



# Processed Meat, Seafood and Alternatives To Meat in Belgium

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Value sales rise as volume sales fall in 2024
- Private label benefits from persistent price-sensitivity
- Meat and seafood substitutes sees continued though slowed growth

PROSPECTS AND OPPORTUNITIES

- Stable growth anticipated for overall category, with evolving consumer demands presenting challenges and opportunities
- Private label likely to retain strong competitive edge, and story-based marketing will become more prevalent
- Animal welfare concerns set to intensify though sharpened health-focus encourages greater scrutiny of substitutes' ingredients

CATEGORY DATA

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Staple Foods in Belgium - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive Landscape
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## SOURCES

### Summary 1 - Research Sources

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