

# Zimbabwe Food and Drink Report 2016

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## Abstracts

Includes 3 FREE quarterly updates

**BMI View:** Zimbabwe's food and drink industry will continue to decline due to soft domestic demand, food shortages and a booming informal food and drink sector.

We do not expect to see a recovery in Zimbabwe's food and drink industry over our forecast period as the country continues to navigate a tough economic climate.

We forecast Zimbabwe's real GDP to grow at 1.1% in 2016, barely recovering from the recession the country entered in 2015.

Despite downward pressure on prices, the mass grocery retail sector is set to grow at a subdued rate, driven by aggressive price competition in the sector and the entrance of new players.

### Headline Industry Data (USD)

Headline food consumption growth (USD) 2016 (y-o-y): -9.0%; compound annual growth rate (CAGR) -16.7%.

Headline food consumption per capita growth (USD) 2016 (y-o-y): -11.5%; CAGR -18.4%.

Total mass grocery retail sales growth 2016 (y-o-y): +4.0%; CAGR: +4.0%.

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