

# Processed Meat and Seafood in New Zealand

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## Abstracts

Processed meat and seafood is set to record a more dynamic performance in 2020 compared to the previous year, with a particularly notable upturn in demand for shelf stable and frozen varieties, being driven by a certain level of panic-buying period at the beginning of the lockdown in New Zealand, as consumers rushed to stockpile for their pantries. Foodservice closures, lockdown restrictions, home seclusion and social distancing were therefore all instrumental in significantly changing consumer...

Euromonitor International's Processed Meat and Seafood in New Zealand 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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Shelf stable and frozen products experience greater demand due to stockpiling during initial lockdown

Plant-based options continue to grow strongly during pandemic

Heller Tasty Ltd retains overall leadership due to dominance of largest value category, chilled processed meat

#### RECOVERY AND OPPORTUNITIES

Notable slowdown heading into 2021 due to switch to foodservice, while meat substitutes still offers further potential in line with health and wellness trends

Rise of food provenance following pandemic expected to intensify

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