



TRENDS OF THE RETAIL SALES OF NINE DAIRY PRODUCTS AND EIGHT OTHER GENERALLY USED FOOD PRODUCTS BASED ON INFORMATION UP TO **JUNE 2021** 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. “NielsenIQ” 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 “NielsenIQ” 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 “NielsenIQ” sample for 2020, 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)	256 079 461	569 006 470	45.0
UHT and sterilised Milk	(Litre)	569 274 129	1 147 765 699	49.6
Flavoured milk	(Litre)	19 859 408	76 797 174	25.9
Yoghurt	(Litre)	227 718 939	274 999 697	82.2
Maas	(Litre)	222 700 937	293 769 066	75.8
Pre-Packaged cheese	(Kg)	41 683 043	130 483 541	31.9
Cream cheese	(Kg)	3 023 611	4 928 320	61.4
Butter	(Kg)	9 738 707	18 839 089	51.7
Cream	(Litre)	11 326 740	21 250 203	53.3

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1. Retail sales plus non retail sales for the period January to December 2020.
 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 “NielsenIQ” 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 June 2021 versus the sales in the month of June 2020	Sales in the 3 months from April 2021 to June 2021 versus the sales in the 3 months from April 2020 to June 2020	Sales in the 6 months from January 2021 to June 2021 versus the sales in the 6 months from January 2020 to June 2020	Sales in the 9 months from October 2020 to June 2021 versus the sales in the 9 months from October 2019 to June 2020	Sales in the 12 months from July 2020 to June 2021 versus the sales in the 12 months from July 2019 to June 2020
	percent		percent		percent
Fresh Milk	-2.4	-4.2	-6.2	-7.3	-7.7
UHT milk	-3.6	-15.0	-10.8	-6.2	-3.5
Flavoured milk	7.0	6.2	3.2	-2.1	-6.1
Yoghurt	-5.1	-7.2	-3.4	0.5	1.7
Maas	-7.4	-7.4	-5.3	-2.4	-1.3
Pre-packaged cheese	4.5	-6.2	-3.6	0.6	2.8
Cream cheese	-9.0	-13.2	-7.1	-4.9	-3.9
Butter	0.5	-16.8	-5.4	-3.1	0.4
Cream	-7.0	-13.3	-2.5	1.0	4.1

TABLE 3:

CHANGES IN THE AVERAGE RETAIL PRICES OF SPECIFIC DAIRY PRODUCTS

PRODUCT	June 2021 versus May 2021 (1 month ago)	June 2021 versus March 2021 (3 months ago)	June 2021 versus December 2020 (6 months ago)	June 2021 versus September 2020 (9 months ago)	June 2021 versus June 2020 (12 months ago)	June 2021 versus December 2019 (18 months ago)	June 2021 versus June 2019 (24 months ago)
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Fresh milk	-0.7	2.5	5.5	6.9	6.1	8.5	10.7
Uht milk	0.4	3.7	4.1	3.7	3.5	8.3	10.0
Flavoured milk	3.5	9.5	7.5	9.0	7.0	12.4	14.0
Yoghurt	-1.4	2.7	6.5	6.2	6.5	8.5	6.6
Maas	-0.6	1.6	5.6	6.4	5.2	5.2	9.6
Pre- packaged cheese	0.01	2.8	1.8	4.1	3.7	5.4	9.6
Cream cheese	1.3	1.6	5.5	9.5	9.3	15.5	17.7
Butter	-0.6	2.8	-0.5	0.7	1.2	10.5	7.8
Cream	1.4	2.8	1.0	3.9	3.8	3.2	9.0

OTHER FOOD PRODUCTS

7. The performance of the eight food products concerned in the retail market, as measured by “NielsenIQ”, 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 2021 versus the sales in the month of June 2020	Sales in the 3 months from April 2021 to June 2021 versus the sales in the 3 months from April 2020 to June 2020	Sales in the 6 months from January 2021 to June 2021 versus the sales in the 6 months from January 2020 to June 2020	Sales in the 9 months from October 2020 to June 2021 versus the sales in the 9 months from October 2019 to June 2020	Sales in the 12 months from July 2020 to June 2021 versus the sales in the 12 months from July 2019 to June 2020
	percent		percent		percent
Instant Cereals	-1.7	-7.4	-7.5	-3.9	-1.9
Bread	7.6	1.2	-4.4	-5.0	-4.7
Rice	15.1	4.9	-3.2	-1.3	-2.4
Maize Meal	16.3	6.5	-1.0	-0.6	-1.2
Margarine	-6.9	-10.9	-7.1	-2.8	-0.5
Tea	17.4	8.1	6.0	7.5	4.6
Coffee	-5.7	-9.7	-4.9	-0.5	2.6
Short Life Juice	3.5	-1.2	-4.5	-7.2	-9.7

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

PRODUCT	June 2021 versus May 2021 (1 month ago)	June 2021 versus March 2021 (3 months ago)	June 2021 versus December 2020 (6 months ago)	June 2021 versus September 2020 (9 months ago)	June 2021 versus June 2020 (12 months ago)	June 2021 versus December 2019 (18 months ago)	June 2021 versus June 2019 (24 months ago)
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Instant Cereals	-1.6	-2.6	-0.9	3.2	7.5	6.9	16.7
Bread	-2.3	-2.6	-4.3	-2.1	0.7	5.3	2.9
Rice	-3.6	-4.1	-5.4	-5.2	4.0	23.1	25.5
Maize Meal	-2.2	-5.5	-0.7	7.8	2.3	10.8	19.3
Margarine	1.9	6.2	8.7	11.2	11.1	14.3	17.3
Tea	3.9	-3.7	-2.0	-13.8	-14.4	-7.5	0.2
Coffee	-6.1	0.3	-4.3	2.3	12.5	5.0	19.4
Short Life Juice	1.5	3.7	6.7	2.8	6.2	13.8	12.3

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