

Processed Meat, Seafood and Alternatives To Meat in Ukraine

Market Direction | 2023-11-24 | 25 pages | Euromonitor

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Report description:

Processed seafood recorded a favourable sales performance during 2023 as the category rebounded from the severe sales declines that were recorded over the course of 2022, the result of the Russian Federation's invasion of Ukraine in February of that year. However, volume growth could have been considerably higher in the category over the course of 2023, had demand not come under strong pressure due to significant increases in the average unit price of processed seafood. The war in Ukraine has le...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Ukraine 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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Euromonitor International
November 2023

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Demand for processed seafood under pressure as the average unit price increases
Demand for processed meat rebounds strongly as consumers demand convenience
Meat and seafood substitutes remains a tiny category as demand comes under pressure

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