



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in China

October 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

The growth of processed meat, seafood and alternatives to meat slows slightly
Although declining, supermarkets and hypermarkets are still the dominant channels
The penetration of meat and seafood substitutes remains low

PROSPECTS AND OPPORTUNITIES

Growth in frozen processed meat set to be driven by urbanisation
Rising population of single-person households will drive demand for smaller packaging
Health and nutrition will continue to be key drivers of growth in processed meat and seafood

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
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- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
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Staple Foods in China - 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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