

# Canada Food and Drink Report Q1 2016

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## Abstracts

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**BMI View:** While 2015 marks the nadir of Canada's oil-related economic slowdown, we project a low average growth trajectory over the coming years. This is because despite early indications that a weaker exchange rate and stronger US demand are driving up vehicle and consumer goods exports, there are no signs of higher fixed investment into Canada's non-commodities sector thus far. We forecast average annual real GDP growth of 1.7% between 2015 and 2019, in contrast to an average growth rate of 2.5% in the preceding five years. The food market is set to be an underperformer in Canada over our forecast period, with stronger growth in drinks and mass grocery retail.

### Headline Industry Forecasts (local currency)

2015 per capita food consumption growth = +1.1% year-on-year (y-o-y); forecast compound annual growth rate (CAGR) 2014 to 2019 = +1.4%;

2015 alcoholic drink value sales growth = +2.2% y-o-y; forecast CAGR 2014 to 2019 = +3.6%;

2015 soft drink value sales growth = +3.3% y-o-y; forecast CAGR 2014 to 2019 = +3.8%;

2015 mass grocery retail sales growth = +2.7% y-o-y; forecast CAGR 2014 to 2019 = +3.0%.

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