

# Processed Meat and Seafood in the Czech Republic

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## Abstracts

Demand for processed meat and seafood in all formats increased significantly in 2020 as consumers, uncertain of the impact and duration of the pandemic-inspired lockdown in the early months of the year, began stockpiling. In particular, 2020 has seen a sharp rise in current value sales and volume sales of frozen processed meat and chilled processed meat. Demand for shelf stable processed meat and seafood also increased but at slower rate due to the restrictions on movement that affected in-store...

Euromonitor International's Processed Meat and Seafood in Czech Republic 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

Pandemic-inspired home seclusion fuels spike in demand for processed meat and seafood in 2020

Rising popularity of health and wellness continues to drive strong demand for processed seafood in 2020

Despite decline in value share, Kostelecke uzeniny as maintains lead in highly fragmented processed meat and seafood category in 2020

#### RECOVERY AND OPPORTUNITIES

Value sales of processed meat and seafood set to grow at a steady rate as consumers return to traditional eating habits over the forecast period

Private label expected to grow over the forecast period in line with strong demand for affordable chilled processed meat

Consumers expected to seek meat substitutes over the forecast period

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