

## **Processed Meat, Seafood and Alternatives To Meat in North Macedonia**

Market Direction | 2022-11-28 | 20 pages | Euromonitor

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### **Report description:**

Inflation, the rising prices of animal fodder and transportation costs amidst the war in Ukraine have led to significant unit price hikes in the processed meat, seafood and alternatives to meat category in 2022. These hikes have helped the category turn its modest volume growth based on stagnant demand and heavy market saturation into strong retail value growth in 2022.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in North Macedonia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
November 2022

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Modest volume growth and strong retail value growth due to rising unit prices

Processed seafood records fastest growth due to the absence of a permanent supply of fresh products

Frozen processed poultry increasingly substituted with chilled processed poultry

#### PROSPECTS AND OPPORTUNITIES

Marginal volume growth due to limited consumer demand

Frozen processed seafood to perform well in a landlocked country

Shelf stable seafood and meat to grow slowest due to market saturation

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