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# Statistical release

## P6420

# Food and beverages (Preliminary)

## January 2015

**Embargoed until:**

**23 March 2015**

**13:00**

**Enquiries:**

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User Information Services  
(012) 310 8600

**Forthcoming issue:**

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February 2015

**Expected release date:**

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20 April 2015

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## Results for January 2015

**Table A – Year-on-year percentage change in food and beverages income at current prices by type of income**

Type of income	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15
Food sales	8,7	5,3	13,3	9,3	9,7	12,5
Bar sales	-0,4	-3,2	3,6	-1,6	-9,6	0,4
Other income	1,0	0,4	3,0	8,5	21,2	16,6
<b>Total</b>	<b>7,5</b>	<b>4,2</b>	<b>11,8</b>	<b>7,9</b>	<b>7,3</b>	<b>11,1</b>

Measured in nominal terms (current prices), total income generated by the food and beverages industry increased by 11,1% in January 2015 compared with January 2014. The highest annual growth rates were recorded for 'other' income (16,6%) and food sales (12,5%) – see Table A.

**Table B – Year-on-year percentage change in food and beverages income at current prices by type of enterprise**

Type of enterprise	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15
Restaurants and coffee shops	4,6	4,3	12,1	7,5	6,4	9,8
Takeaway and fast-food outlets	11,2	5,3	14,8	7,8	8,6	16,0
Catering services	7,2	1,6	5,0	9,6	6,7	3,5
<b>Total</b>	<b>7,5</b>	<b>4,2</b>	<b>11,8</b>	<b>7,9</b>	<b>7,3</b>	<b>11,1</b>

In January 2015, the highest annual growth rates were recorded for takeaway and fast-food outlets (16,0% and contributing 5,9 percentage points) and restaurants and coffee shops (9,8% and contributing 4,7 percentage points) – see Tables B and 5.

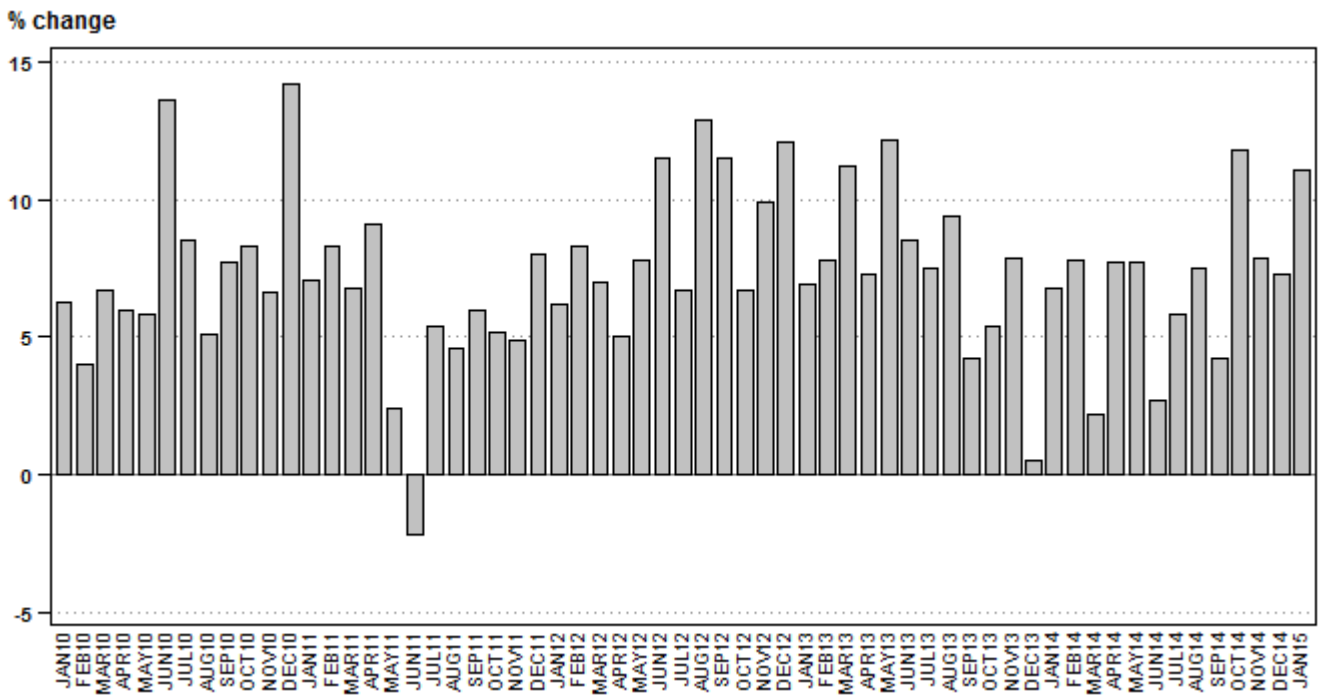
**Table C – Food and beverages income at current prices for the latest three months by type of enterprise**

Type of enterprise	Nov 2013 – Jan 2014 (R million)	Weight	Nov 2014 – Jan 2015 (R million)	% change between Nov 2013 – Jan 2014 and Nov 2014 – Jan 2015	Contribution (% points) to the total % change
Restaurants and coffee shops	5 645,2	47,9	6 082,9	7,8	3,7
Takeaway and fast-food outlets	4 395,5	37,3	4 858,3	10,5	3,9
Catering services	1 748,1	14,8	1 866,0	6,7	1,0
<b>Total</b>	<b>11 788,8</b>	<b>100,0</b>	<b>12 807,2</b>	<b>8,6</b>	<b>8,6</b>

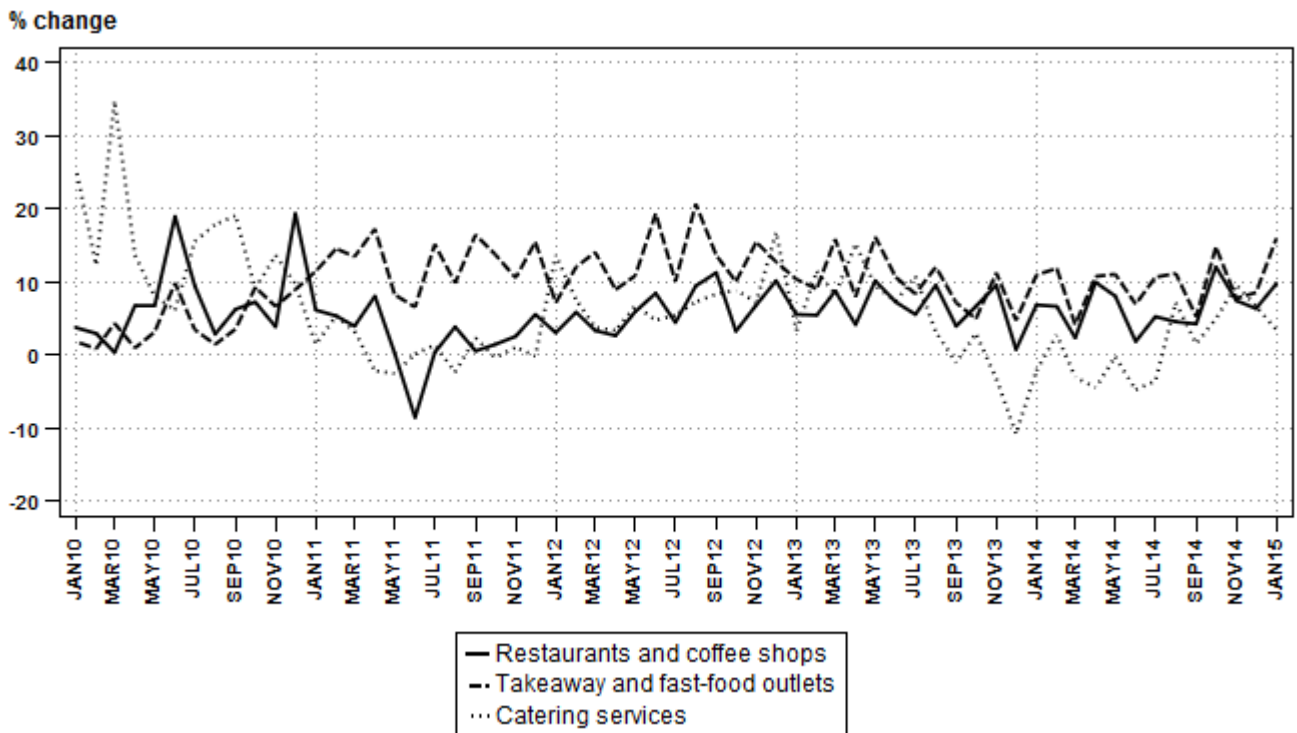
Total income increased by 8,6% in the three months ended January 2015 compared with the three months ended January 2014. The main contributors to this increase were:

- takeaway and fast-food outlets (10,5% and contributing 3,9 percentage points); and
- restaurants and coffee shops (7,8% and contributing 3,7 percentage points) – see Table C.

**Figure 1 – Food and beverages income at current prices: year-on-year percentage change**



**Figure 2 – Food and beverages income at current prices: year-on-year percentage change by type of enterprise**



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 Statistician-General

**Tables**

**Table 1 – Food and beverages income at current prices (R million)**

Month	2010	2011	2012	2013	2014	2015 1/
Jan	2 697,8	2 890,0	3 068,8	3 279,9	3 504,5	3 894,2
Feb	2 554,1	2 766,5	2 994,9	3 229,5	3 480,3	
Mar	2 856,8	3 051,4	3 263,5	3 628,2	3 706,3	
Apr	2 752,5	3 003,4	3 154,3	3 386,0	3 647,8	
May	2 818,3	2 885,9	3 111,5	3 490,8	3 760,4	
Jun	2 921,5	2 858,0	3 187,5	3 459,6	3 551,6	
Jul	2 890,9	3 046,7	3 249,8	3 494,3	3 695,3	
Aug	2 804,5	2 933,9	3 312,7	3 623,1	3 894,4	
Sep	2 856,9	3 027,6	3 377,1	3 518,6	3 666,0	
Oct	2 994,6	3 150,2	3 361,8	3 544,0	3 963,8	
Nov	3 079,6	3 230,9	3 552,2	3 833,3	4 136,8	
Dec	3 655,0	3 948,4	4 427,0	4 451,0	4 776,2	
<b>Total</b>	<b>34 882,5</b>	<b>36 792,9</b>	<b>40 061,1</b>	<b>42 938,3</b>	<b>45 783,4</b>	

1/ Figures for latest month are preliminary.

**Table 2 – Year-on-year percentage change in food and beverages income at current prices**

Month	2011	2012	2013	2014	2015	2015 year-to-date
Jan	7,1	6,2	6,9	6,8	11,1	11,1
Feb	8,3	8,3	7,8	7,8		
Mar	6,8	7,0	11,2	2,2		
Apr	9,1	5,0	7,3	7,7		
May	2,4	7,8	12,2	7,7		
Jun	-2,2	11,5	8,5	2,7		
Jul	5,4	6,7	7,5	5,8		
Aug	4,6	12,9	9,4	7,5		
Sep	6,0	11,5	4,2	4,2		
Oct	5,2	6,7	5,4	11,8		
Nov	4,9	9,9	7,9	7,9		
Dec	8,0	12,1	0,5	7,3		
<b>Total</b>	<b>5,5</b>	<b>8,9</b>	<b>7,2</b>	<b>6,6</b>		

**Table 3 – Food and beverages income at current prices by type of enterprise (R million)**

		Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15 1/
Restaurants and coffee shops	Food sales	1 451,0	1 385,2	1 479,4	1 578,7	1 887,5	1 505,9
	Bar sales	277,4	266,5	301,3	307,4	382,0	302,8
	Other income	27,7	29,5	35,6	36,2	45,8	36,6
	<b>Total</b>	<b>1 756,1</b>	<b>1 681,2</b>	<b>1 816,3</b>	<b>1 922,3</b>	<b>2 315,3</b>	<b>1 845,3</b>
Takeaway and fast-food outlets	Food sales	1 475,2	1 333,8	1 468,1	1 510,0	1 800,4	1 477,3
	Bar sales	19,2	18,1	17,8	18,9	19,6	15,9
	Other income	4,6	3,4	3,3	6,1	4,3	5,8
	<b>Total</b>	<b>1 499,0</b>	<b>1 355,3</b>	<b>1 489,2</b>	<b>1 535,0</b>	<b>1 824,3</b>	<b>1 499,0</b>
Catering services	Food sales	462,8	456,2	479,0	488,6	434,0	392,6
	Bar sales	127,4	123,6	128,7	138,6	151,4	114,8
	Other income	49,1	49,7	50,6	52,3	51,2	42,5
	<b>Total</b>	<b>639,3</b>	<b>629,5</b>	<b>658,3</b>	<b>679,5</b>	<b>636,6</b>	<b>549,9</b>
<b>Total industry</b>	<b>Food sales</b>	<b>3 389,0</b>	<b>3 175,2</b>	<b>3 426,5</b>	<b>3 577,3</b>	<b>4 121,9</b>	<b>3 375,8</b>
	<b>Bar sales</b>	<b>424,0</b>	<b>408,2</b>	<b>447,8</b>	<b>464,9</b>	<b>553,0</b>	<b>433,5</b>
	<b>Other income</b>	<b>81,4</b>	<b>82,6</b>	<b>89,5</b>	<b>94,6</b>	<b>101,3</b>	<b>84,9</b>
	<b>Total</b>	<b>3 894,4</b>	<b>3 666,0</b>	<b>3 963,8</b>	<b>4 136,8</b>	<b>4 776,2</b>	<b>3 894,2</b>

1/ Figures are preliminary.

**Table 4 – Year-on-year percentage change in food and beverages income at current prices by type of enterprise**

		Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15
Restaurants and coffee shops	Food sales	6,2	5,7	12,7	8,8	10,0	10,0
	Bar sales	-3,2	-2,4	10,0	1,2	-9,9	5,4
	Other income	10,4	5,0	6,9	5,8	31,2	45,2
	<b>Total</b>	<b>4,6</b>	<b>4,3</b>	<b>12,1</b>	<b>7,5</b>	<b>6,4</b>	<b>9,8</b>
Takeaway and fast-food outlets	Food sales	11,4	5,5	15,2	7,7	8,8	16,2
	Bar sales	-5,4	-8,6	-8,2	-2,1	-10,1	-12,6
	Other income	31,4	0,0	-2,9	79,4	26,5	100,0
	<b>Total</b>	<b>11,2</b>	<b>5,3</b>	<b>14,8</b>	<b>7,8</b>	<b>8,6</b>	<b>16,0</b>
Catering services	Food sales	8,7	3,7	9,4	15,9	12,6	8,9
	Bar sales	7,5	-4,1	-7,3	-7,1	-8,7	-9,0
	Other income	-5,6	-2,2	0,8	5,4	13,0	-4,9
	<b>Total</b>	<b>7,2</b>	<b>1,6</b>	<b>5,0</b>	<b>9,6</b>	<b>6,7</b>	<b>3,5</b>
<b>Total industry</b>	<b>Food sales</b>	<b>8,7</b>	<b>5,3</b>	<b>13,3</b>	<b>9,3</b>	<b>9,7</b>	<b>12,5</b>
	<b>Bar sales</b>	<b>-0,4</b>	<b>-3,2</b>	<b>3,6</b>	<b>-1,6</b>	<b>-9,6</b>	<b>0,4</b>
	<b>Other income</b>	<b>1,0</b>	<b>0,4</b>	<b>3,0</b>	<b>8,5</b>	<b>21,2</b>	<b>16,6</b>
	<b>Total</b>	<b>7,5</b>	<b>4,2</b>	<b>11,8</b>	<b>7,9</b>	<b>7,3</b>	<b>11,1</b>

**Table 5 – Contribution of each type of income to the year-on-year percentage change in food and beverages income at current prices (percentage points)**

		Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15
Restaurants and coffee shops	Food sales	2,3	2,1	4,7	3,3	3,8	3,9
	Bar sales	-0,3	-0,2	0,8	0,1	-0,9	0,4
	Other income	0,1	0,0	0,1	0,1	0,2	0,3
	<b>Total</b>	<b>2,1</b>	<b>2,0</b>	<b>5,5</b>	<b>3,5</b>	<b>3,1</b>	<b>4,7</b>
Takeaway and fast-food outlets	Food sales	4,2	2,0	5,5	2,8	3,3	5,9
	Bar sales	0,0	0,0	0,0	0,0	0,0	-0,1
	Other income	0,0	0,0	0,0	0,1	0,0	0,1
	<b>Total</b>	<b>4,2</b>	<b>1,9</b>	<b>5,4</b>	<b>2,9</b>	<b>3,3</b>	<b>5,9</b>
Catering services	Food sales	1,0	0,5	1,2	1,8	1,1	0,9
	Bar sales	0,2	-0,2	-0,3	-0,3	-0,3	-0,3
	Other income	-0,1	0,0	0,0	0,1	0,1	-0,1
	<b>Total</b>	<b>1,2</b>	<b>0,3</b>	<b>0,9</b>	<b>1,5</b>	<b>0,9</b>	<b>0,5</b>
<b>Total industry</b>	<b>Food sales</b>	<b>7,5</b>	<b>4,6</b>	<b>11,3</b>	<b>7,9</b>	<b>8,2</b>	<b>10,7</b>
	<b>Bar sales</b>	<b>0,0</b>	<b>-0,4</b>	<b>0,4</b>	<b>-0,2</b>	<b>-1,3</b>	<b>0,1</b>
	<b>Other income</b>	<b>0,0</b>	<b>0,0</b>	<b>0,1</b>	<b>0,2</b>	<b>0,4</b>	<b>0,3</b>
	<b>Total</b>	<b>7,5</b>	<b>4,2</b>	<b>11,8</b>	<b>7,9</b>	<b>7,3</b>	<b>11,1</b>

## Survey information

<b>Introduction</b>	The results presented in this publication are derived from the monthly survey of the food and beverages industry. This survey is based on a sample drawn from the 2014 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
<b>Purpose of the survey</b>	<p>The food and beverages survey is a monthly survey covering a sample of public and private enterprises involved in the preparation of meals and drinks for immediate consumption in South Africa. The purpose of this survey is to monitor trends in the food and beverages industry.</p> <p>The results of the food and beverage survey are used to compile estimates of the tourism satellite accounts (TSA) and the gross domestic product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used in the analysis of comparative business and industry performance.</p>
<b>Scope of the survey</b>	<p>This survey covers the following tax registered private and public enterprises, that are mainly engaged in providing food and beverages for immediate consumption:</p> <ul style="list-style-type: none"><li>• restaurants and coffee shops;</li><li>• takeaway and fast-food outlets; and</li><li>• catering services.</li></ul>
<b>Classification by industry</b>	The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), Fifth Edition, Report No 09-09-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities</i> (ISIC) with suitable adaptations for local conditions. Each enterprise is classified to an industry which reflects its predominant activity. Statistics in this publication are presented at 5-digit SIC level.
<b>Collection rate</b>	The preliminary collection rate for the survey on food and beverages for January 2015 was 85,0%. The improved collection rate for December 2014 was 89,8%.
<b>Statistical unit</b>	The statistical unit for which information is compiled and published is an enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its income activities. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
<b>Revised figures</b>	Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such. Data are edited at the enterprise level.
<b>Rounding-off of figures</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	Historical food and beverages data are available on the Stats SA website. To access the data electronically, use the following link: <a href="http://beta2.statssa.gov.za/?page_id=1849">http://beta2.statssa.gov.za/?page_id=1849</a>
<b>Past publications</b>	Past food and beverages releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6420&amp;SCH=5705">http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6420&amp;SCH=5705</a>



**Technical notes**

**Survey methodology and design**

The survey was conducted by mail, fax and telephone.

A sample of 900 enterprises was drawn from a population of 7 808 enterprises using stratified simple random sampling. The enterprises were first stratified at 5-digit level according to the SIC and then by size of enterprises. Large enterprises are completely enumerated. Turnover was used as the measure of size.

**Class limits**

The enterprises are divided into four size groups according to turnover. Large enterprises are enterprises with an annual turnover of R26 million and more. The cut-off points which define the size groups, namely large, medium, small and very small enterprises are given in Table D.

**Table D – Measure of size classes (Rand)**

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	358 239	10 200 000
Small	3	10 200 001	12 000 000
Medium	2	12 000 001	26 000 000
Large	1	26 000 001	

**Sample weighting**

For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-collection in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form subgroup estimates. These procedures are in line with international best practice.

**Reliability of estimates**

Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, it may differ from the figures that would have been produced if the data had been obtained from all enterprises in the food and beverages industry in South Africa.

**Relative standard error**

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have occurred due to sampling, and thus avoids the need to refer to the size of the estimate.

**Table E – Estimate of total food and beverages industry income within 95% confidence limits – January 2015**

	Lower limit (R million)	Income (R million)	Upper limit (R million)	Relative standard error (RSE) %
<b>Total income</b>	3 717,2	3 894,2	4 443,2	4,5

**Non-sampling errors**

Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Non-sampling errors occur in both sample surveys and censuses.

**Year-on-year percentage change**

The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.

<b>Contribution (percentage points)</b>	The contribution (percentage points) to the annual percentage change for any given period is calculated by multiplying the percentage change of each type of enterprise by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of enterprise to total income in the corresponding period of the previous year.														
<b>Seasonal adjustment</b>	Seasonally adjusted estimates will not be published until there are sufficient data points for this survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.														
 <b>Glossary</b>															
<b>Enterprise</b>	A legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its activities.														
<b>Industry</b>	It is a group of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition</i> ; Report No 09-09-02 of January 1993 (SIC).														
<b>Income from food sales</b>	Refers to income from the sale of meals and non-alcoholic drinks.														
<b>Income from bar sales</b>	Refers to income from liquor sales.														
<b>Other income</b>	Includes all income not earned from bar or food sales.														
<b>Symbols and abbreviations</b>	<table border="0"> <tr> <td>BSF</td> <td>Business sampling frame</td> </tr> <tr> <td>GDP</td> <td>Gross domestic product</td> </tr> <tr> <td>SARS</td> <td>South African Revenue Service</td> </tr> <tr> <td>SIC</td> <td>Standard Industrial Classification of all Economic Activities</td> </tr> <tr> <td>Stats SA</td> <td>Statistics South Africa</td> </tr> <tr> <td>TSA</td> <td>Tourism satellite accounts</td> </tr> <tr> <td>VAT</td> <td>Value added tax</td> </tr> </table>	BSF	Business sampling frame	GDP	Gross domestic product	SARS	South African Revenue Service	SIC	Standard Industrial Classification of all Economic Activities	Stats SA	Statistics South Africa	TSA	Tourism satellite accounts	VAT	Value added tax
BSF	Business sampling frame														
GDP	Gross domestic product														
SARS	South African Revenue Service														
SIC	Standard Industrial Classification of all Economic Activities														
Stats SA	Statistics South Africa														
TSA	Tourism satellite accounts														
VAT	Value added tax														
<b>Restaurants and coffee shops</b>	Enterprises involved in the sale and provision of meals and drinks, ordered from a menu, prepared on the premises for immediate consumption and with provided seating.														
<b>Takeaway and fast-food outlets</b>	Enterprises involved in the sale and provision of meals and drinks, ordered from a menu, prepared on the premises for takeaway purposes in a packaged format, at a stand or in a location, with or without provided seating.														
<b>Catering services</b>	Enterprises involved in the sale and supply of meals and drinks prepared on the premises on a contract basis and brought to other premises chosen by the person ordering them, to be served for immediate consumption to guests or customers. Catering services also include bars, taverns, other drinking places, ice-cream parlours, etc.														
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## General information

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