

## **Meat in India**

Market Direction | 2022-12-20 | 19 pages | Euromonitor

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### **Report description:**

During COVID-19 there was a lot of negativity and myths around eating meat. Many posts and blogs on social media, and lot of articles in newspapers claimed that meat was a natural spreader of the virus, and suggested that it was not wise to eat meat products. This contributed to the significant total volume decline seen by meat in 2020. However, as time passed, nutritional experts and widespread campaigns by the FSSAI highlighted that meat did not have a role in the spread of COVID-19, and in fa...

Euromonitor International's Meat in India 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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December 2022

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