Economic Desk: ***Guided by Science, Rooted in Knowledge.***

MPO Pointer 4 — 14 August 2026

Changes in the retail sales quantities and prices of specific dairy products based on the June 2026 data as supplied by NielsenIQ

NielsenIQ provides information based on monthly surveys of the retail sales of milk and other dairy products (not all the dairy products). Non-retail sales, such as sales to wholesalers and industrial buyers, which form significant parts of the total sales of dairy products, are not part of the NielsenIQ surveys.

Table 1: Changes in the retail sales quantities and average retail prices of specific dairy products

	Change in retail sales QUANTITIES (%)		Change in average retail PRICES (%)	
	Jul 2022 – Jun 2023 vs. Jul 2023 to Jun 2024	Jul 2024 – Jun 2025 vs. Jul 2025 to Jun 2026	June 2023 vs. June 2024	June 2025 vs. June 2026
Fresh milk	-4.8	**0.4**	0.9	**4.5**
UHT Milk	1.6	**3.5**	-0.7	**4.5**
Flavoured Milk	-2.9	**10.8**	0.2	**7.6**
Yoghurt	-2.3	**3.1**	4.2	**3.5**
Maas	0.9	**2.0**	2.8	**6.6**
Pre-packaged cheese	0.1	**4.4**	5.5	**0.7**
Cream Cheese	7.1	**10.0**	5.4	**-0.03**
Butter	1.0	**0.2**	0.7	**5.8**
Cream	0.04	**5.6**	2.9	**2.9**

Source: NielsenIQ as supplied by SAMPRO

SUMMARY

Table 1 above shows the changes in retail sales quantities and average retail prices of selected dairy products, with sales quantities compared across the July-to-June periods (12 months) and retail prices compared Year-on-Year in June. The figures clearly show that all nine dairy products included in the analysis, recorded positive growth in retail sales quantities during July 2025 to June 2026, representing a notable improvement compared with the previous period.

The growth was especially strong for products that previously recorded declining sales:

- **Fresh milk** moved from **-4.8%** to **+0.4%**
- **Flavoured milk** from **-2.9%** to **+10.8%**
- **Yoghurt** from **-2.3%** to **+3.1%**

Similarly, strong growth was recorded for **cream cheese (+10.0%)**, **pre-packaged cheese (+4.4%), UHT milk (3.5%)** and **cream (+5.6%)**. These increases in sales occurred alongside higher retail prices for almost all products, indicating that consumer demand for dairy products has remained resilient despite higher retail prices and a challenging economic environment in South Africa.

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