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# Processed Meat, Seafood and Alternatives To Meat in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Plant-based alternatives surge as health and sustainability take centre stage
- Intensifying competition in processed meat and seafood drives innovation and premium offerings
- E-commerce and quick commerce drive expansion

PROSPECTS AND OPPORTUNITIES

- Expansion of alternatives to meat and seafood into the mass market
- Growing demand for clean label and functional protein-rich meat products
- Increasing penetration of processed seafood in non-coastal markets

CATEGORY DATA

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Staple Foods in India - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

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## SOURCES

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