

# Spain Food and Drink Report Q3 2012

<https://marketpublishers.com/r/S1CCCC4DA11EN.html>

Date: June 2012

Pages: 123

Price: US\$ 1,175.00 (Single User License)

ID: S1CCCC4DA11EN

## Abstracts

Includes 3 FREE quarterly updates

Spain's domestic economy continues to be crippled by the government's fiscal austerity drive, with unemployment continuing to head higher, and house prices still tumbling. At the same time, Spain's ability to export its way out of recession has disappeared with the rest of the eurozone caught up in a pronounced slowdown. We continue to target a 2.1% contraction in real GDP this year, and we now expect Spain's economic contraction to continue into 2013, where we forecast a further contraction of - 0.2%.

## Headline Industry Data

2012 per capita food consumption = +0.4%; forecast to 2016 = +7.8%

2012 alcoholic drink sales = +0.6%; forecast to 2016 = +7.2%

2012 soft drink sales = +0.5% ; forecast to 2016 = +10.7%

2012 mass grocery retail sales = +0.7%; forecast to 2016 = +10.7%

## Key Company Trends & Developments

Ebro Focuses on Geographic Expansion and M&A – In spring 2012, the CEO of one of Spain's largest food producers Ebro, Antonio Hernandez Callejas, said that the company will continue to invest in new concepts and products, making acquisitions and expanding its international presence. While North America accounts for the lion's share of Ebro's business, Callejas said the company sees an opportunity for growth in the

region, through further expansion in private label and the launch of its frozen and ready meals. In Europe, Callejas said Ebro's focus will be different, given the continent's commitment to fresh foods. This, he said, may include acquisitions, which he claimed the company is in a strong position to undertake.

**Mahou San Miguel Moves into India** – In spring 2012, Spanish brewer Mahou San Miguel acquired 50% of Arian Breweries & Distilleries, an Indian firm owned by a local family group which has a brewery in North East India. This marks the first time a Spanish brewer has made an acquisition in an emerging market and is in line with the group's internationalisation strategy. The company will initially supply northern India, but hopes to expand nationally in the future in a country which has a population of nearly 1.2 billion, current low beer consumption per capita levels and expected high growth rates.

### **Key Risk to Outlook**

The biggest risk to our forecasts stems from the government's fiscal strategy. While the private sector remains in no state to drive the economy forward, should the government push too hard on the fiscal brakes, it could lead to an even greater downturn in real GDP. This would render the government's fiscal consolidation strategy as self-defeating and would prompt us to reassess our growth, fiscal and debt forecasts.

Similarly, a further decline in eurozone economic activity would have a severe impact on the Spanish economy. While net exports will not be sufficiently strong enough to pick Spain up out of recession in 2013, for now it remains a positive contributor to headline growth. As such, weaker export growth could see Spain's economic contraction over the next two years prove even more severe than currently envisaged.

## Contents

BMI Industry View

SWOT Analysis

Spain Food Industry SWOT

Spain Drink Industry SWOT

Spain Mass Grocery Retail Industry SWOT

Business Environment

BMI's Core Global Industry Views

Table: BMI's Core Views

Western Europe Risk/Reward Ratings

Table: Western Europe Food & Drink Risk/Reward Ratings Subcategories, Q312  
(scores out of 10)

Table: Western Europe Food & Drink Risk/Reward Ratings, Q312

Spain's Food & Drink Risk/Reward Ratings

Macroeconomic Outlook

Table: Spain – Economic Activity

Industry Forecast Scenario

Consumer Outlook

Food

Food Consumption

Table: Spain Food Consumption Indicators – Historical Data & Forecasts

Canned Food/Prepared Food

Table: Canned Food Value/Volume Sales – Historical Data & Forecasts

Confectionery

Table: Confectionery Value/Volume Sales – Historical Data & Forecasts

Drink

Hot Drinks

Table: Coffee Value Sales – Historical Data & Forecasts

Soft Drinks

Table: Soft Drink Sales – Historical Data & Forecasts

Alcoholic Drinks

Table: Alcoholic Drink Value/Volume Sales – Historical Data & Forecasts

Mass Grocery Retail

Table: Mass Grocery Retail Market – Sales by Format (US\$bn) – Historical Data & Forecasts

Table: Grocery Retail Sales By Format (%)

Trade

Table: Food & Drink Trade Balance – Historical Data & Forecasts

## Food

Key Industry Trends And Developments

Ebro to Grow Via Geographic Expansion and M&A

Weak Spanish Market Pushes International Growth

Stevia's EU Approval Will Spur Product Development

Agro-Food Fund Established in Spain

Nueva Rumasa Restructuring Continues

Ebro Sees Revenue Increase But Earnings Seeing Impact of Rising Costs

SOS Posts First Profit In Three Years

Smithfield No Longer Looking To Raise Stake In Campofrio

Mixed Signs For Investment In Sector

Private Labels Gaining Market Share

Market Overview

Prepared Food

Table: Frozen Vegetables

Table: Snack Foods

Table: Pasta

Organic

Meat And Fish

Table: Meat

Table: Fish

Eggs And Dairy

Table: Oils And Fats

Table: Dairy

Drink

Key Industry Trends And Developments

Henkell Positions for Sparkling Growth with Cava Acquisition

Mahou San Miguel Moves into India

Heineken to Cut Further in Europe/Spain Stagnant

Spirits Hit by New Taxes

Wine Exports Exposed To Currency Fluctuations

Mahou-San Miguel Extends Beverage Portfolio

Market Overview

Soft Drinks

Alcoholic Drinks

Mass Grocery Retail

Key Industry Trends And Developments

Metro Reorganises Iberian Cash & Carry Operations

Eroski Focuses on Franchising

Lithuanian Maxima Moves into Spain

Eroski Posts Loss for Third Consecutive Year

Dia's First Results As Independent Operator Hint At Opportunities Ahead

Retailers Continue To Invest

Market Overview

Table: Structure Of Spain's Mass Grocery Retail Market By Estimated Number Of Outlets

Table: Structure Of Spain's Mass Grocery Retail Market By Value (US\$m)

Table: Structure Of Spain's Mass Grocery Retail Market By Value (EURmn)

Table: Annual Average Sales Per Outlet By Format – 2009

Table: Grocery Retail Sales By Format – Historical Data And Forecasts

Competitive Landscape

Table: Key Players in Spain's Food Sector

Table: Key Players in Spain's Drink Sector

Table: Key Players in Spain's Mass Grocery Retail Sector

Table: Key Players in Spain's Drink Sector

Company Monitor

Food

Grupo Ebro Puleva

Grupo Leche Pascual Alimentacion

Campofrio Alimentacion SA

Deoleo (SOS Corporacion Alimentaria)

Drink

Heineken Espana SA

Mass Grocery Retail

Auchan

Centros Comerciales Carrefour

Eroski Group (Including Caprabo)

Mercadona

BMI Methodology

Food & Drink Business Environment Ratings

Ratings Methodology

Ratings System

Indicators

Table: Limits Of Potential Returns

Table: Risks To Realisation Of Potential Returns

Weighting

Table: Weighting

BMI Food & Drink Industry Glossary

Food & Drink  
Mass Grocery Retail  
BMI Food & Drink Forecasting And Sources  
How We Generate Our Industry Forecasts  
Sources

## I would like to order

Product name: Spain Food and Drink Report Q3 2012

Product link: <https://marketpublishers.com/r/S1CCCC4DA11EN.html>

Price: US\$ 1,175.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S1CCCC4DA11EN.html>