

Pakistan Food and Drink Report Q4 2016

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Abstracts

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BMI View: Pakistan's food and drink sector remains the least attractive consumer market in the Asia Pacific region, ranking last in our latest Risk Reward Index. Consumer spending will be restricted primarily by the large rural population and low disposable incomes. Limited investment in the formal food retailing sector will further dampen growth in high-value food products, with the market currently driven by essential spending.

Key Views & Developments

Food consumption will be driven by a large consumer base as well as high private consumption, at 83.5% as a percentage of GDP in 2016.

The country's water shortage will drive bottled water sales, with high growth rates in 2015 due to a severe water crisis.

Foreign investment in the MGR sector will remain limited due to ongoing security instability.

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