

Romania Food and Drink Report Q1 2016

<https://marketpublishers.com/r/RBAF01B5000EN.html>

Date: January 2016

Pages: 133

Price: US\$ 1,295.00 (Single User License)

ID: RBAF01B5000EN

Abstracts

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BMI View: Romania's food and drink industry will outperform in the Central and Eastern Europe region. We forecast the food and drinks sector to grow at an average annual rate of 5.6% over 2014-2019. Planned and implemented VAT cuts on food and drinks will drive growth in the short term. Additionally, the mass grocery retail sector stands to gain from increased sales in food and beverages.

Headline Industry Data (local currency)

Food consumption growth year-on-year (y-o-y) in 2015: +5.2%; compound annual growth rate (CAGR) 2014-2019: +5.6%.

Per capita food consumption growth (y-o-y) in 2015: +5.5%; CAGR 2014-2019: +5.9%.

Alcoholic drinks value sales growth (y-o-y) in 2015: +3.4%; CAGR 2014-2019: +6.0%.

Soft drinks value sales growth (y-o-y) in 2015: +4.3%; CAGR 2014-2019: +5.7%.

Total mass grocery retail sales growth (y-o-y) in 2015: +5.6%; CAGR 2014-2019: +7.3%.

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