

Processed Meat, Seafood and Alternatives To Meat in Switzerland

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Abstracts

In 2023, processed meat and seafood in Switzerland continued to perform well. While there is a marked shift toward poultry consumption, red meat still represented the largest proportion of meat consumed in the country. Swiss consumers are increasingly opting for poultry as it is considered a healthier alternative to red meat. The consumption of red meat is believed to be associated with an increased risk of cardiovascular diseases and colorectal cancer. This shift in consumer preference reflects...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Switzerland 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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November 2023

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