

France Food and Drink Report Q1 2016

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Abstracts

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BMI View: Our consumer outlook for France is brightening as economic activity returns to growth, though weak, following several years of recession. The easing of deflationary pressures is another positive dynamic, especially for mass grocery retailers.

Nonetheless, with household incomes - especially in the lower and middle classes - remaining under pressure and high existing levels of food consumption, we forecast only tepid growth in the sector over the next five years. Food and drink categories that are perceived as healthy and/or convenient will outperform.

Headline Industry Data (local currency)

2015 food consumption (local currency) growth = +1.6%; compound annual growth rate (CAGR) 2014 to 2019 = +1.6%.

2015 alcoholic drink sales (local currency) growth = +0.4%; CAGR 2014 to 2019 = +0.9%.

2015 soft drink sales (local currency) = +2.4%; CAGR 2014 to 2019 = +2.4%.

2015 mass grocery retail sales (local currency) = +2.0%; CAGR 2014 to 2019 = +2.2%.

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