

Processed Meat, Seafood and Alternatives To Meat in Italy

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Abstracts

Processed poultry continues to grow in volume terms across chilled, shelf stable and frozen formats. Italy is amongst the leading poultry breeders and producers in Europe, and Italian consumers are tending to increase their consumption of poultry because it is considered to be healthier than red meat. Amongst the most popular types are breaded products, because in addition to being deemed to have a better taste by many consumers, they are easier and quicker to prepare, which is increasingly impo...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Italy 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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