



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Peru

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Processed poultry leads growth as chicken remains central to Peruvian cuisine  
Local players leads in 2024, offering established, strong, recognised brands  
Grupo Vallenorte expands its presence in processed seafood with canned varieties

PROSPECTS AND OPPORTUNITIES

Convenience will be key to product innovations across the forecast period  
Retailers expand their brands within processed meat, seafood and alternatives  
Carabela set to gain ground by offering a wider range of shelf-stable products

CATEGORY DATA

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Staple Foods in Peru - 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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DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

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