

Processed Meat and Seafood in Greece

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Abstracts

Processed meat and seafood is likely to see much stronger retail value growth in 2020 than 2019 as the category is expected to benefit from the pandemic due to consumers being increasingly at home and cooking family meals. Frozen processed meat, especially frozen processed red meat, is expected to see the greatest retail value growth in 2020 as these products are more affordable than fresh meat. On the other hand, chilled processed seafood and frozen processed seafood is likely to see the weakest...

Euromonitor International's Processed Meat and Seafood in Greece 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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Sales of frozen processed meat boosted by the pandemic as more consumers are price sensitive in 2020

Corporate social activities increase while supermarket sales of processed meat and seafood decline in 2020

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RECOVERY AND OPPORTUNITIES

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