

Bulgaria Food and Drink Report Q2 2016

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Date: February 2016

Pages: 58

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

ID: BAA1B1698F1EN

Abstracts

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BMI View: A rising propensity for consumers to spend should translate into a moderately improved outlook for food and drink manufacturers as well as retailers, particularly given how challenging the environment has been since the global financial crisis in 2008. The export sector will continue to benefit from a cyclical upswing in the EU, and private consumption will be the driving factor behind stronger economic growth. In addition, improving internal and external economic factors mean we have revised Bulgaria's GDP growth upwards for 2016 and 2017.

Key Trends & Developments

Food sales in 2016 are forecast to grow by 1.4% in local currency terms.

We forecast headline household spending to return to positive territory in 2016, although this is off a low base following years of weakness. As such, value will remain a critical theme across the food and drink sector.

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