

Processed Meat and Seafood in Italy

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Abstracts

Overall volume sales growth of processed meat and seafood has accelerated in 2020 as consumers stock up on staple foods given the national lockdown and ongoing home seclusion. Shelf stable tuna has benefited the most from the stockpiling effect among shelf stable seafood, being a versatile product in Italian kitchens and an indispensable ingredient of many lockdown recipes. Also, canned tuna has a lower price point compared with other canned seafood (eg anchovies or mackerel), and hence has been...

Euromonitor International's Processed Meat and Seafood in Italy 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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