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International**

Processed Meat, Seafood and Alternatives To Meat in the Netherlands

December 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Meat sales decline amid price increases and shifting consumer priorities
- Meat alternatives face challenges amid economic and taste concerns
- Labels and organic products drive growth in processed meats

PROSPECTS AND OPPORTUNITIES

- Private label and premium brands set to propel meat alternatives
- Fish and seafood alternatives likely to face growth barriers
- Sustainability to support gradual growth in processed fish

CATEGORY DATA

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Staple Foods in the Netherlands - Industry Overview

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