

# Poland Food and Drink Report Q3 2016

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## Abstracts

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**BMI View:** Poland's favourable macroeconomic environment will support sustained expansion of its food and drink industry. The country's economy will outperform most of its regional peers over the next two years, while the strengthening labour market and rising real wages will boost private consumption. The key risk to our outlook arises from political uncertainty, which dampens investor sentiments towards Poland.

### Key Trends & Industry Developments

We forecast food sales to register a compound annual growth rate (CAGR) of 4.5% (in local currency terms) during 2016-2020.

Rapidly rising disposable incomes and increasingly sophisticated consumer tastes will drive the sales of innovative products across the alcoholic drinks industry.

In March 2016, local distillery Akwawit-Polmos said it will introduce the country's first whiskey brand, Jack Strong.

Poland's plan to introduce a new retail sales tax, along with other restrictive regulations on large foreign grocery retailers, will negatively affect the expansion of the country's mass grocery retail sector.

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