

Hungary Food and Drink Report Q2 2016

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Abstracts

BMI View: Hungary's food and drink industry will recover in 2016 due to strong household spending, which will be the key driver of economic growth. We expect health consciousness trends and convenience to inform consumer habits over our forecast period. However, a weak demographic profile will limit industry growth prospects.

Latest Updates & Industry Developments

Food sales (local currency) growth y-o-y in 2016 +4.9%; compound annual growth rate (CAGR) 2015-2020: +5.7%.

A challenging demographic profile will limit growth prospects over the long term in the food industry.

Non-alcoholic drinks value (local currency) sales growth (y-o-y) in 2016 +4.8%; CAGR 2015-2020: +5.6%.

As disposable incomes rise, we will see modest growth in the sector.

We will see further consolidation in Hungary's mass grocery retail sector.

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