

Meat in China

Market Direction | 2022-12-06 | 18 pages | Euromonitor

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Report description:

In 2022, pork is expected to remain by far the largest meat category in China, despite prices soaring as the market has begun a new cycle, with supply reduced to a more reasonable level in line with consumer demand. In 2022, consumption is set to drop slightly, mainly caused by decreasing demand from institutions, as they are more price-sensitive. COVID-19 restrictions also forced more people to switch to remote working and resulted in lower mobility outside of home, negatively affecting foodser...

Euromonitor International's Meat 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: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

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

Why buy this report?

- * Get a detailed picture of the 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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