

Qatar Food and Drink Report Q3 2016

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Abstracts

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BMI View: Qatar will experience sustained growth in its food and drink sector, especially through premiumisation, even though our consumer outlook for the country has deteriorated in recent months. Nonetheless, the small consumer base will limit the attractiveness of the Qatari market for food and drink manufacturers, as well as mass grocery retailers.

Key Trends & Industry Developments

Prolonged low energy prices will lead to cuts in government spending and a slowdown in the influx of higher-income expatriates, which will in turn have a negative effect on private consumption growth.

Qatar will remain one of the best performing economies in the Gulf, and we still forecast rapid growth in food and non-alcoholic drinks sales.

The mineral water segment will remain one of the best performing categories over the coming years, benefiting from a hot and arid climate, as well as rising incomes.

Qatar's ban on public drinking will combine with regulatory uncertainty combined and a distribution monopoly to limit sector dynamism.

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