

Japan Food and Drink Report Q3 2016

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Abstracts

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BMI View: Japan's food and drink outlook will remain muted on the back of a maturing market, an ageing and declining population and a weakening economic outlook.

Industry growth will favour companies that are more responsive to changing consumption patterns, which are largely driven by rising health consciousness, while growth in the MGR sector will favour convenience retailing.

Key Trends & Industry Developments

Food sales (local currency) growth y-o-y in 2016 +2.7%; compound annual growth rate (CAGR) 2015-2020: +3.7%.

Non-alcoholic drinks sales (local currency) growth y-o-y in 2016: +0.5%; CAGR 2015-2020: +3.0%.

Wine and spirits will drive growth in the alcoholic drinks category.

Japan's mass grocery retail sector will post weak sales growth as the sector is highly competitive and relatively mature.

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