

# Processed Meat and Seafood in Algeria

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## Abstracts

As processed meat and seafood reaches maturity as a category, sales were quite robust in the face of COVID-19. Although the economic crises in Algeria did lower demand for some products, processed meat and seafood is expected to benefit from the fact that products in the category have an established customer base and quite high levels of brand loyalty. With consumers spending more time at home as a result of the pandemic, many Algerians looked for convenient and hearty meals to have at home, rea...

Euromonitor International's Processed Meat and Seafood in Algeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Meat Substitutes, Processed Meat, Processed Seafood.

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

## Why buy this report?

Get a detailed picture of the Processed Meat and Seafood 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.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Consumers cooking at home remain loyal to processed meat and seafood during the COVID-19 pandemic

Local players lead meat while international brands dominate seafood

Economy and standard brands dominate chilled and frozen processed meat and seafood

#### RECOVERY AND OPPORTUNITIES

Time-poor consumers boost values sales for processed meat and seafood

Processed meat and seafood must fight against maturity over the forecast period

With more channels available with frozen facilities, there is room for frozen meat and seafood to grow

#### CATEGORY DATA

Table 1 Sales of Processed Meat and Seafood by Category: Volume 2015-2020

Table 2 Sales of Processed Meat and Seafood by Category: Value 2015-2020

Table 3 Sales of Processed Meat and Seafood by Category: % Volume Growth 2015-2020

Table 4 Sales of Processed Meat and Seafood by Category: % Value Growth 2015-2020

Table 5 NBO Company Shares of Processed Meat and Seafood: % Value 2016-2020

Table 6 LBN Brand Shares of Processed Meat and Seafood: % Value 2017-2020

Table 7 Distribution of Processed Meat and Seafood by Format: % Value 2015-2020

Table 8 Forecast Sales of Processed Meat and Seafood by Category: Volume 2020-2025

Table 9 Forecast Sales of Processed Meat and Seafood by Category: Value 2020-2025

Table 10 Forecast Sales of Processed Meat and Seafood by Category: % Volume Growth 2020-2025

Table 11 Forecast Sales of Processed Meat and Seafood by Category: % Value Growth 2020-2025

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