

Processed Meat and Seafood in Malaysia

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Abstracts

Processed meat and seafood has seen strong retail volume growth in 2020 with sales peaking during the Movement Control Order (MCO) which ran between March and May. During this period consumers were unable to leave their local area while wet markets were closed. Furthermore, the MCO also resulted in supply shortages of fresh meat and seafood, thus creating additional demand for processed meat and seafood. These issues created widespread concern over possible food shortages, resulting in many hous...

Euromonitor International's Processed Meat and Seafood in Malaysia 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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Local production gives advantage to frozen poultry and seafood

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