

Romania Food and Drink Report Q3 2016

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Abstracts

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BMI View: Romania's food and drink industry is poised for good growth, on the back of rising disposable incomes that will be aided by successive tax cuts, rising average wages and favourable labour market conditions. Consumers will increasingly trade up price points over our forecast period, which will drive value growth in the mass grocery retail sector. Premium categories will see good growth as discretionary spending rises.

Key Trends & Industry Developments

Food sales (local currency) growth y-o-y in 2016 +3.3%; compound annual growth rate 2015-2020: +5.6%.

The alcoholic drinks category will show a slow recovery over our forecast period.

Expansions of the discount, supermarket and hypermarket formats will drive mass grocery retail growth over our forecast period.

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