

Italy Food and Drink Report Q1 2016

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Abstracts

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BMI View: Our consumer outlook for Italy will continue to brighten over the next quarters, with household spending supported by low inflation levels and employment growth.

As a result, sales of food and drink will return to positive territory.

Nonetheless, we caution that growth across the sector will remain modest, due to existing high levels of consumption and unfavourable demographic dynamics.

Headline Industry Data (local currency)

2015 food consumption = +0.5% year-on-year (y-o-y); compound annual growth rate (CAGR) 2014 to 2019 = +1.2%.

2015 alcoholic drink value sales = +0.8%; CAGR 2014 to 2019 = +1.5%.

2015 soft drink value sales = +0.8%; CAGR 2014 to 2019 = +2.5%.

2015 mass grocery retail sales = +0.7%; CAGR 2014 to 2019 = +1.3%.

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