

Processed Meat and Seafood in China

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Abstracts

The closure of foodservice channels as part of measures aimed at curbing the spread of COVID-19 resulted in the transfer of some processed meat and seafood sales to retail, as consumers increasingly cooked and consumed meals at home. The increase in demand for food for home consumption has boosted sales of processed meat, and especially shelf stable meat, which has seen sales rise in tandem with burgeoning sales of instant noodles. Meanwhile, the COVID-19 lockdown has resulted in a boom in froze...

Euromonitor International's Processed Meat and Seafood in China 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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