



### Let's hope the worst is over!

Have you ever wondered how much more you will have to fork out for dinner this Christmas? We have conducted an exercise to illustrate how much more this year's Christmas feast could cost.

First of all, let us take a look at the menu:

THE MENU	1 Year Inflation
<b>Starter</b>	
<b>Shrimp cocktail</b>	
Shrimp per kg	0.7%
Lemons fresh 4's	9.5%
Bay leaves 10gr	3.5%
Tomato sauce 750m	3.6%
Hot pepper sauce 150ml	0.0%
<b>Main course</b>	
<b>Roast Chicken and Gammon</b>	
Whole fresh chicken per kg	10.0%
Gammon per kg	2.7%
Rice 1kg	1.7%
Roast potatoes per kg	-9.3%
Cauliflower fresh per kg	10.9%
Cheddar cheese per kg	9.1%
Carrots per kg	5.4%
<b>Dessert</b>	
<b>Trifle</b>	
Swiss roll	4.5%
Red Jelly 80gr	12.1%
Green jelly 80gr	12.1%
Custard 1l	14.3%
Mixed glaze cherries 75gr	11.0%
Walnuts 100gr	3.8%
Fresh cream 250ml	5.2%
<b>Total dinner inflation</b>	<b>5.4%</b>

To remove the assumptions, bear in mind that the prices used represent average prices throughout South Africa. Data was obtained from Stats SA and substitutes were used where the exact product was not listed.

Inflation for the meal was very close to what we expect total country inflation to average this year (5.7%). This means that the price of your Christmas dinner did not increase more than the average price increases of other goods during the year, even though there were some outliers here and there.

Here's some food for thought: The highest price increases were that of custard, jelly and cherries. It seems as if it is the pudding that will have you digging deeper into your pockets this festive season. This tendency is also reflected within the grouped inflation index for sugar, sweets and desserts, with much higher increases than any other category of food this year (averaging 10.4% versus 6.9% for all other food).

It is also interesting to note that the price of potatoes contracted by 9.3% this year. The price growth of fish (shrimp) and rice has also been exceptionally slow, cushioning the faster growth of other food prices.

The official word of advice from us – if you want to save money (and be kinder to your waistband) this Christmas, skip the pudding!



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