

# Processed Meat and Seafood in Japan

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## Abstracts

Processed meat has seen growth supported by stockpiling and home seclusion during COVID-19. Growth has been especially strong in shelf stable meat, as consumers have stocked up on shelf stable products, especially during the spring months when social distancing regulations were particularly strict. As well as its long shelf life, shelf stable meat has seen convenience play an important part in driving demand, as such products can be eaten without time-consuming preparation. As a result, it incre...

Euromonitor International's Processed Meat and Seafood in Japan 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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