

# Processed Meat and Seafood in Hong Kong, China

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## Abstracts

Interest in processed meat had been waning in Hong Kong with consumers becoming increasingly concerned about how healthy it is to consume these products. During the review period, the World Health Organisation (WHO) brought attention to possible links between the consumption of processed meat and non-communicable diseases such as cancer and heart disease. This served to dissuade some consumers from eating these products. However, COVID-19 has resulted in many consumers shifting focus to other co...

Euromonitor International's Processed Meat and Seafood in Hong Kong, 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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Stockpiling helps drive sales with consumers concerned over food shortages

Foodservice sales slump as consumers avoid eating out

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