

Meat in India

Market Direction | 2024-04-08 | 19 pages | Euromonitor

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Report description:

Meat is expected to maintain solid total volume growth in India in 2023. Amongst all the meats that are available in the Indian market, poultry is the most popular type, due to widespread consumer acceptance, availability across all different areas in India, and cheap prices. Even in consumer foodservice outlets, a large number of menus have dishes containing poultry, given the scale of demand, viability, and cultural sensitivities. Nevertheless, with its already high base, poultry is expected t...

Euromonitor International's Meat in India 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 2019-2023, 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 2028 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.

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Consumers look for good quality meat, given rising health concerns

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