

# India Food and Drink Report Q3 2016

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## Abstracts

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**BMI View:** Over the long-term, India offers one of the most attractive consumer bases globally, benefitting from a large and young population, rapid urbanisation and rising incomes. This will drive consumption of processed food, as well as soft and alcoholic beverages. Nevertheless, severe operating and regulatory challenges remain.

### Key Trends & Industry Developments

Food sales will expand at a rapid pace throughout our forecast period to 2020, benefiting from population growth and rising incomes.

Carbonated soft drinks will continue to experience rapid growth, although the sector is at risk of the introduction of a tax on sugary drinks.

The alcoholic drinks industry will remain dominated by whiskey. While beer consumption will gradually expand, taxation by volume continues to hinder the segment.

The government's decision to allow 100% foreign ownership in multi-brand food retail is likely to result in a strong uptick in investment.

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