



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Australia

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Category records high value growth due to further rise in unit prices
- Convenience drives consumer demand
- Affordability drives growth of shelf stable options

PROSPECTS AND OPPORTUNITIES

- Health and wellness trend drives demand for nutritional staple foods in Australia
- Sustainability shifts from premium feature to expected standard
- Meat and seafood substitutes set for further dynamic growth

CATEGORY DATA

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Staple Foods in Australia - Industry Overview

EXECUTIVE SUMMARY

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- Competitive Landscape
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- What next for staple foods?

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DISCLAIMER

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Summary 1 - Research Sources

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