

Saudi Arabia Food and Drink Report Q3 2016

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Date: May 2016

Pages: 68

Price: US\$ 1,295.00 (Single User License)

ID: SE28ED20BF9EN

Abstracts

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BMI View: Saudi Arabia will remain a highly favourable market across the region given its strong consumer outlook with the rise in household spending. Growing investment in the country's food and drink industry will boost sales growth despite slower economic growth over 2016, as the openness to foreign investors in the private sector supports higher local employment.

Key Views & Developments

Saudi Arabia's favourable demographics will boost food sales, as the country benefits from a large consumer base and high per capita food consumption.

There are plans to implement a tax on energy drinks and soft drinks to combat high consumption of unhealthy foods.

We believe that formal retailing will take more market share from independents, which will give longterm growth opportunities in the Saudi Arabian market.

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