

Vietnam Food and Drink Report Q4 2015

<https://marketpublishers.com/r/VAA27F37475EN.html>

Date: October 2015

Pages: 138

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

ID: VAA27F37475EN

Abstracts

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BMI View: We hold a positive outlook for the Vietnamese consumer, as the government targets economic growth through public spending and promoting investment and exports. We forecast real GDP growth at 6.4% in 2015 and 6.6% in 2016, on the back of supportive government policies, as well as a strong outlook for foreign investment and exports. However, political risks remain in the form of Chinese tensions, which we believe will continue for some time.

Headline Industry Data (local currency)

2015 total food consumption growth: +18.0%; compound annual growth rate (CAGR) 2014 to 2019: +18.6%.

2015 per capita food consumption growth: +17.0%; CAGR to 2019: +17.6%.

2015 alcoholic drinks value sales growth: +8.0%; CAGR to 2019: +10.0%.

2015 soft drinks value sales growth: +5.7%; CAGR to 2019: +8.4%.

2015 mass grocery retail sales growth: +10.7%; CAGR to 2019: +11.5%.

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