

# **Drinking Milk Products in South Africa**

September 2023

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## Drinking Milk Products in South Africa - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Price increases and rolling blackouts drive strong volume decline for fresh milk Private label performs well, as consumers look for the lowest prices Non-essential categories fail to achieve volume growth as disposable income falls

### PROSPECTS AND OPPORTUNITIES

Production and costs set to be impacted by weather conditions and rolling blackouts Further switch from fresh to shelf stable milk, and away from non-essential products Private label expected to maintain its lead as consumers look to save

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