

Processed Meat, Seafood and Alternatives To Meat in Saudi Arabia

Market Direction | 2023-11-20 | 23 pages | Euromonitor

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Report description:

Processed meat, seafood and alternatives to meat is witnessing healthy growth in current value and retail volume terms in 2023, continuing the pattern seen in 2022. This positive performance is mainly due to life getting back to normal with consumers looking for convenient meal solutions as well as for snacks and lunchboxes for work and school. The country's Saudisation programme has also seen an increasing number of women joining the workforce, with there also being a push to place Saudi women...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Saudi Arabia 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

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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reliable information resources to help drive informed strategic planning.

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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN SAUDI ARABIA

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Sales reporting strong growth in 2023 as the market reopens and the population expands

Growth potential of processed meat proving attractive to investors

Americana diversifying its portfolio as it comes up against mounting competition

PROSPECTS AND OPPORTUNITIES

Premiumisation and convenience trends likely to inform new product development over the forecast period

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