



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Ukraine

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wanted Vegan looking to make its mark in meat and seafood substitutes
Affordability remains a key influence on demand for processed meat
Shelf stable products ideal for stockpiling supplies

PROSPECTS AND OPPORTUNITIES

Players expected to focus on highlighting the health benefits of seafood
Plant-based offerings set to grow but the appetite for these products is likely to remain low
More chilled products expected to be seen as players target health conscious consumers

CATEGORY DATA

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- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
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- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
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- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
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Staple Foods in Ukraine - 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-ukraine/report.