

# Italy Food and Drink Report Q2 2016

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## Abstracts

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BMI View: Italy's consumer outlook will gradually improve over 2016 and 2017, with growth stemming from the recovery of economic conditions. The country's large ageing population will drive demand for traditional foods, while the growth convenience, such as frozen foods, remains slow. Italy's drinks industry will continue to experience modest growth owing to the highly mature nature of the market, driven by premiumisation.

### Latest Updates & Structural Trends

The recovery of Italy's economic growth will boost private consumption to 1.0% and 1.1% in 2016 and 2017, which will support consumer spending on food.

US-based Starbucks announced its plans to open its first store in Milan in early 2017, which we expect will benefit largely from the country's well-established tourism sector.

Growing demand for private labels will drive growth for organised retail in Italy, as consumers gradually switch up from traditional outlets.

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