

Croatia Food and Drink Report Q1 2016

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Abstracts

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BMI View: Croatia will remain among the worst performing economies in the EU in 2015 and 2016. Competitiveness issues are at the root of Croatia's problems, due to high labour costs, an inflexible labour market and a cumbersome bureaucracy. We remain sceptical that any recovery in private consumption will be robust. Combined with high unemployment and a shrinking labour force, we expect only modest growth in the country's food and drink sector throughout our forecast period to 2019.

Headline Industry Data (local currency)

Total food consumption growth in 2015: +0.4%; compound annual growth rate (CAGR) 2014 to 2019: +1.2%.

Per capita food consumption growth in 2015: +0.7%; CAGR 2014 to 2019 +1.6%.

Alcoholic drinks sales growth in 2015: +0.5% y-o-y; CAGR 2014 to 2019: +2.3%.

Soft drinks sales growth in 2015: +3.0% y-o-y; CAGR 2014 to 2019: +3.1%.

Mass grocery retail sales growth in 2015: +3.7% y-o-y; CAGR 2014 to 2019: +3.7%.

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