

Netherlands Food and Drink Report Q3 2016

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Abstracts

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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, resulting in declining consumption of spirits in the alcoholic drinks sector as an example.

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 experience only weak growth as drinkers continue to favour quality over quantity. Craft beer and wine will outperform commercial beer and spirits. 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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