

Tanzania Food and Drink Report Q3 2016

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Abstracts

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BMI View: Tanzania's food industry will dominate industry growth as the non-alcoholic drinks sector still makes a small proportion of sales. The 2016 economic recovery will boost private consumption and thus food and drink consumption. Further, formal food retailing will experience an uptick in investment from regional players looking to seize long-term opportunities.

Key Trends & Industry Developments

The country's growing consumer confidence, due to rising disposable incomes, will boost sales growth in non-essential products.

Carbonated soft drinks sales will lead the non-alcoholic drinks sector, growing by 12.3% over our fiveyear forecast period, with the entry of local companies MeTL and Bakhresa into the soda market.

Tanzania's positive economic outlook will boost consumer spending and encourage long-term mass grocery retail investment.

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