

# Processed Meat and Seafood in Australia

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## Abstracts

Consumers took to panic-buying goods during Q1 of 2020, worried that they would need supplies for periods of isolation, or that COVID-19 would impact stock levels in essential stores. As such, many consumers took to stockpiling shelf-stable processed meat and seafood, including canned, processed meat Spam and canned tuna; both of which are easy to store. This is set to see value growth boosted from 2% in 2019, to a projected 5% in 2020, with shelf stable meat moving from a decline in 2019, to a...

Euromonitor International's Processed Meat and Seafood in Australia 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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### KEY DATA FINDINGS

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Panic-buying boosts sales of shelf stable meat, while meat substitutes move to retailers

Local ingredients drive growth forward, as consumers look for Australian flavours

Processed red meat manufacturers focus on remaining competitive against meat substitutes

#### RECOVERY AND OPPORTUNITIES

Meat substitutes continue to drive growth as processed seafood markets its health benefits

Processed red meat declines, as processed poultry increases its value sales, being a more cost-effective option

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