



Processed Meat, Seafood and Alternatives To Meat in Italy

October 2024

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

PROSPECTS AND OPPORTUNITIES

- Processed seafood sees scope for recovery over the forecast period
- Meat and seafood alternatives will continue to grow over the forecast period
- Processed red meat expected to make a comeback over the forecast period, with a healthier profile expected

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
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- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
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Staple Foods in Italy - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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