

Processed Meat and Seafood in Germany

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Date: November 2020

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: PE36AEEA16CEN

Abstracts

Home seclusion due to the COVID-19 crisis has led to a strong recovery of processed meat and seafood sales in retail volume and value terms in 2020. Consumers have stocked up on staple foods in response to the restrictions on movement, which has resulted in volume sales growth for all categories within processed meat and seafood, many of which were in decline in 2019 (pre-pandemic). Value sales have been further boosted by supply chain issues in the pork industry following the African swine feve...

Euromonitor International's Processed Meat and Seafood in Germany 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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Meat substitute sales continue to surge as new launches proliferate

Retailers' own ranges lead sales though more branded players are being seen

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