

United States Food and Drink Report Q1 2016

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Abstracts

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BMI View: We hold a favourable outlook for the US consumer over the next five years, with private consumption growth outperforming most developed markets.

This will create premiumisation opportunities in the food and drink sector.

Nonetheless, shifts in consumer preferences will continue to pose significant challenges for legacy food and drink manufacturers, as consumers turn away from categories such as commercial beer, carbonated soft drinks and prepared meals.

Headline Industry Forecasts (local currency):

2015 per capita food consumption = +2.1%; five-year compound annual growth rate (CAGR) to 2019 = +4.1%.

2015 alcoholic drinks value sales = +2.0%; CAGR to 2019 = +3.3%.

2015 soft drink value sales = +1.4%; CAGR to 2019 = +1.7%.

2015 mass grocery retail sales = +2.0%; CAGR to 2019 = +2.7%.

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