

Thailand Food and Drink Report Q4 2015

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Abstracts

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BMI View: Since the last quarter, our Asia Country Risk Team has revised down our real GDP growth forecasts to 3.5% in 2015 and 4.1% in 2016. Despite still robust macroeconomic fundamentals, the outlook for Thailand's economy for the next two years has weakened significantly in recent months as the country faces myriad headwinds, which include a deterioration in domestic conditions, a renewed bout of political risk and rising external pressures. Tepid private consumption growth, limited scope for further monetary easing and the weakening currency will weigh on consumer purchasing power. Over the medium term and when the political situation stabilises, we still believe Thailand holds tremendous growth potential, as we expect a gradual shift in importance from net exports to domestic consumption.

Headline Industry Data (local currency)

2015 food consumption growth: +4.1%; compound annual growth rate (CAGR) 2014 to 2019: +5.2 %.

2015 per capita food consumption growth: +3.8%; CAGR to 2019: +4.9%.

2015 alcoholic drinks value sales: +3.4%; CAGR to 2019: +5.0%.

2015 soft drinks value sales: +5.6%; CAGR to 2019: +7.6%.

2015 mass grocery retail sales: +3.0%; CAGR to 2019: +3.8%.

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