

Kuwait Food and Drink Report Q2 2016

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Abstracts

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BMI View: Despite the current economic slowdown, we expect Kuwait's food and drink industry will experience positive growth over our five-year forecast period, driven by sustained household spending. We believe premiumisation will remain high in the food sector, as demand for non-essential foods increases and carbonated soft drinks consumption remains strong. We expect premiumisation to drive investment from supermarkets and hypermarkets formats, with a marginal decline in co-operative stores formats.

Latest Updates & Industry Developments

Demand for staple foods will remain resilient in Kuwait, with rice and meat sales driving growth.

We believe the introduction of a soft drinks tax in 2017 across the Gulf Cooperation Council countries will not hit the Kuwaiti carbonated soft drinks market over our five-year forecast period to 2020, with carbonated soft drinks sales reaching a compound annual growth rate of 10.7%.

We expect an increase in the investment in supermarkets and hypermarkets formats in Kuwait, as consumer spending rises and consumers have more purchasing power for premium products.



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