

# Spain Food and Drink Report Q2 2016

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## Abstracts

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**BMI View:** After a strong recovery year in 2015, the Spanish food and drink sector is expected to see momentum stabilise in 2016. A consumer spending recovery is underway in the broader Spanish economy due to improving confidence, low inflation and falling unemployment; however, expectations are tempered by caution over the longer term. Youth unemployment is forecast to remain exceptionally high by global standards over the next five years, and this curbs the outlook for some of the major health-conscious and innovative trends noticeable in other developed markets.

### Latest Updates & Industry Developments

Food sales (local currency) growth year-on-year (y-o-y) in 2016: +3.9%.

Soft drinks sales (local currency) growth y-o-y in 2016: +3.6%.

Beer and spirits will be the alcoholic drinks category's outperformers.

Price-consciousness will prevail in food retail, which will favour the discount format.

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