

Is Banting moving the SA cheese market forward?

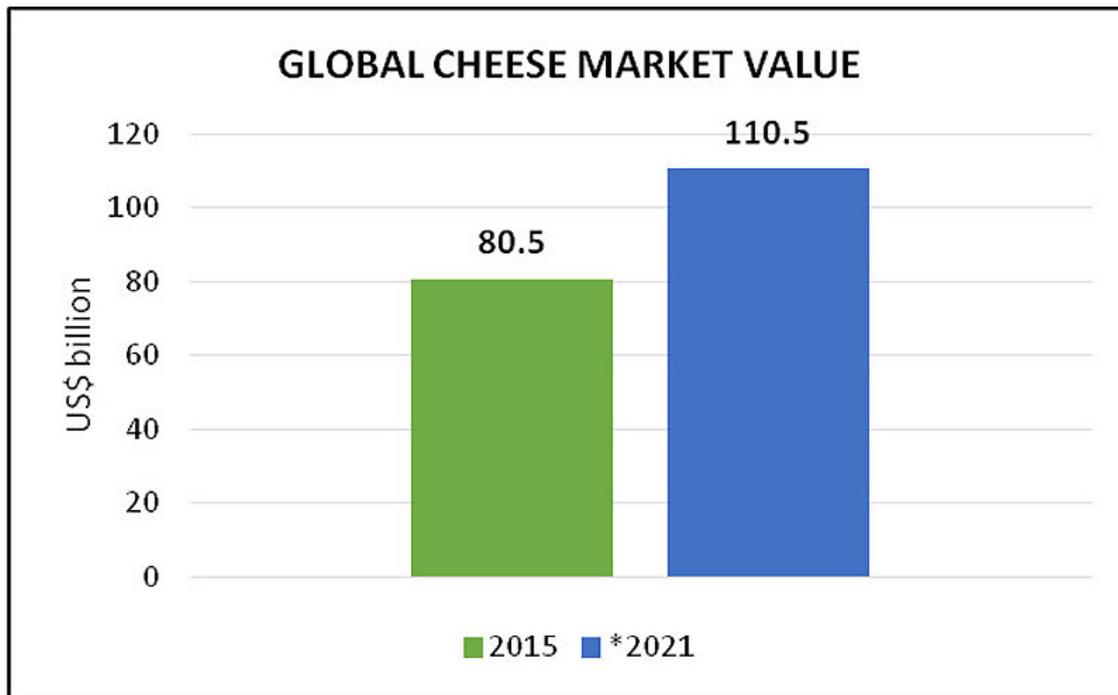
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Over the past few years, the global cheese market is one sector that has seen tremendous growth, however, given the significant economic challenges facing South African consumers cheese products are often viewed as a luxury purchase. With the Noakes-induced Banting trend in South Africa prescribing the consumption of cheese, just what impact, if any, is this phenomenon having on domestic consumption trends?

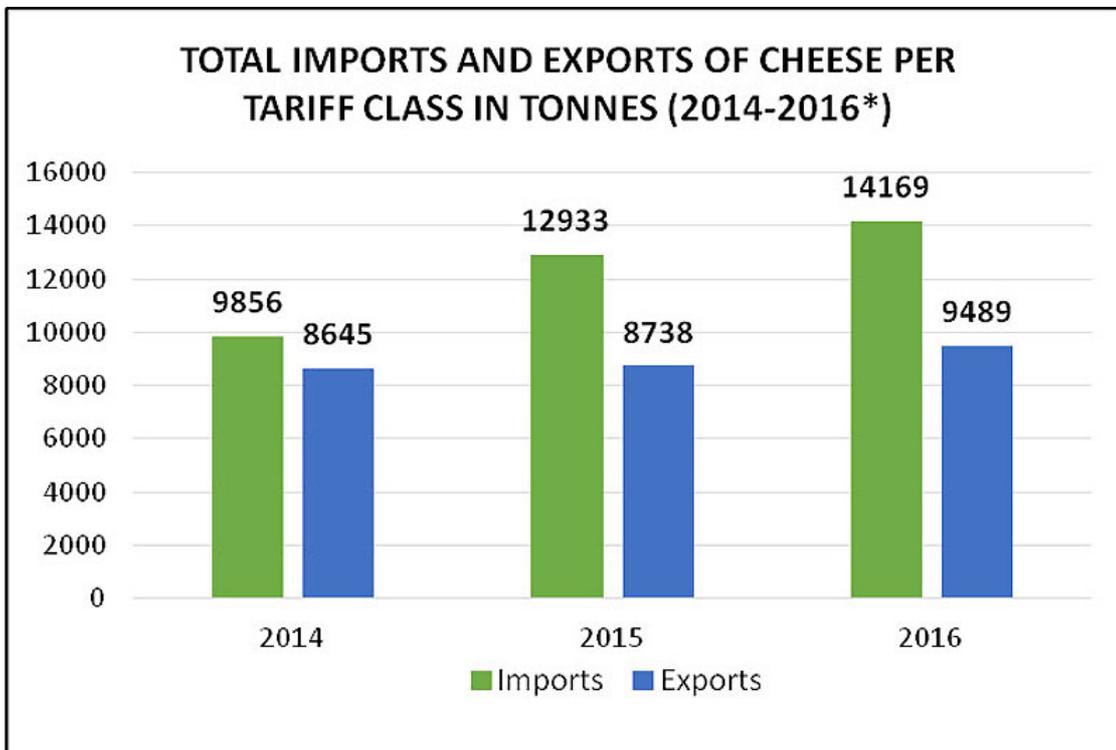
Insight Survey's latest **SA Cheese Industry Landscape Report** carefully unfolds the local cheese markets based on the latest information and research. It discusses the current and prospective market drivers and restraints, as well as global and local market growth to present an objective insight into the South African cheese industry and its future.

In 2015, the global cheese market was estimated to be worth almost US\$80.5 billion. Due to several driving forces, the market is expected to grow strongly over the five years, reaching \$110.5 billion by 2021. The Asia-Pacific market is predicted to experience the highest growth rate with a compound annual growth rate of 8.1% up to 2021, based on their growing economies and middle class.



Source: [Statista](#), [Insight Survey](#). Graphics by [Insight Survey](#)

In South Africa, the economic situation has become increasingly dire. According to Statistics South Africa, the country's economy only grew by 0.2% quarter-on-quarter (for the third quarter of 2016). Additional factors, such as current unemployment rates (27.1% at the end of November 2016), the increase in maize prices and the continuing drought in parts of the country has led to a reduction in disposable income for the majority of South African consumers.



Source: [MPO, Milk SA, Insight Survey](#); Graphics by Insight Survey

Despite the economy, our country and its people continue to be full of surprises. Health-conscious consumers, the average joe content with fast food purchases or having a convenient on-the-go snack, as well as the connoisseur perusing locally produced or international artisanal cheeses, eagerly contributed to consumer spend on cheese. Cheese imports have **increased significantly, by almost 44%**, between 2014 to 2016.

This trend can also be seen in recent Nielsen data, which indicated that, even though retail prices for pre-packaged cheese increased by 8.7% (from September 2015 to September 2016), retail sales quantities for pre-packaged cheese have actually **increased by 11.9% for the 12 months** from October 2015 to September 2016, compared to the previous 12-month period.

The current **Banting craze** in the country has, no doubt, played a role in driving our cheese consumption. Banting is a low-carbohydrate, high-fat diet, which aims to make one's body switch from burning carbs for energy to burning fat. With contents including protein, vitamins and healthy fats, many cheese types fit in perfectly with the ideal Banting snack and could continue to contribute to the future growth of this industry, despite the difficult economic environment.

The **SA Cheese Industry Landscape Report (110 pages)** provides a dynamic synthesis of industry research, examining the local and global cheese industry from a uniquely holistic perspective, with detailed insights into the entire value chain – from manufacturing/importing to retail and consumption.

Some key questions the report will help you to answer:

- What are the current market dynamics of the global cheese industry?
- What are the SA cheese industry trends, drivers, and restraints?
- Who are the key manufacturers, importers and retail players in the SA cheese industry?
- What are the prices of popular cheese brands at various retail outlets in SA?
- What are the consumption trends for cheese?

Please note that the 110-page PowerPoint report is available for purchase for R25,000 (excluding VAT). Alternatively, individual sections can be purchased for R9,000 (excluding VAT). For additional information simply contact us at info@insightsurvey.co.za or directly on (021) 045 0202.

For a full brochure, go to: www.insightsurvey.co.za.

About Insight Survey:

Insight Survey is a South African B2B market research company with almost 10 years of heritage, focusing on business-to-business (B2B) market research to ensure smarter, more profitable business decisions are made with reduced investment risk.

We offer B2B market research solutions to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal or external environment.

Our bespoke Competitive Business Intelligence Research can help give you the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision.

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