

Netherlands Food and Drink Report Q2 2016

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Abstracts

BMI View: The Dutch food and drink industry will expand at a modest pace throughout our forecast period to 2020 on the back of existing sector maturity, providing only limited opportunities for investors. Demand for convenience and rising health awareness will affect consumption patterns.

Latest Trends & Industry Developments

Food sales will experience only modest growth over the next five years, due to existing sector maturity and limited inflationary pressures. Growing health awareness and demand for convenience will continue to impact consumption patterns, while returning consumer confidence will have a positive effect on more premium categories.

In the drinks category, we expect consumption of alcohol to continue its decline, as drinkers increasingly favour quality over quantity. In the soft drinks segment, fruit juices will outperform carbonated soft drinks as consumers opt for healthier alternatives.

While the food retail sector is somehow less formalised than in other Western European markets, we believe that Ahold's dominant position will limit room for new entrants.

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