

China Food and Drink Report Q3 2015

<https://marketpublishers.com/r/CDF263C7A05EN.html>

Date: May 2015

Pages: 106

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

ID: CDF263C7A05EN

Abstracts

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BMI View: Over the next five years, China will see some of the fastest private consumption growth rates in Asia. We forecast average annual real private consumption growth of 8.0% over the next five years. This chimes with the rebalancing of the economy towards greater private consumption and, as such, will see private consumption growth remain strong, despite our forecasts for a slowdown in the overall economy's real growth rate to below 7.0% over the coming years. While the outlook for China's traditional economic growth drivers such as heavy industry and real estate construction remains cloudy, the outlook facing more consumer-focussed industries is relatively strong over the medium term.

Headline Industry Data

2015 food consumption local currency = +7.5%; compound annual growth rate (CAGR) forecast between 2014 and 2019 = +9.1%.

2015 beer volume sales = +6.1%; CAGR forecast between 2014 and 2019 = +5.6%.

2015 mass grocery retail sales (local currency) = +7.8%; CAGR forecast between 2014 and 2019 = +8.8%.

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