



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Italy

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Red meat sees a confluence of factors which both support and suppress consumption
Processed poultry benefits from declines seen in red meat consumption
Processed seafood struggles due to inflationary pressures, as players seek to maintain retail sales

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DISCLAIMER

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