



SOUTH AFRICA BRAND REPORT

– CONSUMERS OF SLIMMING PILLS/POWDER/LIQUID –



COMPILED: NOVEMBER 2010

REPORT OVERVIEW

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

This comprehensive report examines the South African slimming pills/powder/liquid 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 slimming pills/powder/liquid? 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 slimming pills/powder/liquid segment (minimum category sample = 513 consumers), as well as a detailed segmentation by brand, namely: **Bioslim; G.I. Lean; Herbex; Slim**

It examines in detail the demographics, lifestyle, media consumption and cell phone and Internet usage of the slimming pills/powder/liquid 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
- 75 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 display various data visualizations and text-based insights:

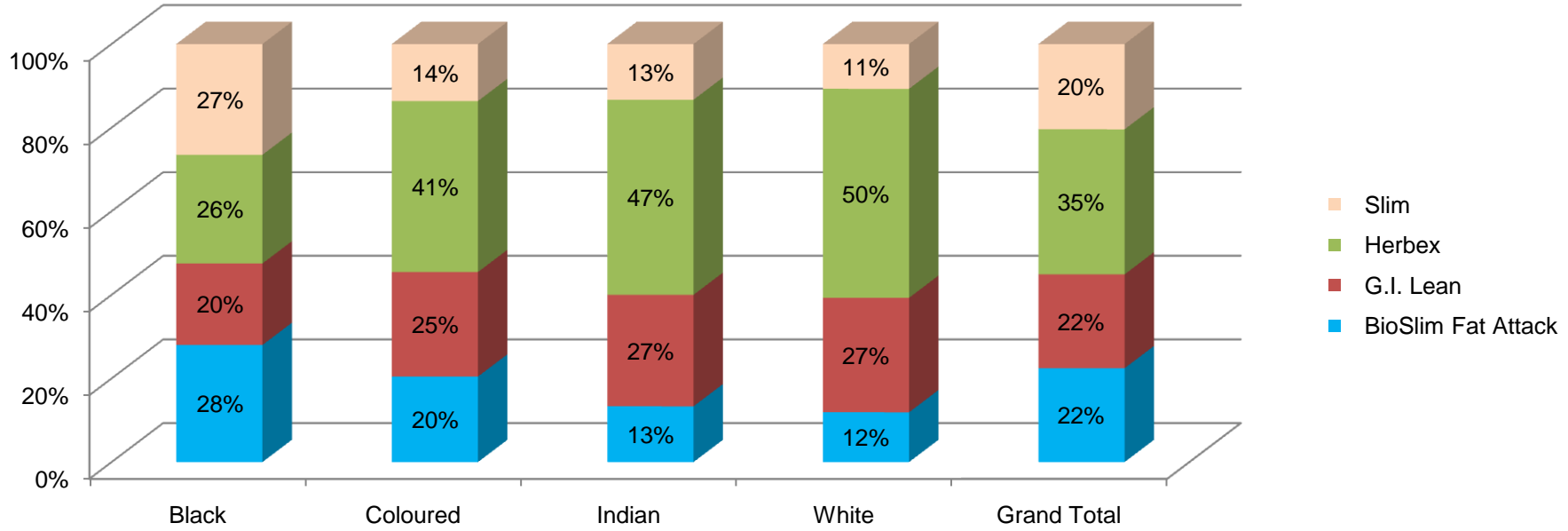
- 13-16:** OTC MEDICINE SALES: SOUTH AFRICA (2005 - 2016). Includes bar charts, line graphs, and stacked area charts showing sales trends over time.
- 17:** COMPETITOR ANALYSIS. Text-based analysis of market competitors.
- 18:** BCSUM. Text-based analysis related to BCSUM.
- 19:** HERBEX. Text-based analysis of the Herbex product.
- 20-21:** G.I. LEAN. Text-based analysis of G.I. LEAN products, including a small product image.
- 22:** SOUTH AFRICAN TRENDS. Text-based analysis of trends in South Africa.
- 23:** OTC MARKET: DIGESTIVES. Text-based analysis of the OTC market for digestive products.
- 24:** OTC MARKET: DIGESTIVES. Text-based analysis of the OTC market for digestive products.
- 25:** PROFILE OF SLIMMING PILL/POWDER/LIQUID USERS AND NON-USERS. Text-based analysis of user profiles.
- 26:** SLIMMING PILL/POWDER/LIQUID USERS. Table showing user demographics and usage statistics.
- 27:** GENDER. Bar chart showing gender distribution of users.
- 28:** AGE. Bar chart showing age distribution of users.
- 29:** LIFESTAGE. Bar chart showing life stage distribution of users.
- 30:** LSM GROUP. Bar chart showing LSM group distribution of users.

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

SAMPLE FROM REPORT

BRAND PENETRATION: POPULATION GROUP

Brand penetration of slimming pills consumed most often by population group



- Black users of slimming pills/ powder and liquids used BioSlim Fat attack (28%) most often followed by Slim (27%) and Herbex (26%).
- 50% of White users of slimming pills/powder and liquids used Herbex compared to 26% of Blacks.

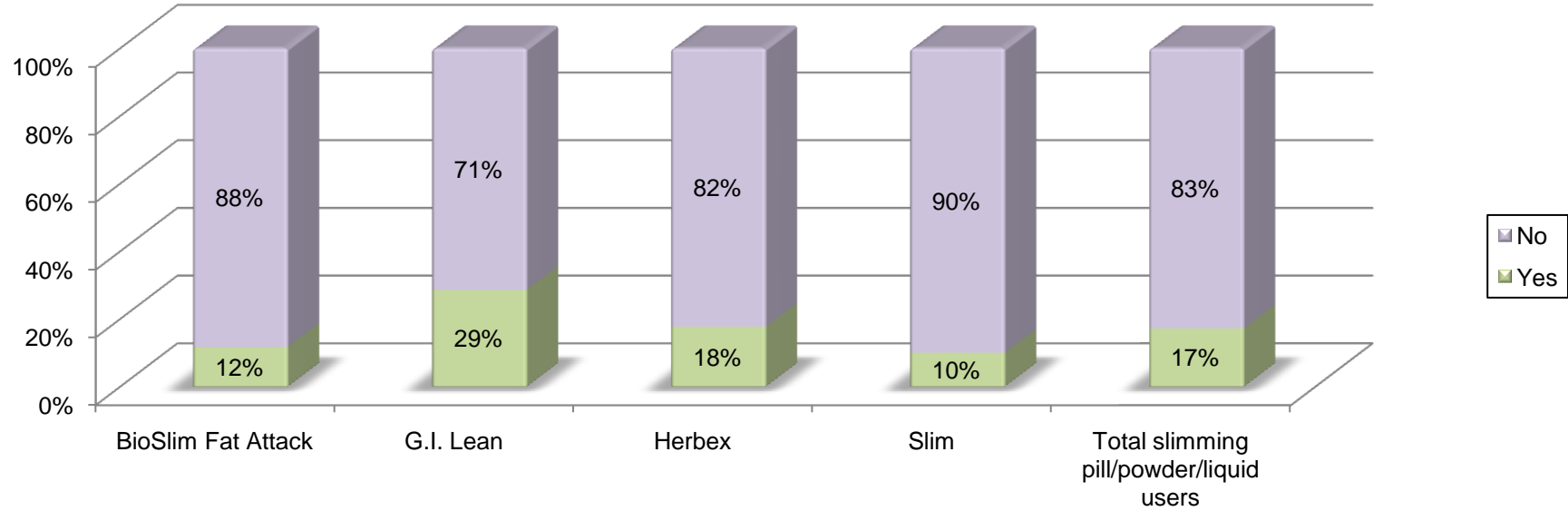
Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of slimming pill/powder/liquid users; sample size: 513 (see beginning of section for breakdown)

SAMPLE FROM REPORT

INTERNET ACCESS

Accessed the Internet in the past 7 days by slimming pill/powder/liquid brand



- 83% of the total slimming pill/powder/liquid users had not accessed the internet in the past 7 days.
- 29% of G.I Lean users had accessed the internet in the past 7 days .

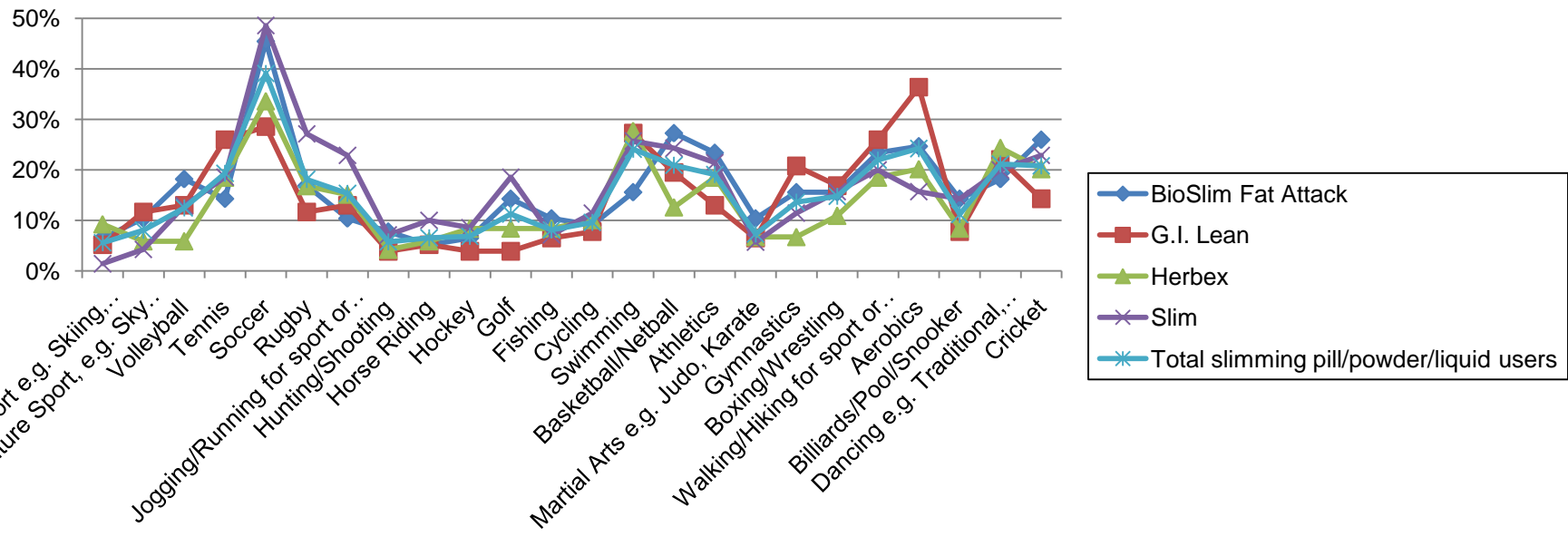
Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of slimming pill/powder/liquid users; sample size: 513 (see beginning of section for breakdown)

SAMPLE FROM REPORT

SPORTS INTERESTS

Sports interests by slimming pill/powder/liquid brand



- The most popular sports interests among BioSilm Fat Attack users was Soccer, Basketball and Cricket.
- G.I Lean users most popular sports interest was Aerobics.
- The most popular sports interests among Herbex users was Soccer, Swimming and Dancing.

Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of slimming pill/powder/liquid users; sample size: 513 (see beginning of section for breakdown)

SAMPLE FROM REPORT

TOP 3 MONTHLY MAGAZINES



BioSlim Fat Attack	Percentage
True Love	17%
BONA	12%
YOUR Baby	8%

G.I. Lean	Percentage
True Love	18%
COSMOPOLITAN	12%
ELLE	10%

Herbex	Percentage
Fairlady	15%
True Love	13%
SA Garden and Home	11%

Slim	Percentage
True Love	17%
BONA	13%
Speed & Sound	13%

Total users	Percentage
True Love	17%
BONA	10%
COSMOPOLITAN	8%

- The top three monthly magazines among Herbex users were Fair Lady (15%), True Love (13%) and SA Garden and Home (11%).
- The most popular monthly magazine among BioSlim Fat Attack users was True Love (17%).

Source: AMPS 2008B (Adults 16+)

Note: all figures are based on AMPS sample of slimming pill/powder/liquid users; sample size: 513 (see beginning of section for breakdown)

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

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- We have a **cross-functional team of senior-level experts** (medical practitioner, pharmaceutical, marketing and market research) that ensures in-depth consumer understanding and relevant industry insights are delivered
- For all projects, the **senior exec team are involved hands-on** from project and questionnaire design through to analysis and presentation
- Our smaller team allows us to provide significantly **more affordable solutions and rapid turnaround times** compared to our larger competitors
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