



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Portugal

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

The loss of purchasing power increases sales of private label options
Ready meals challenge sales of processed meat and seafood in 2024
Innovation and convenience drive brand differentiation on the landscape

PROSPECTS AND OPPORTUNITIES

Innovation will be a key driver for the processed meat and seafood landscape
Alternatives to meat set to showcase a major fall in consumption
Demand for products perceived as healthier and convenient drive growth

CATEGORY DATA

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Staple Foods in Portugal - 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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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-portugal/report.