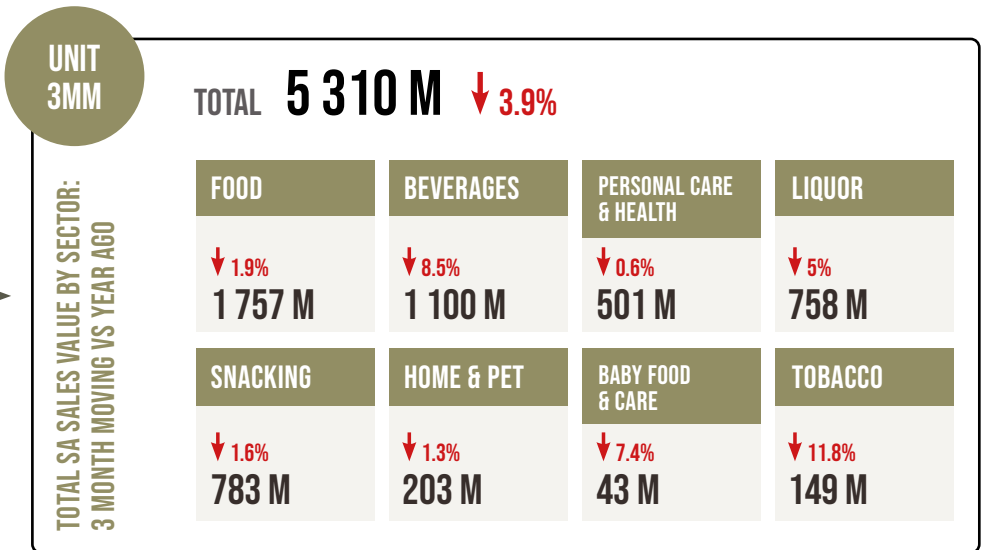
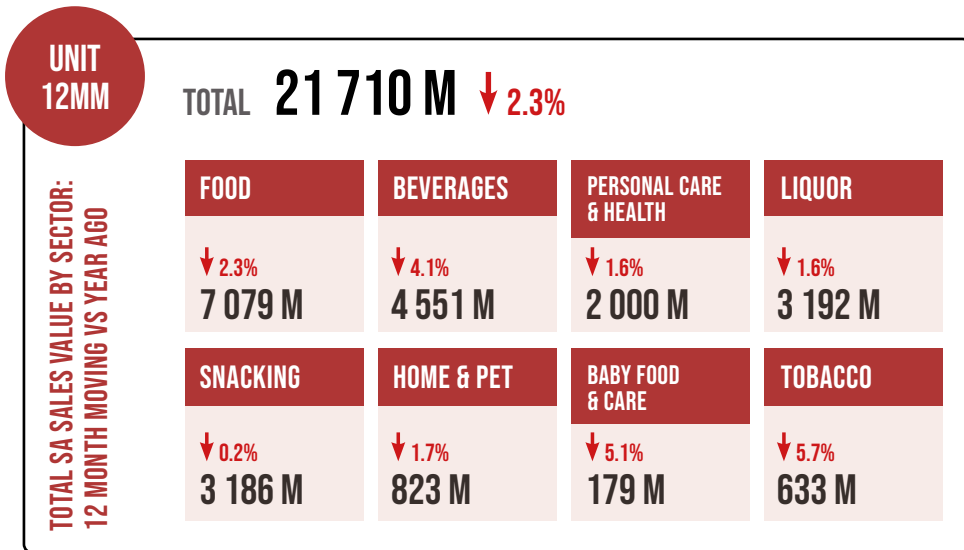
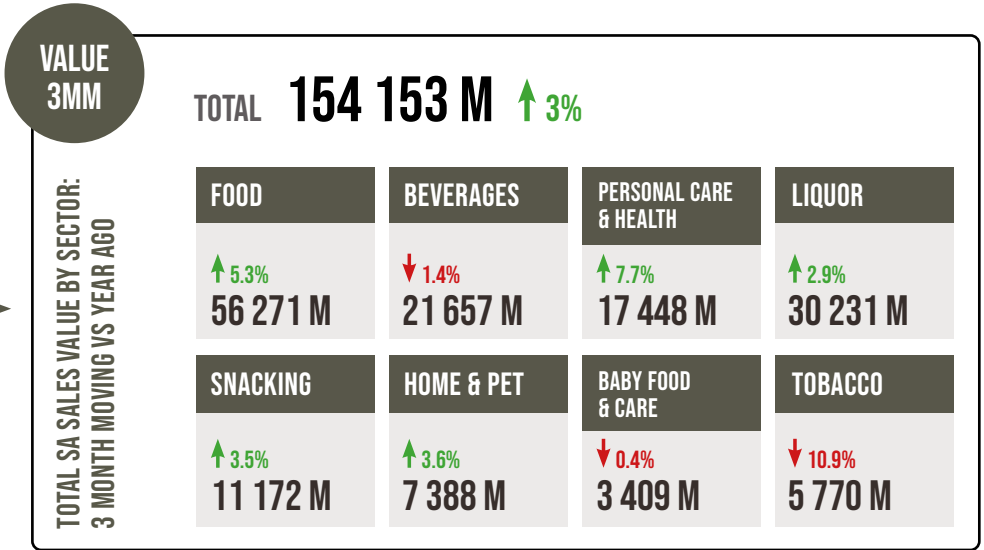
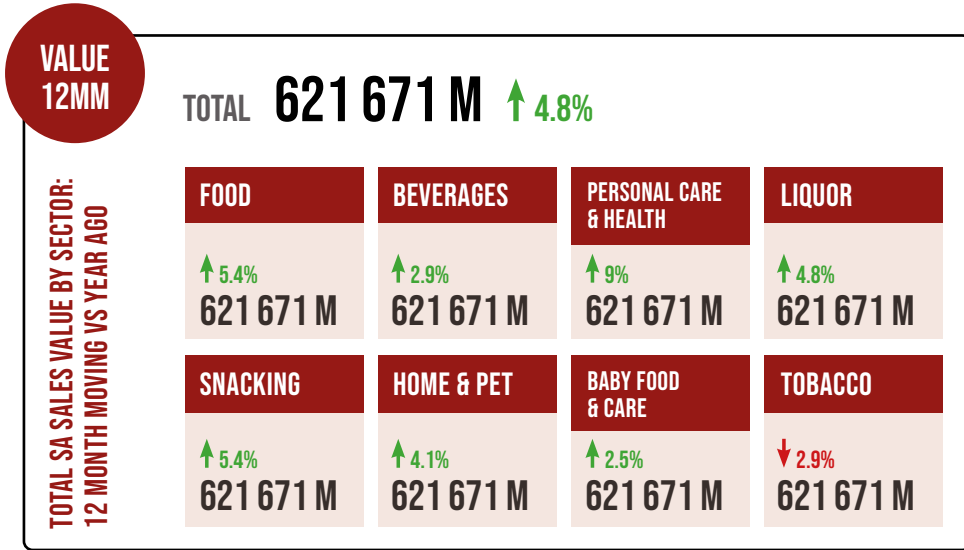


SOUTH AFRICA FMCG MARKET SIZE AND GROWTH



Total Basket in value sales MAT on year ago +4.8% with unit sales down 2.3%











SOUTH AFRICA FMCG MARKET SIZE AND GROWTH

Total Basket in value sales MAT on year ago +4.8%

**VALUE
12MM**

TOTAL **621 671 M** ↑ 4.8%

TOTAL SA SALES VALUE BY SECTOR:
12 MONTH MOVING VS YEAR AGO

<p>FOOD </p> <p>↑ 5.4%</p> <p>621 671 M</p>	<p>BEVERAGES </p> <p>↑ 2.9%</p> <p>621 671 M</p>	<p>PERSONAL CARE & HEALTH </p> <p>↑ 9%</p> <p>621 671 M</p>	<p>LIQUOR </p> <p>↑ 4.8%</p> <p>621 671 M</p>
<p>SNACKING </p> <p>↑ 5.4%</p> <p>621 671 M</p>	<p>HOME & PET </p> <p>↑ 4.1%</p> <p>621 671 M</p>	<p>BABY FOOD & CARE </p> <p>↑ 2.5%</p> <p>621 671 M</p>	<p>TOBACCO </p> <p>↓ 2.9%</p> <p>621 671 M</p>

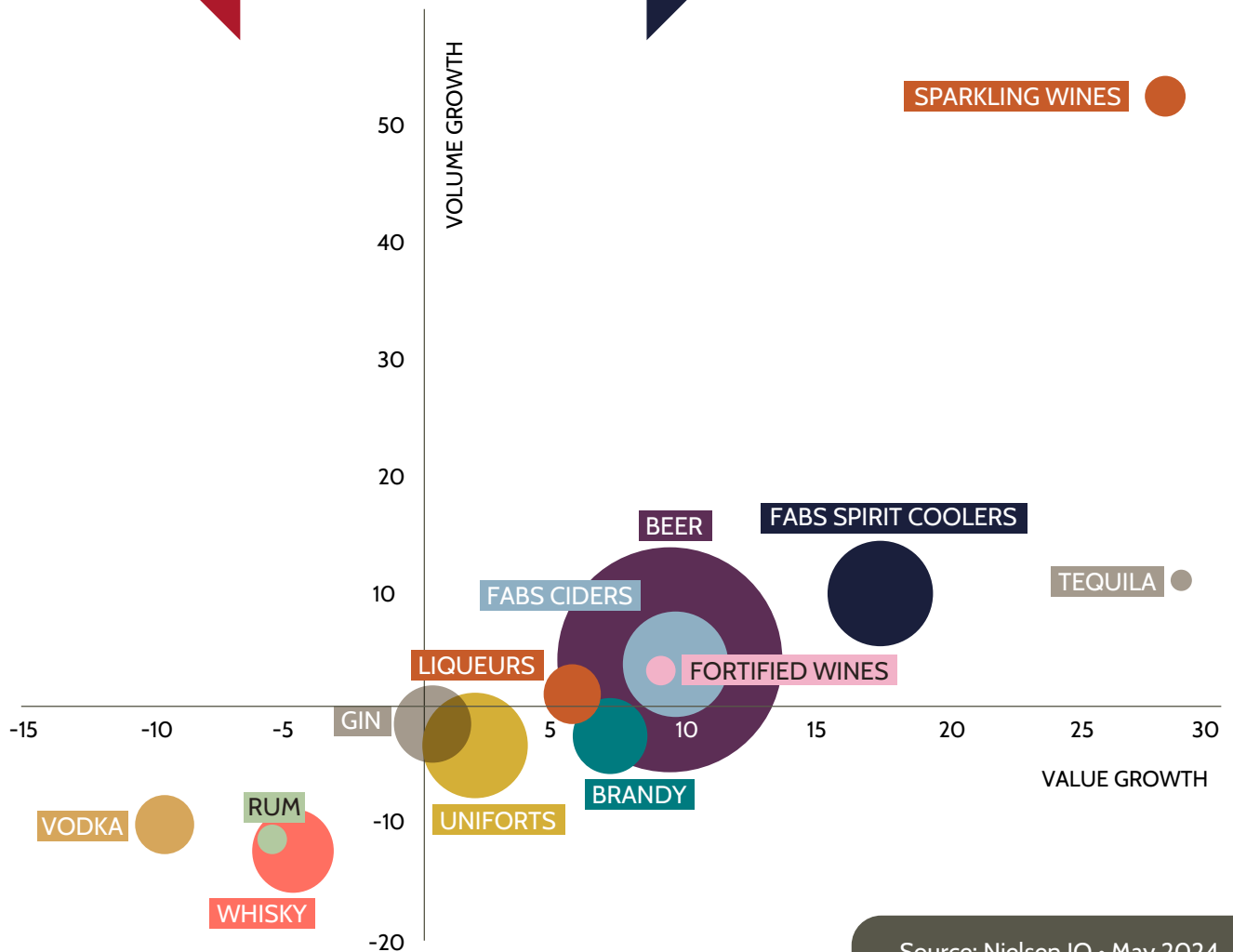
REPORT

TOTAL LIQUOR SEEING STRONG GROWTH OF +7%

FABS Spirit Coolers gaining importance with growth of +17.1%

TOTAL LIQUOR
R127 billion
+7% vs YA

FABS SPIRIT COOLERS
3rd largest segment
+17.1% vs YA



Source: Nielsen IQ • May 2024