

Processed Meat and Seafood in Croatia

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Abstracts

COVID-19 will have a positive effect on retail current value sales of processed meat and seafood during 2020. Chilled processed red meat and poultry and frozen processed red meat will see the strongest retail current value sales growth during the year. With restaurants closed and consumers are spending more time at home, the pandemic has driven an increase in home cooking. However, a decline in volume sales through the foodservice channel will be greater than the increase in retail volume sales,...

Euromonitor International's Processed Meat and Seafood in Croatia 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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2020 IMPACT

COVID-19 helps processed meat manufacturers put past scandals behind them

Increased preference for locally produced processed meat sees a return to unit price growth

COVID-19 helps leading domestic players stabilise their value shares

RECOVERY AND OPPORTUNITIES

With consumers increasingly health conscious, frozen processed poultry will outperform processed red meat in terms of retail current value sales growth

Retail value sales of processed seafood has significant growth potential, but manufacturers need to start treating it as more than an afterthought

Meat substitutes have significant growth potential, but prices will have to fall before this can be realised

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