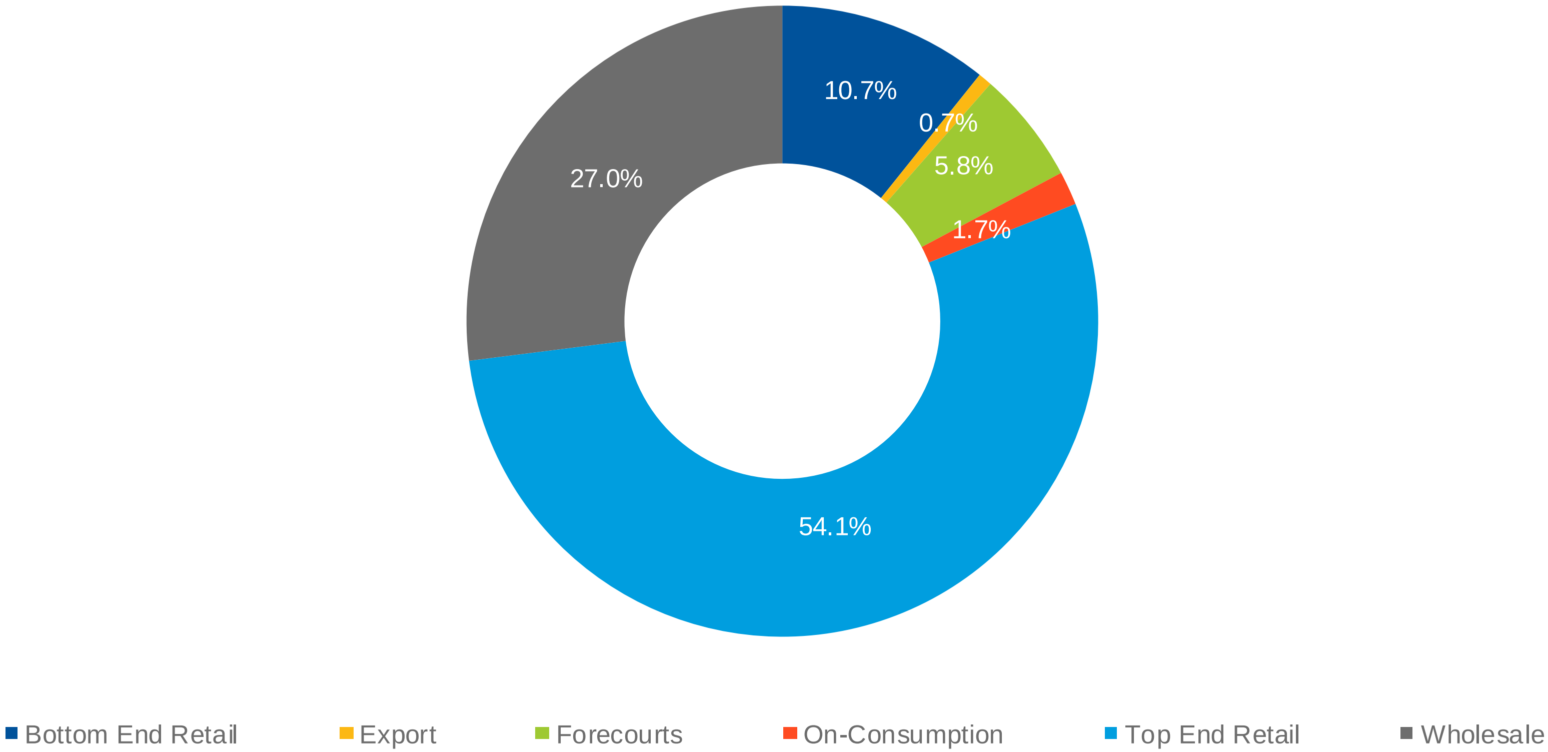
The dairy juice blends industry experienced its lowest growth in five years during 2014. This comes as pressure is placed on the category by both milk supply, as well as competition from other dairy beverage categories such as drinking yoghurt.

In addition to the lowest volume growth in five years, the dairy juice blends market saw the lowest percentage growth in value in five years in 2014. The price increases for the category, much like other dairy beverages, fluctuate year on year. After a larger increase in 2013, the pricing saw little change in 2014, causing the product value to increase at a slower rate compared to the historical movement.

All channels within the dairy juice blends category experienced growth in 2014, most notably the bottom end retail channel. Manufacturers are shifting focus away from top end retail, which experienced an increase in 2014, due to the feeling (as seen in many categories) that the top end retail industry is reaching saturation point.

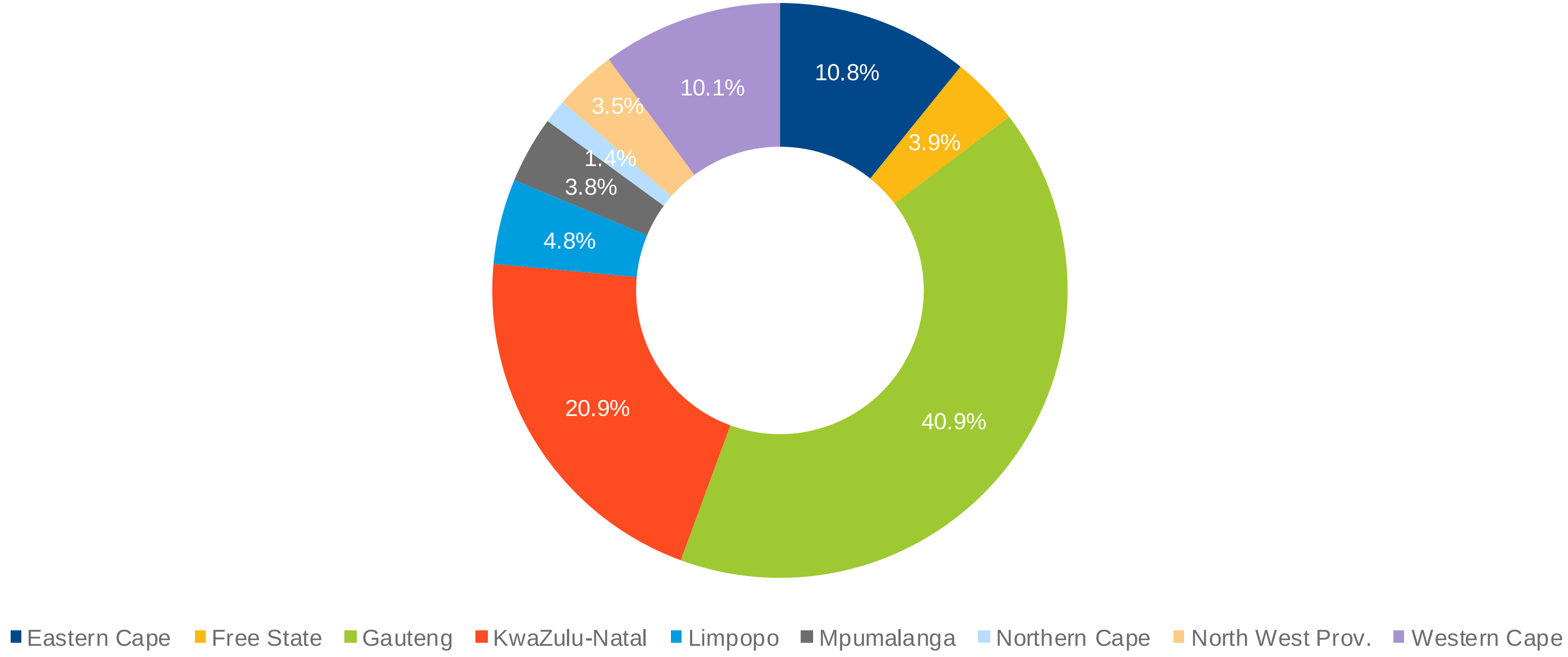
The Eastern Cape was the only region to experience a decline in volume, following a shift in focus by several dairies. Unlike other dairy categories, growth was seen in the major metropolitan regions in 2014, though Mpumalanga experienced one of the highest growths in the category.

Channel Distribution 2014



The dairy juice blends market is dominated by the top end retail industry. This channel has started to see less dominance due to the high number of major players within this channel and the lack of space for further share growth. More focus is now being placed on alternative, smaller channels, such as bottom end retail and wholesale.

Local Regional Distribution 2014



Gauteng and KwaZulu-Natal hold the majority share of the dairy juice blends industry. Though the Eastern Cape has a higher share of market than the Western Cape, it is expected to lose share over the coming years due to changes in focus from manufacturers in these provinces.

Excludes exports

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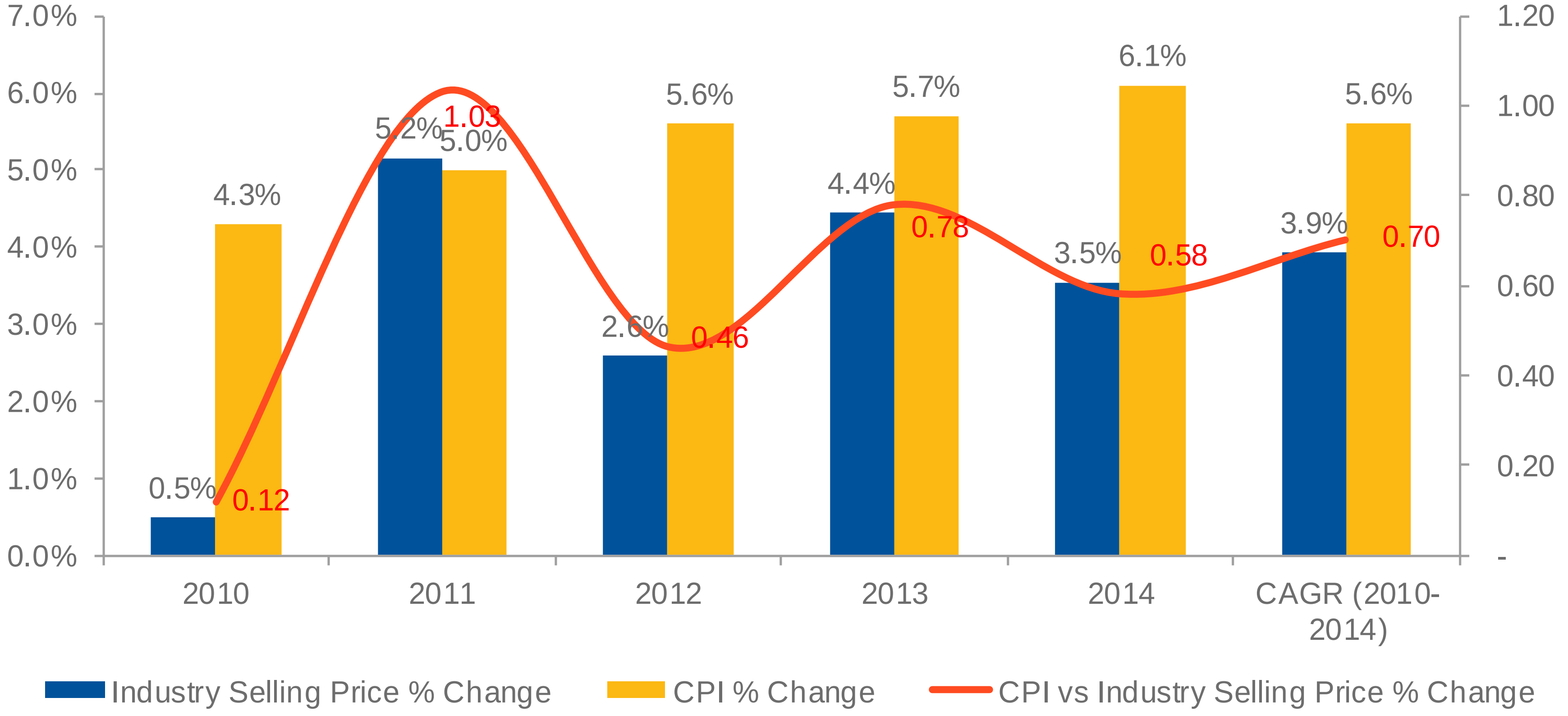
Historical Average Industry Selling Price



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

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BMi Tracking Report Schedule 2015

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

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