

Meat in China

Market Direction | 2023-12-22 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, both the retail unit price and retail volume sales of meat have been experiencing declines in China. The primary reason for the decrease in retail volumes is the gradual return to normalcy in consumers' lives. The cancellation of China's "zero Covid" policy at the end of 2022 has resulted in a shift in consumer meal preferences, with some returning to foodservice establishments in 2023. Therefore, demand for meat through foodservice is considerably higher than pre-pandemic levels.

Euromonitor International's Meat in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2018-2022, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beef and Veal, Lamb, Mutton and Goat, Other Meat, Pork, Poultry.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the 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 reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Meat in China
Euromonitor International
December 2023

List Of Contents And Tables

MEAT IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining retail volumes of meat as consumers switch to foodservice

Pork's average unit price continues declining in 2023, ensuring affordability

PROSPECTS AND OPPORTUNITIES

Convenience may drive further shift towards processed meat and quick recipe kits, leading to lower consumption of fresh meat

Increasing presence of premium meat options

Summary 1 Major Processors of Meat 2023

CATEGORY DATA

Table 1 Total Sales of Meat by Category: Total Volume 2018-2023

Table 2 Total Sales of Meat by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Meat by Category: Volume 2018-2023

Table 4 Retail Sales of Meat by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Meat by Category: Value 2018-2023

Table 6 Retail Sales of Meat by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Sales of Meat by Category: Total Volume 2023-2028

Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Meat by Category: Volume 2023-2028

Table 11 □Forecast Retail Sales of Meat by Category: % Volume Growth 2023-2028

Table 12 □Forecast Retail Sales of Meat by Category: Value 2023-2028

Table 13 □Forecast Retail Sales of Meat by Category: % Value Growth 2023-2028

FRESH FOOD IN CHINA

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Meat in China

Market Direction | 2023-12-22 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com