

# Processed Meat and Seafood in Latvia

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## Abstracts

With consumers stocking up on these products during the early stages of the pandemic, COVID-19 will provide a major boost to retail current value sales growth in processed fish and seafood during 2020. Indeed, retail current value sales growth is set to reach its highest level in more than a decade. Shelf stable meat and seafood will be the biggest beneficiary of this: Consumers rushed to fill their pantries with cans of beef and tuna, as these products have a long shelf life. With consumers vis...

Euromonitor International's Processed Meat and Seafood in Latvia 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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### KEY DATA FINDINGS

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With consumers stocking up, COVID-19 provides a significant boost to demand, particularly for shelf stable products

Premiumisation drives strong long-term growth in retail current value sales

With a growing network of retail outlets, meat processor Forevers SIA overtakes HKScan Latvia AS to assume leadership position

#### RECOVERY AND OPPORTUNITIES

Post-pandemic hangover for retail current value sales growth will be short lived

Meat substitutes set for strong growth in retail current value sales due to rising demand and a much broader product offer

Increased retail competition will put downward pressure on pricing

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