

# Processed Meat and Seafood in Argentina

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## Abstracts

After declining in 2018 and 2019 amidst worsening economic conditions, processed meat and seafood retail volume sales look set to grow strongly over 2020 as a whole. The turnaround is partly the result of panic buying and stockpiling that occurred in March and April after the Argentinian government moved to contain the COVID-19 pandemic via the imposition of a nationwide lockdown. Due to their longer storage lives, shelf stable and frozen products were the main beneficiaries of this behaviour. T...

Euromonitor International's Processed Meat and Seafood in Argentina 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.

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Stockpiling and increased price-sensitivity drive demand for shelf stable products  
Private label lines gain ground as consumers tighten spending

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