

Processed Meat and Seafood in Russia

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Date: November 2020

Pages: 38

Price: US\$ 990.00 (Single User License)

ID: PF10EFE3EDBEN

Abstracts

Shelf stable meat and shelf stable seafood are significant in processed meat and seafood in Russia, with retail volume sales boosted due to lockdowns and foodservice closures caused by COVID-19, resulting in consumers cooking meals at home more often. Additionally, there was some stockpiling seen, as consumers erred on the side of caution and ensured they kept a supply of shelf stable meat and seafood on hand, in case of shortages in fresh meat and seafood. The advantages of such products are th...

Euromonitor International's Processed Meat and Seafood in Russia 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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2020 IMPACT

Processed meat and seafood benefits from uptick in home-cooking and snacking occasions during COVID-19 lockdowns

Internet retailing and interactive campaigns boost sales for players

Domestic players lead the category, thanks to long-standing presences in the country and high brand trust

RECOVERY AND OPPORTUNITIES

Increased price-sensitivity means consumers are expected to trade down, as caviar continues to face its own challenges

Innovations need to compensate for lower spending power, such as sausages sold in the style of chocolates

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