

# Croatia Food and Drink Report Q2 2016

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## Abstracts

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**BMI View:** Croatia's food and drink sector will gradually recover in 2016 and beyond, as domestic demand picks up following several years of contraction. This will give a boon to sales of more discretionary food items, although growth will remain subdued. Combined with a negative demographic outlook, long-term opportunities in the sector will be limited.

We forecast headline household spending to return to positive territory in 2016, although we caution that growth will remain low throughout our forecast period to 2020. Our long-term consumer outlook is also negatively affected by negative long-term demographic dynamics, including emigration and an aging population.

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