



## TRENDS IN THE RETAIL SALES OF DAIRY PRODUCTS UP TO MARCH 2022

### SYNOPSIS

- *This report covers the retail sales of nine different dairy products and is based on information obtained from “NielsenIQ”;*
- *The performance (retail sales quantity and price) of any particular dairy product can change meaningfully during a period of even as short as a few months;*
- *The performance (retail sales quantity and price) of the different dairy products, differs;*
- *Changes in the retail prices of dairy products impact on sales quantities;*
- *In the year which ended in March 2022, the retail sales quantities of eight of the nine dairy products were from 0.5 and 8.7 percent lower than in the year which ended in March 2021, while the retail sales quantity of one dairy product, namely flavoured milk, was 0.8 percent higher;*
- *In the six months which ended in March 2022, the retail sales quantities of five of the nine dairy products were from 1.8 percent to 7.8 percent lower than in the six months which ended in March 2021, while the retail sales quantities of four of the dairy products were from 0.4 percent to 7.9 percent higher;*
- *In the quarter which ended in March 2022, the retail sales quantities of six of the nine dairy products were between 1.0 and 9.1 percent lower than in the same quarter of 2021, while the retail sales quantities of three of the nine dairy products were 1.3 percent and 3.2 percent higher;*
- *In March 2022, the retail sales quantities of six of the nine dairy products were from 0.6 percent to 8.7 percent lower than in March 2021, while the sales quantities of three of the dairy products, were from 2.9 percent to 8.6 percent higher;*
- *In the year which ended in March 2022, the retail sales prices of all nine dairy products increased with from 0.8 to 7.6 percent;*
- *In the six months which ended in March 2022, the retail sales prices of six of the nine dairy products, increased with from 0.03 percent to 2.3 percent, while the prices of three of the dairy products decreased with from 1.6 percent to 2.8 percent;*
- *In the quarter which ended in March 2022 the retail sales prices of four of the nine dairy products increased with from 0.01 to 3.1 percent, while the prices of five of the dairy products decreased with from 0.1 percent to 3.0 percent;*
- *From February 2022 to March 2022, the retail sales prices of seven of the nine dairy products increased with from 0.1 to 4.5 percent, while the price of two dairy product decreased with 0.1 to 1.3 percent; and*
- *In the year which ended in March 2022, the retail sales quantity of fresh milk, was 6.8 percent lower than in the year that ended in March 2021, and that of UHT milk was 2.9 percent lower. The total estimated retail sales quantity of unflavoured and unsweetened milk (fresh and long-life milk) was 3.9 percent lower in the year which ended in March 2022, than in the previous year. Unflavoured and unsweetened milk utilize approximately 41.6 percent of the total raw milk production in South Africa.*

32. The changes in the retail sales quantities and the average retail prices of the different dairy products are summarised in Table 19 to Table 22.

**TABLE 19**

**CHANGES IN THE RETAIL SALES QUANTITIES FROM THE YEAR APRIL 2020 TO MARCH 2021, TO THE YEAR APRIL 2021 TO MARCH 2022, AND CHANGES IN THE RETAIL PRICES FROM MARCH 2021 TO MARCH 2022 OF SPECIFIC DAIRY PRODUCTS**

PRODUCT	CHANGE IN RETAIL SALES QUANTITY	CHANGE IN RETAIL PRICES
	PERCENT	PERCENT
FRESH MILK	-6.7	3.8
LONG LIFE MILK (UHT MILK)	-2.9	1.0
FLAVOURED MILK	0.8	7.6
YOGHURT	-8.7	5.4
MAAS	-3.5	1.4
PRE-PACKAGED CHEESE	-0.5	2.2
CREAM CHEESE	-5.8	2.5
BUTTER	-4.9	0.8
CREAM	-7.4	5.7

33. The total sales quantity of unflavoured and unsweetened milk (fresh and long-life milk) in the year which ended in March 2022, is estimated to be 3.9 percent lower than in the previous year<sup>5)</sup>. Unflavoured and unsweetened milk utilize approximately 41.6 percent of the total raw milk production in South Africa.
34. The percentage changes in retail sales quantities indicated in Table 19, do not mean that the sales quantities changed continuously at the same rate during the period concerned. This situation is illustrated in Table 20.

*5) Based on the assumption that fresh milk and long-life milk represents 32 and 68 percent respectively of the total sales of unflavoured and unsweetened milk*

**TABLE 20****CHANGES IN THE QUANTITIES OF RETAIL SALES OF SPECIFIC DAIRY PRODUCTS**

PRODUCT	Sales in the month of March 2022 versus the sales in the month of March 2021	Sales in the 3 months from January 2022 to March 2022 versus the sales in the 3 months from January 2021 to March 2021	Sales in the 6 months from October 2021 to March 2022 versus the sales in the 6 months from October 2020 to March 2021	Sales in the 9 months from July 2021 to March 2022 versus the sales in the 9 months from July 2020 to March 2021	Sales in the 12 months from April 2021 to March 2022 versus the sales in the 12 months from April 2020 to March 2021
	percent		percent		percent
Fresh Milk	-6.8	-9.1	-7.6	-7.6	-6.7
UHT milk	8.6	3.2	2.3	1.7	-2.9
Flavoured milk	-1.9	-4.0	-1.8	-0.8	0.8
Yoghurt	-4.7	-7.1	-7.8	-9.0	-8.7
Maas	2.9	1.3	0.4	-2.3	-3.5
Pre-packaged cheese	5.4	3.0	2.9	1.5	-0.5
Cream cheese	-2.3	-3.1	-2.5	-3.4	-5.8
Butter	-0.6	-1.0	0.4	-0.4	-4.9
Cream	-8.7	-7.8	-5.0	-5.3	-7.4

35. The percentage changes of the average prices indicated in Table 19 do not mean that the prices continuously changed at the same rate in the period concerned. This position is illustrated in Table 21.

**TABLE 21**

**THE AVERAGE RETAIL PRICES OF SPECIFIC DAIRY PRODUCTS IN MARCH 2022, COMPARED TO THE AVERAGE RETAIL PRICES OF THE PRODUCTS CONCERNED IN SPECIFIC PREVIOUS MONTHS OF 2021 AND 2020**

PRODUCT	March 2022 versus February 2022 (1 month ago)	March 2022 versus December 2021 (3 months ago)	March 2022 versus September 2021 (6 months ago)	March 2022 versus June 2021 (9 months ago)	March 2022 versus March 2021 (12 months ago)	March 2022 versus September 2020 (18 months ago)	March 2022 versus March 2020 (24 months ago)
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
FRESH MILK	1.5	1.5	0.2	1.3	3.8	8.3	8.6
UHT MILK	0.5	-1.5	-2.8	-3.3	1.0	0.9	5.7
FLAVOURED MILK	-0.1	1.2	-2.7	-1.7	7.6	7.1	9.5
YOGHURT	0.2	3.1	1.4	2.0	5.4	8.9	9.8
MAAS	0.1	0.0	0.9	-0.1	1.4	6.4	4.3
PRE-PACKAGED CHEESE	-1.3	-3.0	-1.6	-0.5	2.2	3.5	5.8
CREAM CHEESE	1.6	-0.7	1.4	0.9	2.5	10.4	15.4
BUTTER	4.5	-0.1	0.03	-1.9	0.8	-1.2	-2.3
CREAM	0.1	-0.5	2.3	2.9	5.7	6.9	7.2

