

South Africa Food and Drink Report Q3 2016

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Abstracts

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BMI View: South Africa's food and drink industry will remain hampered by the country's economic downturn in 2016. The consumer outlook will be bleak over this period stemming from rising food prices, which will weigh on household spending. We believe industry players will diversify their product offerings into more value-added segments in order to capture the more cash-strapped consumers switching out of mainstream categories.

Key Trends & Industry Developments

Rising food prices will weigh on household spending over 2016; however, we have a positive outlook on food producers that diversify product offerings to better suit the weakening consumer outlook.

Soft drink sales will be volatile to new industry risks presented by the ongoing economic headwinds, as well as the proposal of a tax on sugary drinks in April 2017.

Retailers looking to expand in the local market will primarily focus on targeting the lower-income consumer through convenience store formats located in non-urban areas.

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