

Processed Meat, Seafood and Alternatives To Meat in Argentina

Market Direction | 2023-11-20 | 21 pages | Euromonitor

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Report description:

Against the backdrop of diminishing purchasing power and soaring inflation in Argentina, private label products have carved a niche for themselves, often at the expense of branded goods, within processed meat and seafood. The review period has witnessed private labels overtake brands like La Campagnola from Arcor Saic, becoming the leading choice in the shelf stable seafood segment, propelled by an assortment of options offered by major retailers including Coto, Carrefour, and Jumbo. These play...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Argentina 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.

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November 2023

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