+44 20 8123 2220
info@marketpublishers.com

Bulgaria Food and Drink Report Q3 2016

https://marketpublishers.com/r/B5F9E97ADD1EN.html
Date: May 2016
Pages: 61
Price: US$ 1,295.00 (Single User License)
ID: B5F9E97ADD1EN

Abstracts

Includes 3 FREE quarterly updates

BMI View: Increased household spending and strong private consumption in 2016 will translate into opportunities for the food and drink industry, though headline spending levels are still below what they were before the recession. Value will continue to be important, whereas the market is not ready for the trend of premiumisation playing out in developed markets. A declining and ageing population over our forecast period also limits the opportunities for food and drink companies operating in the market.

Key Trends & Industry Developments

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

Discount food retail stores should continue to fare well in this value-oriented environment, which bodes well for the entrance of Kam Market into the mass grocery retail sector during this year.

Wine and spirits will post declines in consumption and sales in 2016, as consumers turn to beer and tastes become more Westernised.

A proposed tax on 'junk food' and sugary drinks does not look set to be passed in 2016, though may be something to watch for over the next five years.

+44 20 8123 2220
info@marketpublishers.com

Contents

I would like to order

Product name: Bulgaria Food and Drink Report Q3 2016

Product link: https://marketpublishers.com/r/B5F9E97ADD1EN.html

Price: US$ 1,295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/B5F9E97ADD1EN.html