

Hungary Food and Drink Report Q4 2016

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Abstracts

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BMI View: Increasing disposable incomes due to a tightening labour market, proposed VAT cuts and public sector wages increase will support growth in Hungary's food and drink industry throughout our forecast period. As consumers become more affluent, they will increase food and drink expenditure in favour of premium trends, which will benefit food and drink companies. However, negative demographic trends will limit growth opportunities in the food and drink sector beyond our forecast period.

Key Trends & Industry Developments

A challenging demographic profile will limit growth prospects throughout the long term in the food industry. Negative demographic trends are also fuelling the decline in alcohol consumption.

As disposable incomes increase, we will see modest growth in the soft drinks sector.

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

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