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Media Feedback
2016 Category Quantification Report
Mageu in South Africa

Product and Channel Definitions

Product	Definition
Mageu	Mageu, also called mahewu 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, that has been cultured to form a non-alcoholic food-drink making use of a lactic acid fermentation. Apart from being a refreshing drink, mageu is a staple food for the working class citizen, often used to replace a meal at lunch, as a result of its reasonable price and high starch content.

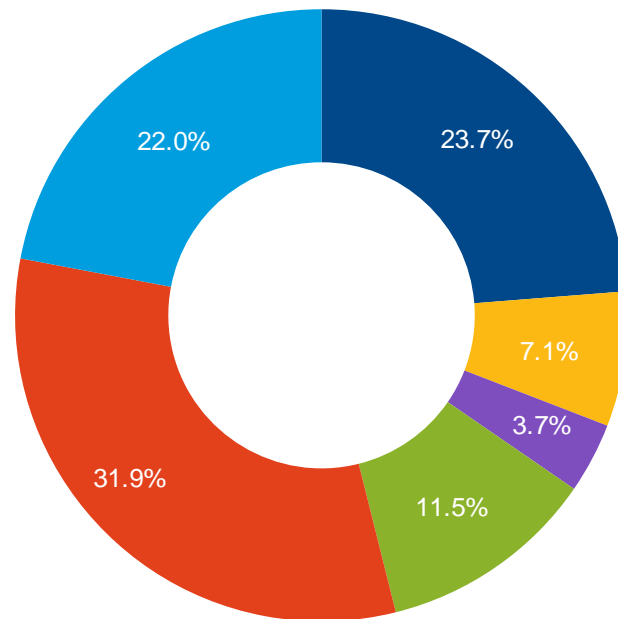
Market Trends

Even though the mageu market underperformed in 2014, this popular drink gained some positive ground in 2015, showing a substantial volume growth from a decline in 2014.

This growth can be attributed to a strong recovery of the mageu market in 2015 from a underperforming 2014 when the mining sector showed instability due to strikes. Innovative, vibrant and visual appealing packaging and as well as new flavour offerings attracted an ever growing audience of younger consumers that contributed to the growth seen. Many consumers consider mageu a favourable drink because of its nutritional benefits and substitute it for a meal-on-the-go as it is low in calories and fat, yet filling and believed to boost and sustain energy levels. Increases in fuel prices, electricity and transportation costs all contributed to a knock on effect in production costs that were passed on to consumers, as can be seen in a noticeable pricing increase that also contributed to the significant value seen in 2015. However, this inflation was not sufficient to deter growth.

Mageu's primary packaging remains carton, with consumers favouring innovative turn top packaging as it makes it easier to drink from, lessen spillage and is resealable for consumption at a later stage. The 500ml pack size remains the preferred size for immediately consumption and, together with the 1 Litre pack size, remains the pack sizes that volumes are driven through.

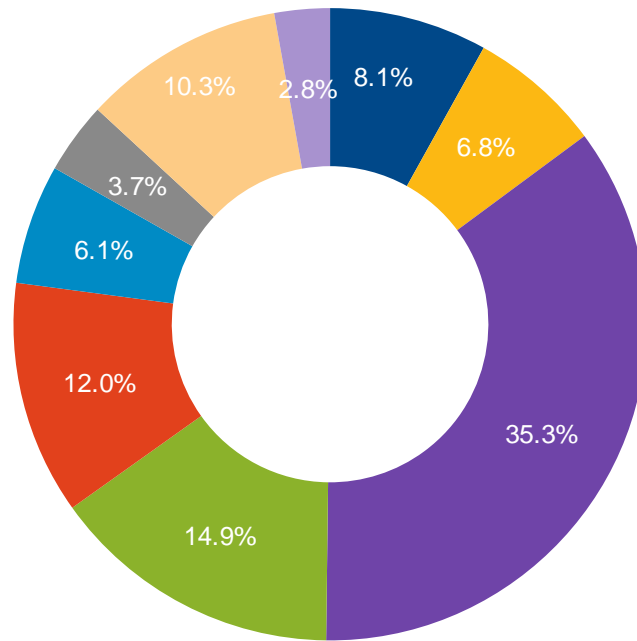
Channel Distribution 2015



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

Top-end retail remains the largest channel that magueu is distributed to, with wholesale and bottom-end retail making up the rest of the majority of the magueu market. Exports increased their share of channel distribution due to the majority of powdered magueu being diverted to African countries. Forecourts have shown a positive y-o-y growth, albeit off a small volume base.

Local Regional Distribution 2015



■ E Cape ■ Free State ■ Gauteng ■ KwaZulu-Natal ■ Limpopo ■ Mpumalanga ■ N Cape ■ North West Prov. ■ W Cape

Gauteng still dominates the regional distribution of magueu in terms of volume, but showed a limited y-o-y increase for 2015. The Free State, Limpopo and Mpumalanga all showed positive growth, highlighting the shift in focus of players to distribute their product to regions that might have been previously underserved and where there is less competition from major players.

Excludes exports

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BMi Tracking Report Schedule 2016

Packaging		Annual Beverage Publications		
All reports	Full Report (All reports below)			
<ul style="list-style-type: none"> • Packaging overview • Paper & Board • QPM • Quarterly Import 	<i>Alcoholic Beverages</i> <ul style="list-style-type: none"> • Flavoured Alcoholic Beverages • Malt Beer • Sorghum Beer • Spirits • Wine 	<i>Non Alcoholic Beverages</i> <ul style="list-style-type: none"> • Bottled Water • Carbonated Soft Drinks • Cordials and Squash • Energy Drinks • Fruit Juice • Iced Tea • Mageu • Sports Drinks 	<i>Dairy Beverages</i> <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 	



Solutions



Commissioned



Consumer Insights

Shopper Insights

Business Insights

Instore



Promotional Effectiveness



Category Ranging



Mystery Shopping



Instore Compliance



Shopper Insights

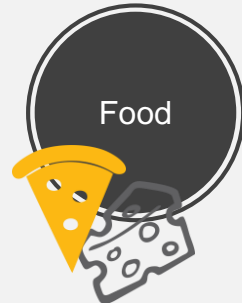


Shelf & Promotional Price Surveys

Category Quantification



Beverages



Food

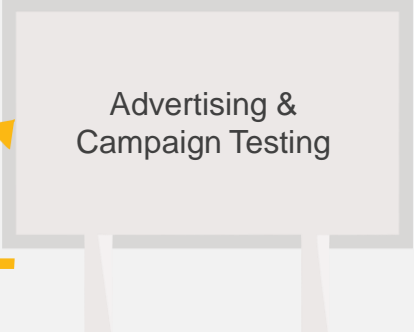


Packaging

Competitive Advertising Tracking



Advertising & Campaign Testing



Omni Channel



Advertising

Advanced Analytics

Predictive Analytics



Competitive Pricing Simulation



Price Sensitivity



Statistical Optimisation Model



Promotional Effectiveness



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