Media Feedback Report

RTD Fruit Juice in South Africa

May 2017

Product Definitions

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Fruit Drinks	This category has a minimum pure fruit juice content of 6%.
Fruit Nectar	Contains a minimum pure juice content between 12.5% and 50%, depending on the type of fruit juice that is used. Lemon nectar requires a minimum of 12.5% lemon juice, and orange nectar requires a minimum of 50% pure orange juice.
Pure Fruit Juice	Pure juice requires a minimum of between 70% and 90% fruit juice, depending on the type of fruit that is used. Unsweetened consists of 100% fruit juice, which may contain preservatives Sweetened contains fruit juice between 70% and 90% juice.
Sparkling Fruit Juice	This category consists of fruit juice which is carbonated with carbon dioxide.

Market Trends

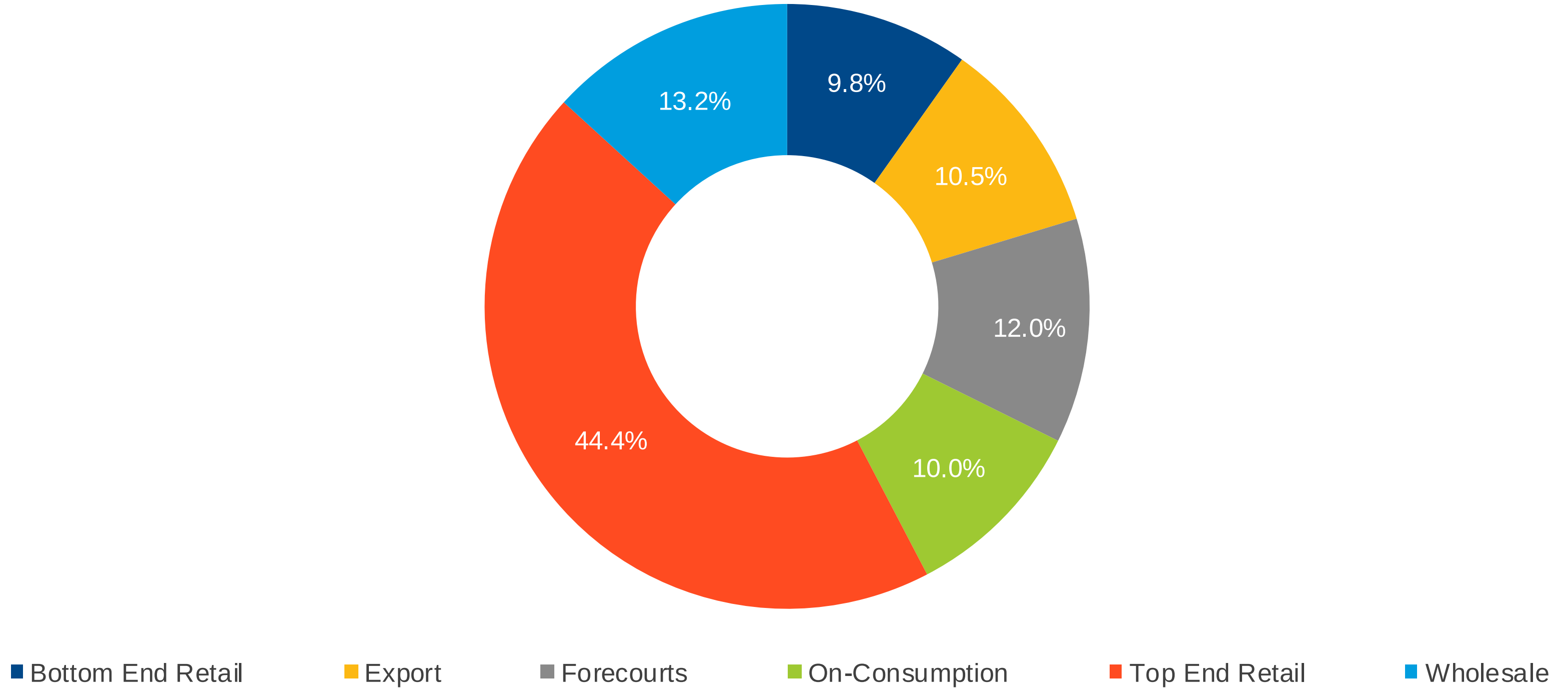
The RTD fruit juice category yielded a positive volume growth for the year 2016, which may have been attributed to the good fruit harvest during the course of the year. The category outperformed the struggling economy.

The following factors may have had a detrimental impact on the category volume growth:

- The increase in fuel prices in the first quarter of the year and distribution costs
- The increase in sugar prices, affecting certain fruit juices
- The increase in packaging material as oil prices recovered and the Rand weakened
- Limited consumer disposal income
- Scarcity of certain fruit in the market due to drought thus impacting the range of certain fruit juice flavours available

Increasing inflation on food prices had an impact on consumer behaviour in 2016, in that there was an increase in the number of consumers purchasing non-perishable items in bulk, often during promotions. Evidence in this can be seen in the increase in larger pack sizes and the increase in carton packaging demand for long life fruit juices.

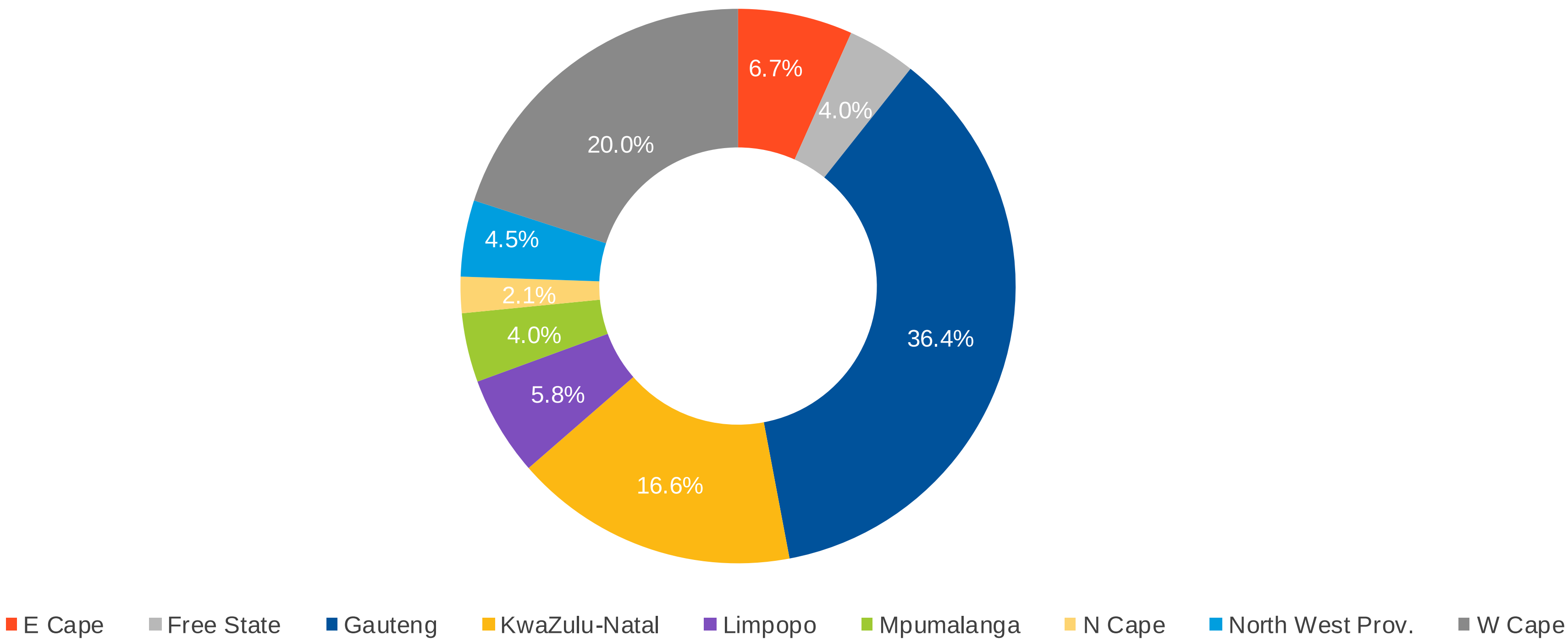
Channel Distribution 2016



Top-end retail remains the core channel for the RTD fruit juice category despite losing share to wholesale and exports. The depreciation of the Rand against other foreign currencies witnessed during the course of the year may have encouraged players to expand their footprint across other African countries

Please note that values may not add up due to rounding off

Local Regional Distribution 2016



The key metropolitan regions contributed to the mainstream of the market volume. The majority of the players' distributional channels are located within these regions, which are then further distributed to other regions.

Excludes Exports

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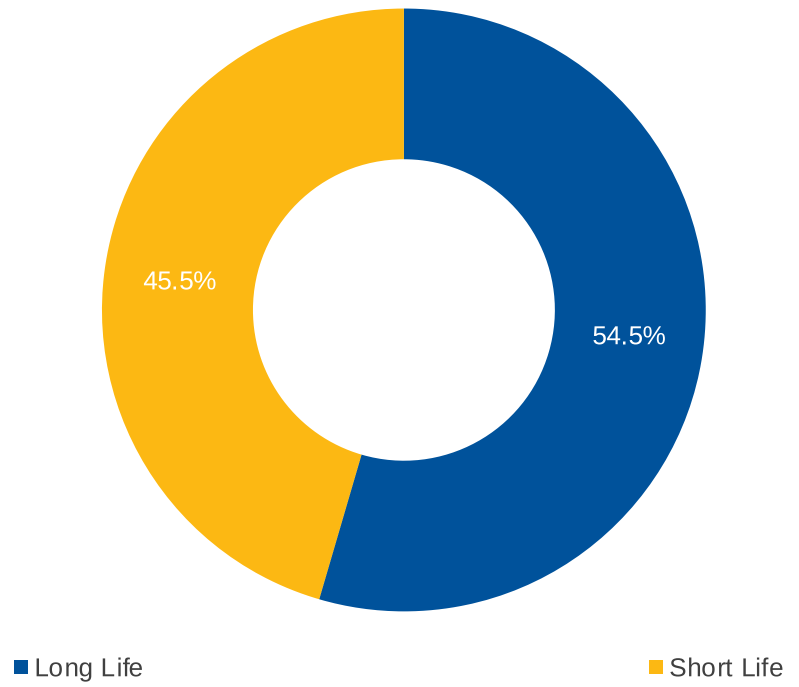
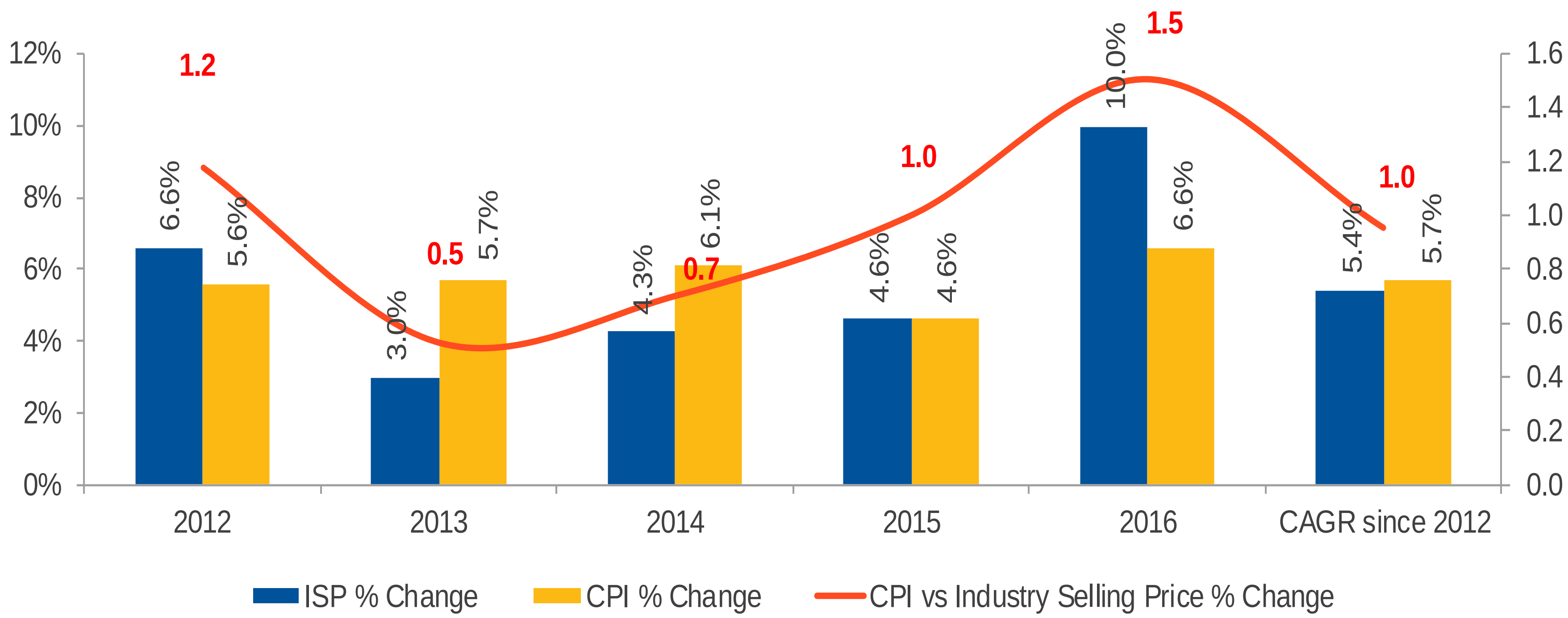
Market Breakdown 2016



The short-life fruit juice category gained ground, gaining volume share from long-life fruit juice.

Average Industry Selling Price vs Inflation



The industry selling price showed the highest growth rate since 2012. The increase in price may be attributed to the drought experienced in 2015 which caused a scarcity of fruit available in the market and an increase in imports.

2011-2013 industry selling prices were restated

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BMi Tracking Report Schedule 2017

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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BMi Solutions

- Analytics Solution
- Dashboards

- Beverages
- Food
- Packaging

- Business Insights
- Market Quantifications

- Consumer Insights
- Shopper Insights

- Category Ranging
- Compliance Tracker
- Shelf & Promotional Price Surveys
- Shelf Health

- Brand Compliance
- Store Compliance
- Staff Compliance
- Promotional Compliance

- Print Promotional Pricing Tracker
- Number of Promotional Ads
- Adspend Value
- Print Ads Mobile App
- Promotional Effectiveness

- Advertising & Campaign Testing
- Brand Competitive Advertising Tracking
- Omnichannel

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