

China Food and Drink Report Q4 2016

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Abstracts

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BMI View: The beginning of 2016 has been a difficult start to the year for consumer confidence and overall retail spending; however, there are signs in the summer months that activity has begun to pick up. The Food & Drink industry has gone through a rough year or two but we are anticipating stronger growth in the second half of 2016 and beyond. Young, urban middle-class consumers are defining the major trends in the industry, and will become prime targets for companies as the economy shifts towards one driven by consumption over the long term.

Key Trends & Industry Developments

Alcohol consumption will decline in 2016, brought down by an ongoing drop-off in beer volumes but also as a result of the ongoing crackdown on corruption, which targets high-end spirits and wines. International and craft beer is outperforming domestic brands.

Food retailers are increasingly looking online, as expansion into rural areas is not reaping the same rewards as the costs associated with it are high. Sun Art Retail Group has scaled back its store expansion strategy in favour of investing in its e-Commerce operations.

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