

# Processed Meat and Seafood in the Netherlands

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## Abstracts

Coronavirus (COVID-19) has provided retail sales of processed meat and seafood with a strong boost in the Netherlands. As a result, processed meat is expected to see its first positive retail volume growth performance of the review period over 2020 as a whole, despite higher unit prices. Similarly, processed seafood is set to see a strong improvement in sales. Uncertainty about the extent and duration of the lockdown and fears over sustained supply encouraged consumers to stock up on frozen and...

Euromonitor International's Processed Meat and Seafood in Netherlands 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

#### 2020 IMPACT

Coronavirus (COVID-19) lockdown sees consumers stockpile processed meat and seafood from physical retailers and e-commerce to guarantee supply

The pandemic accelerates strong lifestyle trends to put pressure on manufacturers of processed meat and seafood

Supermarket operators lead the category and development with strong and forward-facing private label lines

#### RECOVERY AND OPPORTUNITIES

Meat substitutes and processed seafood set to drive growth as processed meat loses appeal among an increasingly health-conscious consumer base

Government and other actors' push for flexitarian diets diminishes demand for processed meat for health, ethical and sustainability reasons

Shift away from soy encourages new product development in meat substitutes as manufacturers seek to allay consumer fears over health, quality and taste attributes

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