



Processed Meat, Seafood and Alternatives To Meat in France

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Poultry sales on the rise as prices stabilise

Consumers go fishing for shelf stable seafood as economic pressures cause a rethink in their spending behaviour

Budgetary constraints force consumers to shift away from some processed red meat products

PROSPECTS

Meat and seafood substitutes back on the menu

Red meat faces further challenges while poultry looks set for a bright future

Chicken hams show potential

CATEGORY DATA

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Staple Foods in France - Industry Overview

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Key trends in 2024

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DISCLAIMER

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Summary 1 - Research Sources

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