

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

Market Direction | 2023-12-07 | 24 pages | Euromonitor

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### **Report description:**

Processed meat, seafood, and alternatives to meat benefits from lower prices compared to its fresh variants. Additionally, due to inflationary pressures overall and the cost-of-living crisis, many consumers prefer to cook at home instead of dining out. Hence, processed meat which is easy to prepare whilst also being high in nutritional value, continues to grow in popularity. For example, chilled processed meat is perceived to be less processed compared to shelf-stable canned processed meat, whil...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Thailand 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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#### **2023 DEVELOPMENTS**

Processed meat, seafood, and alternatives to meat continues to benefit from lower prices than compared to fresh variants

Tofu maintains its relevance, due to being an essential ingredient in Thai cuisine

Processed seafood strategies shift, as players concentrate on cross-category options

#### **PROSPECTS AND OPPORTUNITIES**

New product developments needed to further pique consumer interest

Meat and seafood substitutes continue to see more product innovations

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