

# Processed Meat and Seafood in Sweden

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## Abstracts

The Coronavirus (COVID-19) pandemic has seen a strong increase in both retail volume and current value sales of processed meat and seafood in Sweden. Home seclusion has encouraged more consumers to cook and eat more frequently at home, with popular full meal ingredients like processed meat and seafood receiving an extra boost. At times of crisis or turbulence, consumers often turn to traditional Swedish meals, and the exigencies of COVID-19 mean they have more time to prepare them. Similarly, co...

Euromonitor International's Processed Meat and Seafood in Sweden 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

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Coronavirus (COVID-19) boosts sales of processed meat and seafood as home seclusion increases at-home meal consumption occasions

Long and short shelf life products enjoy spike in demand as consumers require durable and fresh options, while health and environmental factors push meat substitutes to the fore

Health, animal welfare and sustainability trends stimulate strong new product development in dynamic meat substitutes

#### RECOVERY AND OPPORTUNITIES

Return to pre-COVID-19 lifestyles and stockpiling set to limit at-home consumption and hamper short-term retail sales

Chilled processed meat and seafood is predicted to perform well as players leverage fresher, healthier and convenience trends

Strong health and environmental trends set to increase the demand for meat substitutes

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