

# Australia Food and Drink Report Q4 2016

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## Abstracts

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BMI View: Australia's food and drink market will experience robust growth throughout our five-year forecast period, as companies benefit from established supply chains, large urban populations and shifting consumer trends towards healthier premium products. The mass grocery retail (MGR) sector will be a pivotal area of development, as discounters outperform and legacy retailers offset risks in traditional supermarket formats by expanding online and convenience offerings.

### Key Trends & Industry Developments

Consumer spending will recover only slowly in 2016, as the Australian economy faces the headwinds of low commodities prices.

In the MGR sector, the high level of investment from German discounter Aldi and the potential market entry of Lidl will increase competition and put downward pressure on prices.

Online and convenience sub-sectors will grow strongly as leading food retailers expand other business areas in an effort to retain market share

As consumers adopt healthier lifestyles, they will favour food categories with high nutritional content and turn away from foodstuff with high sugar or fat content.

We expect alcohol consumption (in volume terms) to decline throughout the next five years, as Australian consumers increasingly favour quality over quantity.

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