

## **Processed Meat, Seafood and Alternatives To Meat in Greece**

Market Direction | 2023-11-27 | 23 pages | Euromonitor

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### **Report description:**

In 2023, retail volume sales of processed meat, seafood and alternatives to meat remained in decline due to inflationary pressures. Since 2022, increases in the cost of raw materials, shipping costs, labour wages and energy have led to substantial price rises in this category, keeping value sales on a positive growth trajectory. Meat and seafood alternatives is the only subcategory bucking the downturn in consumption, largely because it is growing from a small base, but also because of the growi...

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