

# Processed Meat and Seafood in Kazakhstan

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## Abstracts

Processed meat and seafood is largely unaffected by COVID-19, with marginal growth in retail volume. In Kazakhstan, processed meat and seafood competes with unpackaged meat and seafood that is often sold at markets. These markets stayed open during lockdown, though officially they were meant to close, and so this channel continued to compete with packaged processed meat and seafood. Processed seafood is expected to perform marginally better than processed meat in terms of current value growth. H...

Euromonitor International's Processed Meat and Seafood in Kazakhstan 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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COVID-19 has little effect on retail volume as open markets remain open and pose heavy competition

Chilled processed meat and seafood benefits from growing number of supermarkets and convenience stores

Chilled processed poultry sees the fastest growth, as many consumers view it as a healthy option

#### RECOVERY AND OPPORTUNITIES

Processed seafood to benefit from healthy image in forecast period

Increasing demand for smaller, convenient packaging

Consumers reach for foods that highlight eco-friendly positioning on their labels

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