

# Processed Meat and Seafood in Thailand

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## Abstracts

In 2020, the COVID-19 pandemic boosted demand for canned fish in Thailand compared with the previous year, as consumers stockpiled such products as a result of the crisis. Apart from stockpiling by consumers, canned fish was also used by the private sector and government for donation purposes. Meanwhile, with changing lifestyles of consumers in urban areas, sausage is becoming an increasingly popular snack option. Sausage consumption as a meal is increasing, and it is likely that eating sausage...

Euromonitor International's Processed Meat and Seafood in Thailand 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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