

Mageu 2015 BMi Research report

Issued by [BMi Research](#)

10 May 2016

BMi Research has revealed with their recent research into the mageu market that the drink gained substantial volume growth during 2015 as opposed to the decline seen in 2014.

During 2014, with instability and strikes amongst mine workers, a decline in sales of mageu was noted which would attribute to the growth of mageu in 2015 when conditions in this sector returned to normal.

With this improved stability, innovative and visually appealing packaging as well as new flavour offerings; not only was more mageu consumed but growth was also seen amongst the younger consumers in 2015.

Although 2015 brought with it increases in fuel, electricity and transportation costs which all contributed to a knock-on effect in production costs which were ultimately passed on to consumers, this inflation was not sufficient to deter growth. The noticeable pricing increase also contributed to the significant growth value seen in 2015.

Mageu's primary packaging remains the carton, with consumers favouring the innovative turn top packaging as it makes it easier to drink from, lessens spillage and is resealable for later consumption. The 500ml remains the preferred size for immediate consumption and together with the 1 litre, volumes are driven through these pack sizes.

Mageu is a popular non-alcoholic staple food-drink and is often used to replace a meal. Many consumers consider mageu a favourable drink because of its nutritional benefits and substitute it for a meal-on-the-go as it is low in calories and fat, yet filling and believed to boost and sustain energy levels.

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