

Ukraine Food and Drink Report Q3 2016

<https://marketpublishers.com/r/U835AB00E34EN.html>

Date: June 2016

Pages: 80

Price: US\$ 1,295.00 (Single User License)

ID: U835AB00E34EN

Abstracts

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BMI View: 2016 will continue to be a tough environment for the Ukraine food and drink industry. Though improved from the very high levels of inflation during 2015, currency depreciation and high prices will continue to erode spending power, forcing consumers to purchase at the lower end of the market. Additional taxation added to alcohol and tobacco products will further curb spending in these segments, with our forecasts for beer, wine and spirits consumption to decline throughout the year.

Latest Updates & Industry Developments

Ongoing weakness in the underlining economy, with high levels of inflation to boot, is driving the value trend as consumers move further away from branded goods in favour of lower-cost options and discount retailers where possible.

Volume alcohol consumption is set to fall during our forecast period, mostly through declines in beer and spirits, exacerbated by the implementation of an excise tax on alcohol in April 2016.

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