

# Processed Meat, Seafood and Alternatives To Meat in Estonia

<https://marketpublishers.com/r/P2186D9BC791EN.html>

Date: November 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: P2186D9BC791EN

## Abstracts

Chilled processed poultry is witnessing robust volume growth in 2023 due to changing consumer behaviour as inflation remains high. As household budgets are squeezed, Estonians are actively seeking out chilled processed poultry as it is a cheaper option to standard fresh meats. Consumers are also leaning towards chilled processed poultry as a substitute to chilled processed red meat. In addition, chilled processed poultry is being added to salads, which is supporting volume growth.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Estonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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, Seafood and Alternatives to Meat 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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Euromonitor International

November 2023

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