

Turkey Food and Drink Report Q2 2016

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Abstracts

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BMI View: Current economic headwinds, rising terrorism risks and falling tourism revenues will put Turkey's food and drink industry under pressure over our five-year forecast period to 2020. The drop in tourist arrivals will crucially weigh on the growth of alcoholic drinks, particularly premium drinks. The 30% hike in the minimum wage, effective in January 2016, will boost consumer spending in the lowerincome consumer group, which will feed positively into the country's discount store segment.

Latest Updates & Industry Developments

We believe Turkey's current economic headwinds will have a negative impact on food spending, which will see food sales slow towards the end of our forecast period to 2020.

Rising terrorism risks in Turkey will decrease the level of tourist arrivals, which will dampen growth for alcohol sales.

The 30% hike in the minimum wage will impact Turkey's food retail sector in two different ways. We believe an increase in household spending will boost food retail sales, while higher labour costs will put margins under pressure.

Contents

BMI Industry View

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Latest Updates

Structural Trends

Food

Latest Updates

Structural Trends

Table: Food Sales (Turkey 2013-2020)

Drink

Latest Updates

Structural Trends

Table: Non-Alcoholic Drink Sales (Turkey 2013-2020)

Mass Grocery Retail

Latest Updates

Structural Trends

Food & Drink Risk/Reward Index

Central And Eastern Europe - Risk/Reward Index

Table: Central & Eastern Europe Food & Drink Risk/Reward Index Q216

Turkey Risk/Reward Index

Market Overview

Food

Drink

Mass Grocery Retail

Competitive Landscape

Table: Key Players In Turkey's Food & Drink Industry

Table: Key Players In Turkey's Mass Grocery Retail Sector

Company Profile

Anadolu Efes

B?M

Coca-Cola ?cecek

Ülker Group

Migros Turk

Nestlé Turkey

Sabanc? Holding

Tesco Kipa

Demographic Forecast

Table: Population Headline Indicators (Turkey 1990-2025)

Table: Key Population Ratios (Turkey 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Turkey 1990-2025)

Table: Population By Age Group (Turkey 1990-2025)

Table: Population By Age Group % (Turkey 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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