

Meat in China

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Abstracts

An outbreak of African swine fever that began in 2018 went on to decimate the country's pig-farming industry with prices skyrocketing as producers were unable to satisfy local demand. China was forced to rely on imports of frozen pork from the EU and Brazil in 2019 with local supply unable to meet demand, with these imports mainly sent to the country's larger cities. To help control the disease China culled over 200 million pigs from its herd. However, the virus continued to pose a challenge in...

Euromonitor International's Meat in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2016-2020, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Meat market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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