

Malaysia Food and Drink Report Q4 2016

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Abstracts

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BMI View: Malaysia's food and drink industry will continue to show positive growth over 2016, although spending growth has slowed significantly since 2015. Slower growth can be attributed to softened consumer demand for discretionary goods following the implementation of the goods and services tax.

Key Trends & Industry Developments

Food sales (local currency) growth y-o-y in 2016: +7.6%; compound annual growth rate (CAGR) 2015-2020: +7.2%.

Alcoholic drinks sales (local currency) growth y-o-y in 2016: +9.7%; CAGR 2015-2020: +8.9%.

Non-alcoholic drinks sales (local currency) growth y-o-y in 2016: +8.5%; CAGR 2015-2020: +7.9%.

Continued investment into private labels will drive mass grocery retail sector growth.

The implementation of a goods and services tax (GST) has softened consumer demand for discretionary goods, resulting in significantly slower sales growth.

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