

SOUTH AFRICA BRAND REPORT

– CONSUMERS OF INDIGESTION REMEDIES –



COMPILED: NOVEMBER 2010

REPORT OVERVIEW

**Compiled: November 2010
(76 pages)**

This comprehensive report examines the South African Indigestion remedy segment : historical market sales (past 5 years), sales forecasts until 2014, local consumer/market trends, competitor analysis of key brands in the segment, detailed consumer geo-demographic profiling, consumer lifestyle and media consumption.

The consumer analysis is based on the latest annual consumer survey among a nationally representative sample of more than 20,000 people - All Media and Products Survey conducted by the South African Advertising Research Foundation.

Some of the key questions the report will help you to answer are:

- What are the historical market sales and forecasts for the next 5 years?
- Who are the key players and brands in the market and how are they positioned?
- What are the important consumer and market trends that should be included in your business strategy?
- Who are the users (and non users) of indigestion remedies? e.g. age, gender, affluence, life-stage, geographics
- How do you engage with them? e.g. lifestyle, internet, sports, music interests
- What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines

REPORT OVERVIEW

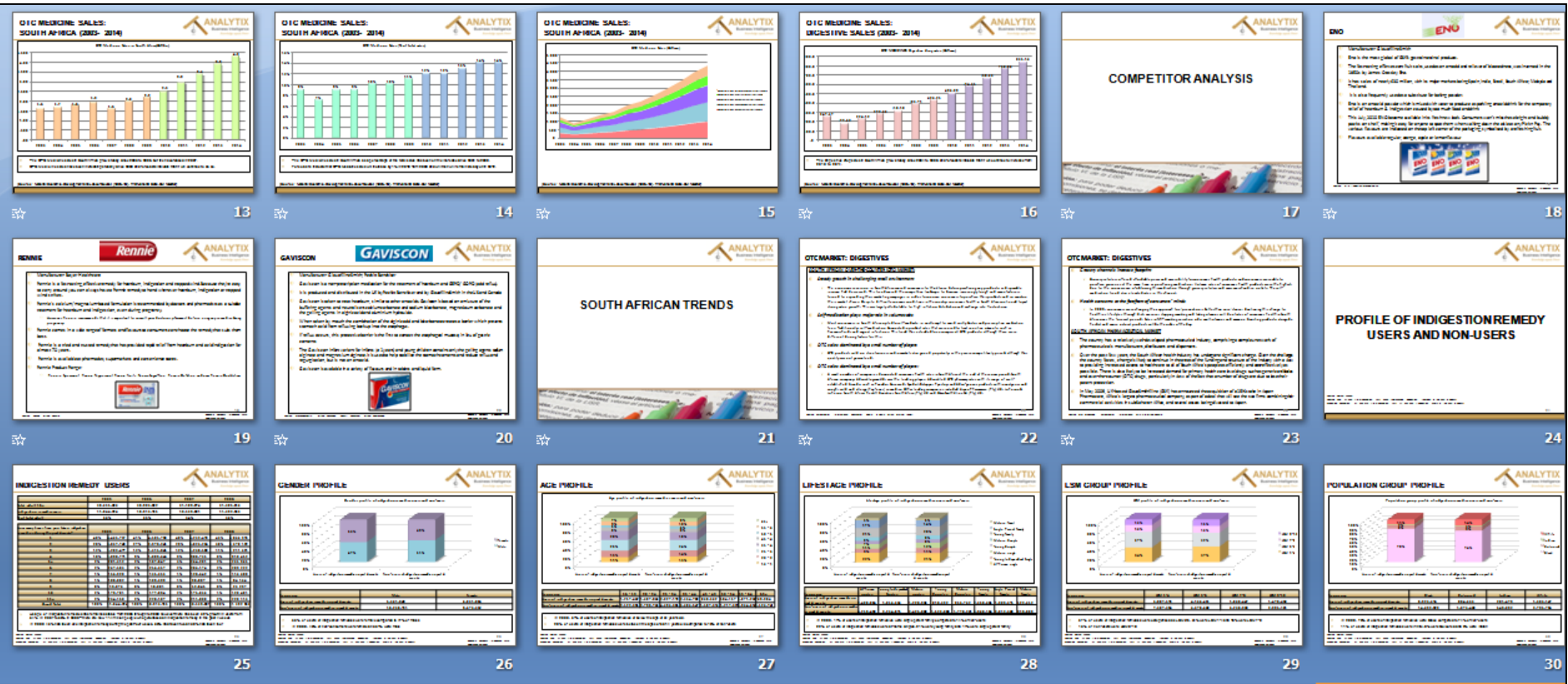
It provides a comprehensive consumer profile of the entire Indigestion remedy segment (minimum category sample = 6590 consumers), as well as a detailed segmentation by brand, namely: **Citro Soda, Eno, Gaviscon and Rennie**

It examines in detail the demographics, lifestyle, media consumption and cell phone and Internet usage of the Indigestion remedy segment by brand, making it a vital reference report for anyone wanting to understand this segment of the market.

Why purchase this market research reports?

- The report focuses on consumer-based intelligence – the most valuable brand asset
- Provides a comprehensive analysis of the “big picture” with local consumer/market trends
- Historical sales (past 5 years) and sales forecasts until 2014
- Includes a detailed competitor analysis and brand positioning
- 76 page report with 100+ charts, graphs, tables
- Salient points and key insights are highlighted and summarised in comment boxes on each page

SCREENSHOTS FROM REPORT



The screenshots displayed are:

- 13: OTC MEDICINE SALES: SOUTH AFRICA (2003- 2014) - Bar chart showing sales from 2003 to 2014.
- 14: OTC MEDICINE SALES: SOUTH AFRICA (2003- 2014) - Bar chart showing sales from 2003 to 2014.
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- 16: OTC MEDICINE SALES: DIGESTIVE SALES (2003- 2014) - Bar chart showing sales from 2003 to 2014.
- 17: COMPETITOR ANALYSIS - Text section with a small image of medicine boxes.
- 18: ENO - Text section with a small image of ENO medicine boxes.
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- 21: SOUTH AFRICAN TRENDS - Text section.
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- 30: POPULATION GROUP PROFILE - 3D bar chart showing population group distribution.

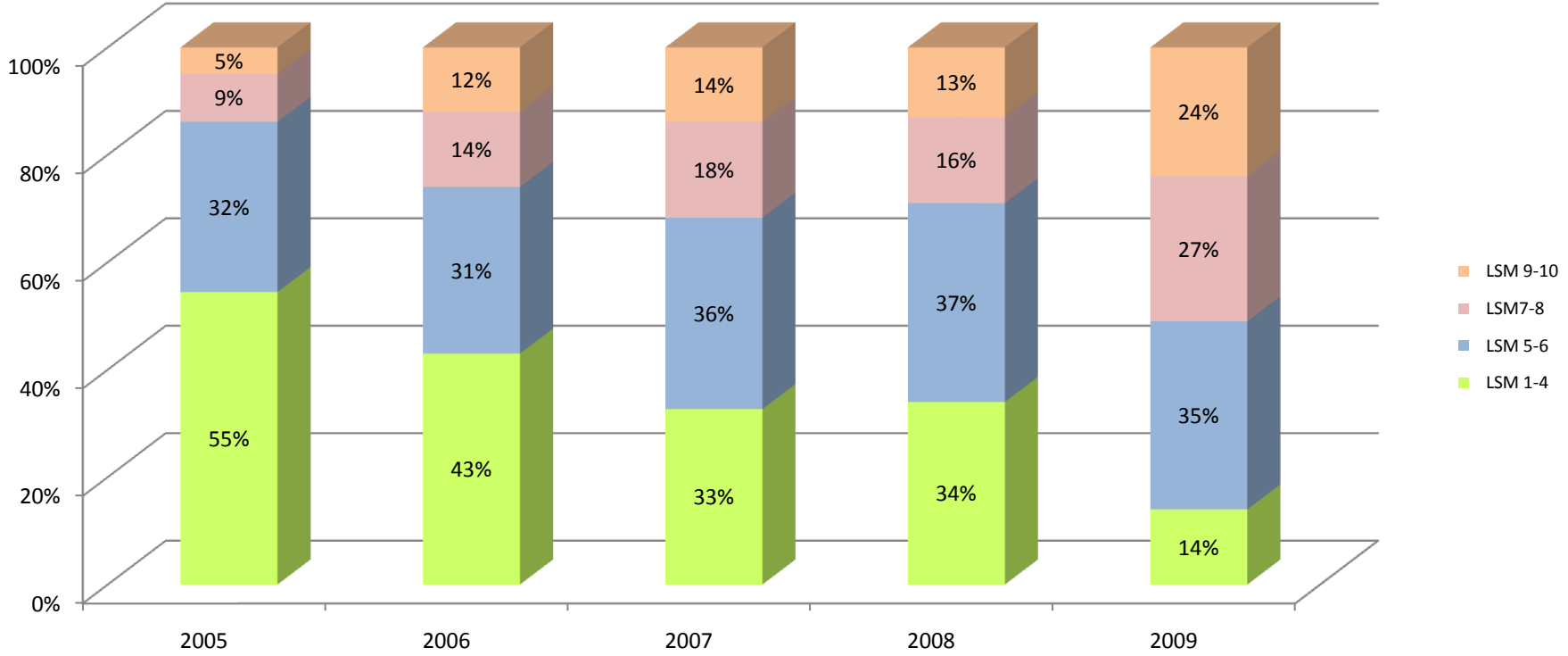
76 page report with 80+ charts, graphs, tables and insights

SAMPLE FROM REPORT

CONSUMER TRENDS 2005-2009: LSM



Indigestion remedy LSM profile: 2005 - 2009



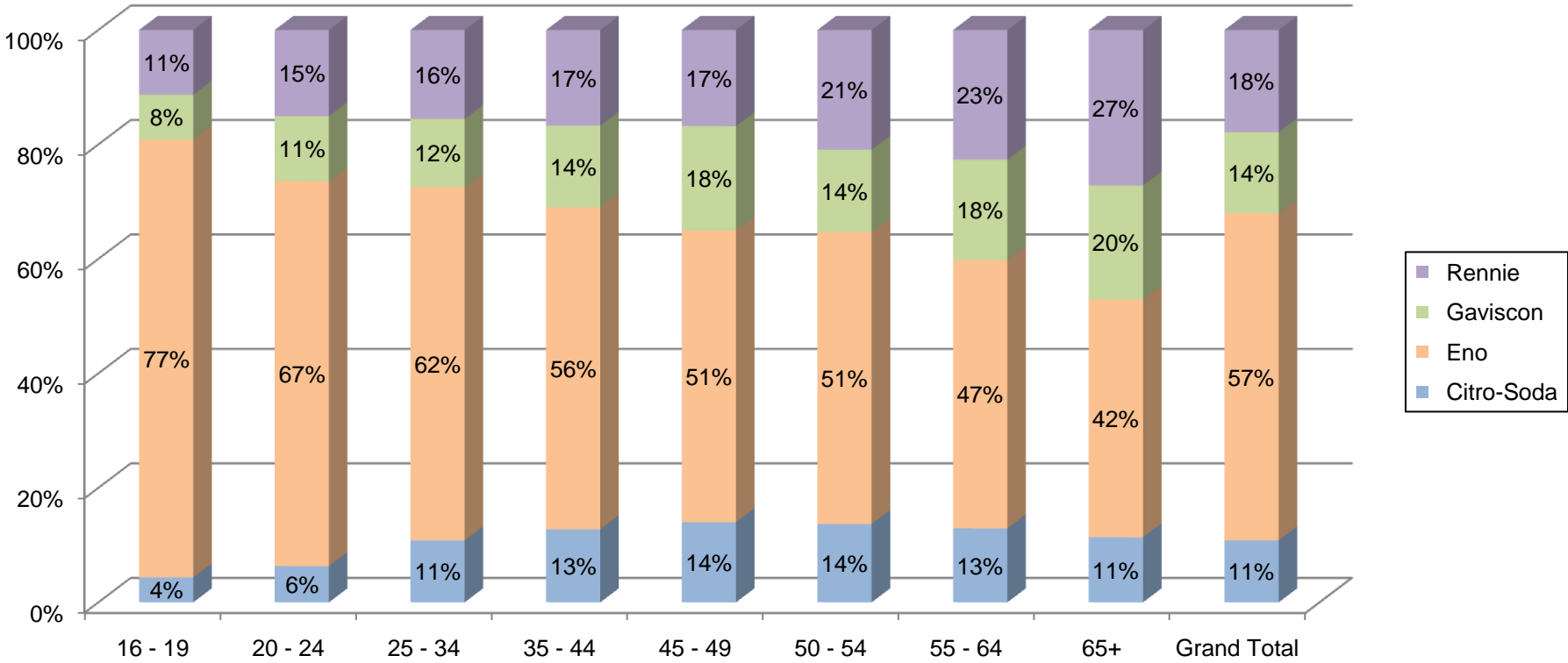
- In 2005, 55% of indigestion remedy users lived in LSM 1-4 households compared to 14% in 2009.
- The proportion of Indigestion users who lived in LSM 7-10 households increased from 29% in 2008 to 51% in 2009.

Source: AMPS 2008B
 Sample Size: 21 083 (total population 16+); 6590 (Purchased indigestion remedy in the past 4 weeks)
 Weighted Population: 31 305 016 (total population 16+); 11 392 933 (Indigestion users in the past 4 weeks)

SAMPLE FROM REPORT

BRAND PENETRATION: AGE

Brand Penetration for indigestion remedies consumed most often by age group



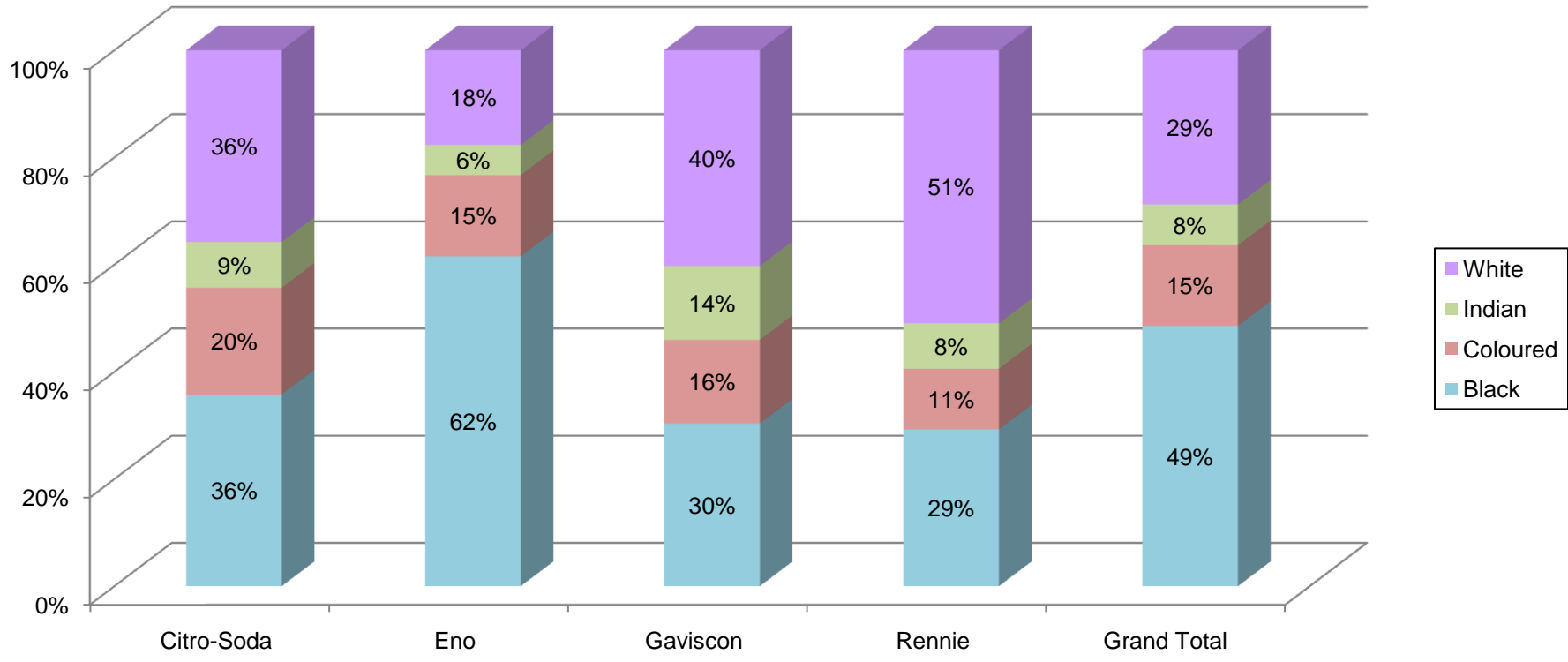
- Among 16-19 year olds, the brand penetration for Eno was 77% compared to 42% among 65+ year old consumers
- 11% of 16-19 year olds were most often users of Rennie compared to 27% of 65+ year old consumers

Source: AMPS 2008B
 Sample Sizes : 6590 (Users of indigestion remedies in past 4 weeks)
 *Note: All figures are based on respondent observation numbers

SAMPLE FROM REPORT

BRAND PROFILE: POPULATION GROUP

Profile of indigestion remedies consumed most often by population group



- Indigestion remedies users comprised of 49% Black, 29% White, 15% Coloured and 8% Indian consumers.
- 62% of Eno users were Black compared to 29% of Rennie users who were Black.

Source: AMPS 2008B
 Sample Sizes : 6590 (Users of indigestion remedies in past 4 weeks)
 *Note: All figures are based on respondent observation numbers

SAMPLE FROM REPORT

TOP 3 MONTHLY MAGAZINES



Citro-Soda	Percentage
Fairlady	7%
SA 4X4 Magazine	7%
SA Garden and Home	6%

Eno	Percentage
True Love	8%
BONA	7%
car	4%

Gaviscon	Percentage
COSMOPOLITAN	7%
True Love	7%
car	7%

Rennie	Percentage
Fairlady	6%
Men's Health	5%
car	5%

Total users	Percentage
True Love	7%
COSMOPOLITAN	5%
Men's Health	5%

- The most popular monthly magazine among all indigestion users is True Love (7%)
- Among Rennie users, Fairlady is the most popular monthly magazine (6%)

Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of (Indigestion remedies taken in the past 4 weeks; sample size: 7457 (see beginning of section for breakdown)

Note: all figures based on AMPS AIRS (average issue readership) totals

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She is currently studying for a Masters in Public Health at the University of Cape Town and brings a wealth of knowledge to any market research and medical research projects in the healthcare industry.