

# Malaysia Food and Drink Report Q1 2016

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## Abstracts

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**BMI View:** We hold an optimistic view on the Malaysian consumer through to 2019, although conditions will remain challenging in 2016. Our Asia Country Risk team forecasts real GDP growth to come in at 4.2% in 2015 and 4.5% in 2016. This will translate into real private consumption growth of 4.9% in 2015 and 5.3% in 2016, slowing from 7.3% in 2014. We expect mounting economic headwinds over the next few quarters, as the effects of lower oil prices, weakening exports and the implementation of a 6% goods and services tax (GST) trickles through the economy. Growth in food consumption will therefore be subdued by regional standards in the short term.

Headline Industry Data (local currency):

2015 total food consumption sales growth: +3.4%; compound annual growth rate (CAGR) 2014-2019: +3.3%.

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