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Pakistan Food and Drink Report Q1 2016

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Abstracts

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The consumer outlook for Pakistan will be supported by a very positive demographic profile. However, an uncertain political outlook casts a dark cloud over the economy, which may affect its ability to perform well over the coming years, and therefore informs our relatively weak annual real GDP growth forecast of 4.1% over the next decade. Although the consumer story has substantial potential, it could be weighed down significantly by a weak economic outlook. Per capita food consumption is forecast to experience strong growth - however, this will be from a low base, and consumption is likely to remain significantly lower than other key emerging markets.

Headline Industry Forecasts (local currency):

2015 per capita food consumption growth: +9.9% year-on-year (y-o-y); compound annual growth rate (CAGR) between 2014 and 2019: +9.9%.

2015 soft drinks volume sales growth: +3.1% y-o-y; CAGR between 2014 and 2019: +3.2%.

2015 mass grocery retail sales growth: +9.5% y-o-y; CAGR between 2014 and 2019: +10.5%.

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