



TRENDS OF THE RETAIL SALES OF NINE DAIRY PRODUCTS AND EIGHT OTHER GENERALLY USED FOOD PRODUCTS BASED ON INFORMATION UP TO **SEPTEMBER 2020** OBTAINED FROM THE NIELSEN COMPANY

(A report prepared for Milk SA)

This report was compiled by the Office of SAMPRO and forms part of the Industry Information Project of SAMPRO. The purpose of the project is to make market signals available to members and other interested parties, which is a prerequisite for effective competition, as envisaged by the Competition Act.

All activities of the Industry Information Project of SAMPRO are designed and implemented in accordance with the Competition Act and independently from commercial interest of any and all the members of SAMPRO.

Introduction

1. In the report attention is given to trends of retail sales (quantity and average price) of nine dairy products and eight other generally used food products which consist of four starch products, one fat product and three beverages. The products are listed in Table 1.

TABLE 1: PRODUCTS COVERED BY THIS REPORT

DAIRY PRODUCTS	OTHER FOOD PRODUCTS
Fresh milk	Instant cereal
Long life milk (UHT)	Bread
Flavoured Milk	Rice
Yoghurt	Maize meal
Maas	Margarine
Pre-packaged cheese	Tea
Cream cheese	Coffee
Butter	Short life juice
Cream	

2. In the next sections of this report, separate attention is given to the performance in terms of quantity and price in the retail market of:
 - (a) Nine dairy products;
 - (b) Eight other food products; and
 - (c) A comparison between (a) and (b)

Dairy Products

3. The trends in the retail markets for the different dairy products in the recent past are important market signals to stimulate timeous adjustment of the supply of each of the different products to follow demand. Such adjustment is in the interests of the consumer, the dairy industry, the appropriate use of national resources and effective competition in the markets concerned.
4. “The Nielsen Company” provides information based on monthly surveys of the retail sales of milk and other dairy products. Non-retail sales, such as sales to wholesalers and industrial buyers, which form significant parts of the total sales of dairy products, are not part of the Nielsen surveys.
5. Although the surveys of ACNielsen Marketing and Media in respect of the products only cover “major stores”, the results of the surveys should be regarded as meaningful indicators of the trends in retail sales. In the table below, the ACNielsen Marketing and Media sample for 2019, is expressed as a percentage of the estimated total demand in the same period¹⁾.

Table 1: NIELSEN SAMPLE AS PERCENTAGE OF THE TOTAL DEMAND

PRODUCT		A NIELSEN SAMPLE	B ESTIMATED TOTAL DEMAND ¹⁾	A AS PERCENTAGE OF B
Pasteurised milk and ESL milk	(Litre)	285 021 732	617 813 757 ³⁾	45.3
UHT and sterilised Milk	(Litre)	503 810 025	1 044 372 792 ³⁾	47.5
Flavoured milk	(Litre)	22 041 362	38 646 999 ³⁾	57.1
Yoghurt	(Litre)	202 957 973	255 097 345 ³⁾	86.5
Maas	(Litre)	205 222 392	256 347 136 ³⁾	80.0
Pre-Packaged cheese	(Kg)	29 488 602	113 661 621 ^{2), 3)}	27.4
Cream cheese	(Kg)	2 829 088	4 882 230 ³⁾	58.1
Butter	(Kg)	8 838 564	21 075 970 ³⁾	43.3
Cream	(Litre)	9 936 487	20 792 763 ³⁾	46.1

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1. Retail sales plus non retail sales for the period January to December 2019.
 2. Includes hard and semi-hard cheeses, pre-packaged and other.
 3. Estimated figures calculated by the Office of SAMPRO based on the BMI figures of 2012 and 2013 and inflated by the growth rates as shown by ACNielsen Marketing and Media figures.

6. The performance of the dairy products concerned in the retail market, as measured by Nielsen, is set out in Tables 2 and 3.

**TABLE 2:
CHANGES IN THE QUANTITIES OF RETAIL SALES OF SPECIFIC DAIRY PRODUCTS**

PRODUCT	Sales in the month of September 2020 versus the sales in the month of September 2019	Sales in the 3 months from July 2020 to September 2020 versus the sales in the 3 months from July 2019 to September 2019	Sales in the 6 months from April 2020 - September 2020 versus the sales in the 6 months from April 2019 to September 2019	Sales in the 9 months from January 2020 to September 2020 versus the sales in the 9 months from January 2019 to September 2019	Sales in the 12 months from October 2019 to September 2020 versus the sales in the 12 months from October 2018 to September 2019
	percent		percent		percent
Fresh Milk	-10.5	-8.5	-8.9	-7.8	-6.2
UHT milk	9.5	12.3	12.4	9.6	5.5
Flavoured milk	-13.3	-17.8	-14.8	-12.7	-10.6
Yoghurt	5.1	9.5	13.7	10.9	10.1
Maas	3.6	5.4	8.3	9.1	9.6
Pre-packaged cheese	16.2	16.4	19.4	16.8	14.0
Cream cheese	3.8	7.7	10.1	5.9	3.6
Butter	13.0	16.6	16.0	10.9	7.8
Cream	14.8	15.3	19.1	11.0	6.4

TABLE 3:

CHANGES IN THE AVERAGE RETAIL PRICES OF SPECIFIC DAIRY PRODUCTS

PRODUCT	September 2020 versus August 2020 (1 month ago)	September 2020 versus June 2020 (3 months ago)	September 2020 versus March 2020 (6 months ago)	September 2020 versus December 2019 (9 months ago)	September 2020 versus September 2019 (12 months ago)	September 2020 versus March 2019 (18 months ago)	September 2020 versus September 2018 (24 months ago)
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
FRESH MILK	-0.3	-0.5	0.5	1.8	2.4	5.8	8.0
UHT MILK	-1.4	-1.1	5.5	7.6	2.9	12.6	17.2
FLAVOURED MILK	-1.4	-2.0	1.2	12.0	0.5	6.6	9.6
YOGHURT	-0.1	1.5	0.8	8.6	3.2	2.9	5.6
MAAS	-0.6	-1.6	-1.6	2.2	0.8	3.0	2.8
PRE-PACKAGED CHEESE	-1.8	-0.9	1.5	3.5	2.4	3.7	8.3
CREAM CHEESE	-1.1	-1.9	4.5	5.4	6.4	9.6	9.6
BUTTER	-1.7	2.2	-1.7	11.3	7.9	8.2	6.7
CREAM	0.2	-0.4	0.5	0.6	2.4	10.8	11.4

OTHER FOOD PRODUCTS

7. The performance of the eight food products concerned in the retail market, as measured by Nielsen, is set out in Tables 4 to 5.

TABLE 4:

CHANGES IN THE QUANTITIES OF RETAIL SALES OF SPECIFIC FOOD PRODUCTS

PRODUCT	Sales in the month of June 2020 versus the sales in the month of June 2019	Sales in the 3 months from April 2020 to June 2020 versus the sales in the 3 months from April 2019 to June 2019	Sales in the 6 months from January 2020 to June 2020 versus the sales in the 6 months from January 2019 to June 2019	Sales in the 9 months from October 2019 to June 2020 versus the sales in the 9 months from October 2018 to June 2019	Sales in the 12 months from July 2019 to June 2020 versus the sales in the 12 months from July 2018 to June 2019
	percent		percent		percent
Instant Cereals	6.8	9.7	9.3	7.8	5.9
Bread	-2.1	1.8	3.4	3.1	2.7
Rice	-8.0	-3.3	4.6	5.3	5.6
Maize Meal	-14.2	-6.4	-1.9	-2.2	-2.3
Margarine	5.2	14.0	12.6	9.7	7.5
Tea	11.5	15.8	13.7	9.3	5.9
Coffee	9.6	12.2	13.2	11.4	8.2
Short Life Juice	-16.5	-13.4	-9.8	-7.5	-6.1

TABLE 5:**CHANGES IN THE AVERAGE RETAIL PRICES OF SPECIFIC FOOD PRODUCTS**

PRODUCT	June 2020 versus May 2020 (1 month ago)	June 2020 versus March 2020 (3 months ago)	June 2020 versus December 2019 (6 months ago)	June 2020 versus September 2019 (9 months ago)	June 2020 versus June 2019 (12 months ago)	June 2020 versus December 2018 (18 months ago)	June 2020 versus June 2018 (24 months ago)
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Instant Cereals	-1.0	0.2	6.9	3.9	6.0	7.3	11.0
Bread	1.1	2.7	5.4	3.8	2.0	6.5	10.7
Rice	5.9	11.9	21.9	19.8	20.2	24.7	24.8
Maize Meal	2.6	3.8	10.1	12.4	16.6	32.9	38.7
Margarine	0.6	6.9	7.5	5.9	6.0	6.5	6.7
Tea	-2.5	-1.4	5.8	0.5	-0.4	3.8	3.8
Coffee	-1.0	-4.7	8.8	1.5	4.6	-0.5	9.7
Short Life Juice	3.5	2.2	8.1	3.5	5.9	14.7	12.8

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31 August 2020