

Processed Meat and Seafood in Poland

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Abstracts

The COVID-19 lockdown in Poland has led to greater demand in retail for processed meat and seafood, as consumers have stockpiled on essentials. Stockpiling has been stronger in chilled categories, because of freezer space limitations in the average household. Sales growth in chilled processed meat has therefore been higher than for frozen processed meat. Foodservice channel closures have translated into greater at-home consumption, which has boosted retail sales for all processed meat and seafood...

Euromonitor International's Processed Meat and Seafood in Poland 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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