

## **Fish and Seafood in China**

Market Direction | 2022-12-06 | 17 pages | Euromonitor

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### **Report description:**

China's seafood supply chain is shifting rapidly towards aquaculture, thanks to improvements in farming technology and an increased focus on quality control. Standardisation in distribution, driving increased volume sales in the retail channel, is also an important growth driver, as consumers prioritise food safety and quality. The increasing share of aquaculture also enables producers to keep up with the rising demand for seafood in China and reduce the price volatility caused by seasonality.

Euromonitor International's Fish and Seafood in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Crustaceans, Fish, Molluscs and Cephalopods.

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

Why buy this report?

- \* Get a detailed picture of the Fish and Seafood 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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