



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in New Zealand

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local production drives sales of meat products in New Zealand
- Welfare and sustainability concerns drive demand for plant-based goods
- A rise in seasonal sales aligns with barbecues and social gatherings

PROSPECTS AND OPPORTUNITIES

- Players focus on affordability and added-value to boost sales in the early forecast period
- Organic options and sustainable attributes drive growth on the landscape
- The increase of flexitarians boosts sales of plant-based alternatives

CATEGORY DATA

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Staple Foods in New Zealand - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
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DISCLAIMER

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Summary 1 - Research Sources

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