

Kuwait Food and Drink Report Q3 2016

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Abstracts

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BMI View: Rising household spending will support growth in Kuwait's food and drink industry in 2016. A significant number of high-earning consumers will drive growing demand for discretionary products and sustain premiumisation across the sector. Food retailers will benefit from an increasingly sophisticated consumer base, which will increase demand for larger store formats such as supermarkets and hypermarkets.

Key Trends & 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 will not hit the Kuwaiti carbonated soft drinks market over our five-year forecast period to 2020.

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

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