

Belarus Food and Drink Report Q4 2015

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Abstracts

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BMI View: The Belarusian food and drink market will suffer from the worsening economic situation as the country is expected to slide into recession in 2015. Household consumption will remain constrained due to the effects of the ruble devaluation, limited wage growth and rampant inflation. Over the longer term, food consumption growth will be led by rising disposable incomes on the back of an increase in GDP per capita and the expected expansion of the mass grocery retail (MGR) sector.

Headline Industry Data

Food consumption value (local currency) growth year-on-year (y-o-y) in 2015: +16.6%; compound annual growth rate (CAGR) 2014-2019: +19.1%.

Per capita food consumption value (local currency) growth (y-o-y) in 2015: +17.2%; CAGR 2014-2019: +19.7%.

Alcoholic drinks value (local currency) sales growth (y-o-y) in 2015: +29.1%; CAGR 2014-2019: +21.8%.

Alcoholic drinks volume sales (litres) growth (y-o-y) in 2015: +6.4%; CAGR 2014-2019: +3.5%.

Soft drinks volume sales (litres) growth (y-o-y) in 2015: +4.0%; CAGR 2014-2019: +4.4%.

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