

Venezuela Retail Report Q1 2016

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Abstracts

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BMI View: We continue to have a gloomy outlook for the Venezuelan retail sector over the medium term.

The country's economic troubles, including a low oil price, high inflation and weak exchange rate, as well as the government's highly interventionist stance, will continue to dampen consumer and investor confidence in the country.

We forecast that total household spending will reach VEF7,342.1bn in 2016, equivalent to USD1978.7bn.

By 2019 these figures should be VEF21,576,2bn and USD333.8bn.

High inflation is driving the rapid growth in bolivar terms, but is rapidly eroding real wages and curbing consumer confidence.

The government's attempts to control prices of basic goods, meanwhile, have led to shortages that have increased the role of the black market in the economy and kept the proportion of spending that goes on essential goods high.

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