

# Processed Meat and Seafood in Chile

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## Abstracts

Many consumers are spending more time at home due to restrictions on movement intended to curb the spread of COVID-19. Children did not attend school for an extended period, and many employees are still working from home. As a result, consumers are eating more at home, and this will fuel a surge in both retail volume sales and retail current value sales of processed meat and seafood during 2020. While volume sales of processed fish and seafood through the foodservice sales will see a sharp decli...

Euromonitor International's Processed Meat and Seafood in Chile 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

#### 2020 IMPACT

With consumers spending more time at home, COVID-19 is fuelling a surge in retail current value sales of processed meat and seafood

Shelf stable seafood sees the biggest beneficiary, as consumers turn to products with a long shelf life

Economic uncertainty helps to boost value share of private label

#### RECOVERY AND OPPORTUNITIES

Processed meat and seafood to suffer a post-COVID-19 hangover, with

E-commerce boom will outlast COVID-19

As some seek to reduce their meat consumption, retail current value sales of frozen meat substitutes will exhibit strong growth

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