

Processed Meat and Seafood in India

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Abstracts

Processed meat and seafood has seen a significant slowdown in its retail volume and current value growth rates in 2020 compared with 2019 and previous years of the review period. False rumours that consumers could contract COVID-19 from chickens has been the main factor leading to the slower growth rates, with consumers who turned away from chicken mostly moving to vegetarian food, which they considered safer. The slowdown was further contributed by a reduction in the number of trips to modern g...

Euromonitor International's Processed Meat and Seafood in India 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.

Contents

KEY DATA FINDINGS

2020 IMPACT

COVID-19 leads to strong foodservice decline and slowdown in retail growth
Frozen processed poultry suffers from the COVID-19-related food safety scare
The leaders extend their shares due to trust in their well-known brands

RECOVERY AND OPPORTUNITIES

Return to higher growth as the impact of COVID-19 fades
Convenience set to drive growth, although limiting factors also expected
Wide range of flavours will be offered to attract the maximum number of consumers

CATEGORY DATA

Table 1 Sales of Processed Meat and Seafood by Category: Volume 2015-2020

Table 2 Sales of Processed Meat and Seafood by Category: Value 2015-2020

Table 3 Sales of Processed Meat and Seafood by Category: % Volume Growth 2015-2020

Table 4 Sales of Processed Meat and Seafood by Category: % Value Growth 2015-2020

Table 5 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2015-2020

Table 6 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2015-2020

Table 7 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2015-2020

Table 8 NBO Company Shares of Processed Meat and Seafood: % Value 2016-2020

Table 9 LBN Brand Shares of Processed Meat and Seafood: % Value 2017-2020

Table 10 Distribution of Processed Meat and Seafood by Format: % Value 2015-2020

Table 11 Forecast Sales of Processed Meat and Seafood by Category: Volume 2020-2025

Table 12 Forecast Sales of Processed Meat and Seafood by Category: Value 2020-2025

Table 13 Forecast Sales of Processed Meat and Seafood by Category: % Volume Growth 2020-2025

Table 14 Forecast Sales of Processed Meat and Seafood by Category: % Value Growth 2020-2025

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