

Serbia Food and Drink Report Q1 2016

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Abstracts

Includes 3 FREE quarterly updates

BMI View: Serbia's economic outlook for 2016-2017 is relatively bleak. Planned austerity measures, high unemployment and tight credit markets will all weigh down economic growth, which we forecast to come in at 1.0% for 2016 and 2.5% for 2017. Net exports will remain a driver of growth, however, export growth will be constrained due to the eurozone's tepid growth and Russia's extended recession. We forecast household spending to grow by 4.5% and total food consumption to grow by 1.6% in 2016.

Headline Industry Data (local currency)

Total food consumption growth year-on-year (y-o-y) in 2015: +1.1%; compound annual growth rate (CAGR) to 2019: +1.9%.

Alcoholic drinks sales growth (y-o-y) in 2015: +1.1%; CAGR to 2019: +1.9%.

Soft drinks sales growth (y-o-y) in 2015: +1.8%; CAGR to 2019: +8.5%.

Total mass grocery sales growth (y-o-y) in 2015: +2.8%; CAGR to 2019: +4.7%.

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