

# Processed Meat and Seafood in Brazil

<https://marketpublishers.com/r/P32EFD5B3ADEN.html>

Date: January 2021

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: P32EFD5B3ADEN

## Abstracts

Consumption of processed meat and seafood had declined marginally over the review period, partly due to quite high average unit price increases in 2016/2017 and also as some consumers began to cut back on their consumption of these products due to their often highly processed nature and high salt content. However, these products offer convenience and relatively long shelf lives, particularly in their frozen formats. Many consumers therefore stocked up on frozen processed meat given the uncertain...

Euromonitor International's Processed Meat and Seafood in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, 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 2025 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 early in the lockdown period benefits sales of processed meat and seafood

Convenience trumps health concerns for many during the pandemic

Accelerating growth for meat substitutes

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Players recognise the potential of meat substitutes

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