

**Processed Meat, Seafood and Alternatives To Meat in Australia**

Market Direction | 2023-01-09 | 26 pages | Euromonitor

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**Report description:**

Food and beverage macrotrends have drastically evolved to bring about a wave of change, from where consumers shop and work, to how they eat. A significant increase in time spent at home has changed cooking and dining habits for many Australians as they gravitate towards meal solutions that are affordable without compromising on taste and quality. Post-pandemic, the concept of sustainability has evolved for Australians as they are more aware of the impact of their consumption choices on the welfa...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Australia 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 2018-2022, 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 2027, 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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Animal welfare concerns encourage government to take action

Innovation of ingredients spurs demand for meat and seafood substitutes

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Plant-based options with elevated sensory experience expected to gain consumers

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