



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Canada

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category creeps back into sub-decimal volume growth thanks to new product developments  
Mixed impact of health and wellness trends on the category  
Meat and seafood substitutes deliver the strongest growth, thanks to rise of vegans and vegetarians

PROSPECTS AND OPPORTUNITIES

Sales will maintain a positive performance over the forecast period  
Competition from ready meals and meal kits may challenge sales  
Health and wellness will dominate new product development activities

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 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 7 - Sales of Frozen 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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- 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 Canada - 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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- Table 16 - Sales of Staple Foods by Category: Value 2019-2024
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- Table 21 - Penetration of Private Label by Category: % Value 2019-2024
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DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

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