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Media Feedback

2015 Category Quantification Report

Sorghum Beer in South Africa

Product Definitions

Product	Definition
Wet-Based Sorghum Beer	Sorghum beer sold in ready-to-drink liquid form with very limited shelf life
Dry-Based Sorghum Beer	Sorghum in grain form used as an ingredient when making traditional homebrew beer
Sorghum Malt Powder	Instant powdered sorghum beer which is mixed with water and left overnight to ferment

Market Trends

The sorghum beer market in South Africa has been steadily declining over the past three years. This trend comes both from decline of stock as well as declined consumption from the market, as more and more consumers are turning their attention to the likes of malt beer and craft beer.

Sorghum beer is split between dry-based products, which is most commonly purchased to make homebrewed product. This larger, bulk option is especially popular in rural areas, but this has not maintained the markets growth. Wet-based sorghum beer however has maintained a growth this year, though off of a smaller base.

The selling of sorghum beer is still done primarily through the wholesale industry, in the form of bulk bags of raw, dry product. As the dry-based sorghum beer market declines, the influence of ready-made products sold through the top-end retail sector is becoming prevalent.

The less urbanised regions such as Limpopo, Mpumalanga and North West, as well as KwaZulu-Natal, dominate the industry. The industry declines have caused all provinces to show declines in volumes, however the outlying regions of South Africa still maintain a strong hold on the market, as well as the export of products to other African countries.

Market Trends

Carton is a growing form of packaging for the wet-based sorghum beer industry. It is gas impermeable so that the product can breathe when packed. With bulk raw products declining, the usage of paper in the industry has declined. This is a trend expected to continue as the dry- based sorghum beer industry continues to lose volume over the coming years.

The market is expected to decline further in the near future as the industry loses volume and share to other alcoholic beverages.

Smaller, less urbanised areas of the country are the main drivers of the sorghum beer market. The influence of the KwaZulu-Natal on the market is larger due to its larger informal market as well as the raw products grown there.

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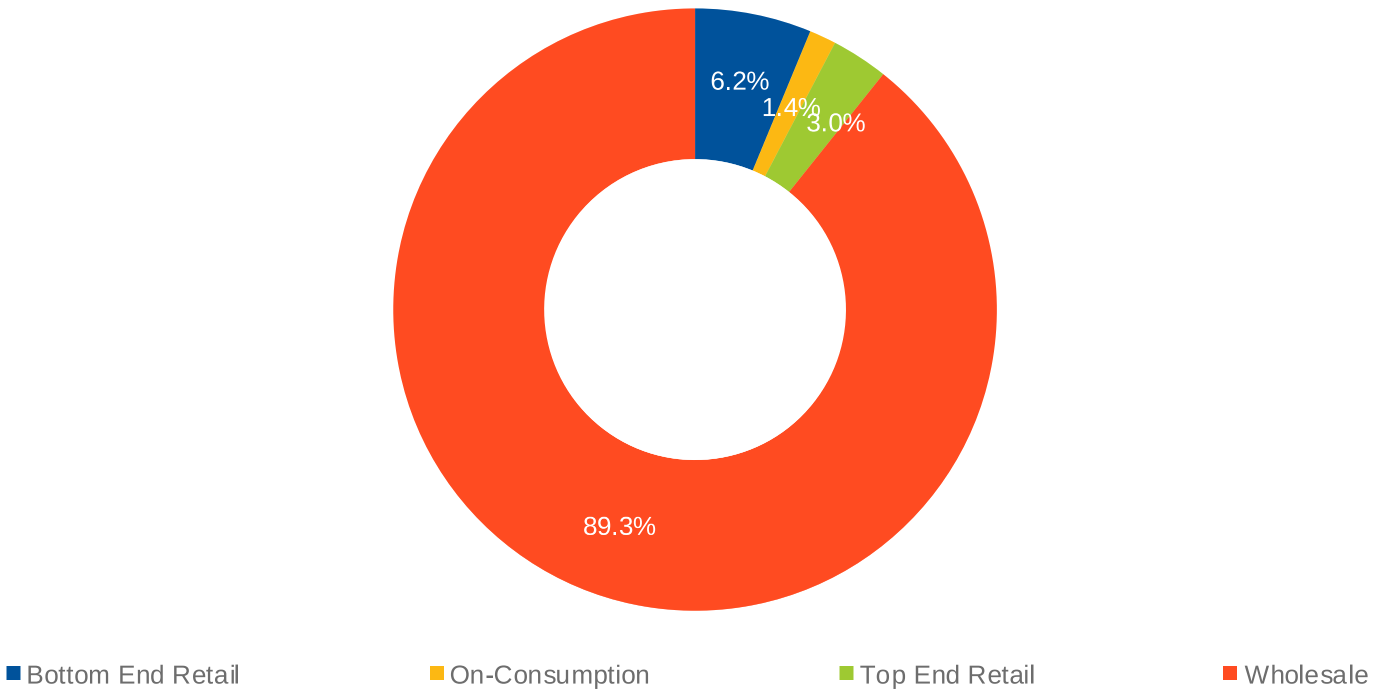
Channel Distribution 2014



The sorghum beer market is dominated by the wholesale sector, driven by the dry-based sorghum market. As this sub-category declines, the wholesale sectors influence on the market is expected to decrease.

Exports has been absorbed into the remaining channels to keep player confidentiality

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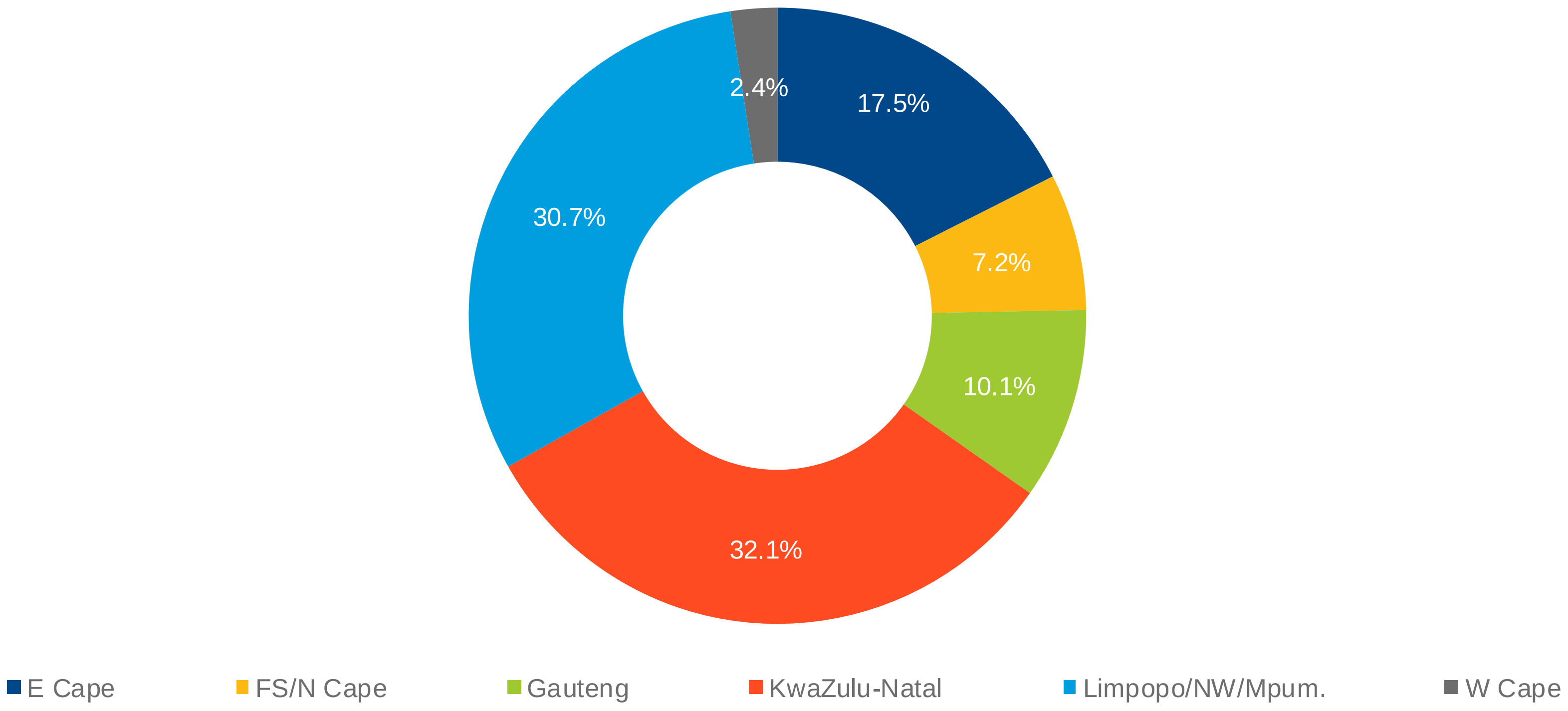
Local Regional Distribution 2014



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BMi Solutions

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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Commissioned
Consumer Insights
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Business Insights
Instore
Promotional Effectiveness
Category Ranging
Mystery Shopping
Instore Compliance
store
Shopper Insights
Shelf & Promotional Price Surveys
Category Quantification
Beverages
Food
Packaging
Competitive Advertising Tracking
advertising
Advertising & Campaign Testing
Omni Channel
Advertising
Advanced Analytics
Predictive Analytics
Competitive Pricing Simulation
Price Sensitivity
Statistical Optimisation Model
60%
Promotional Effectiveness

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