

Processed Meat, Seafood and Alternatives To Meat in Ukraine

Market Direction | 2024-10-31 | 25 pages | Euromonitor

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Report description:

Local player Wanted Vegan has launched a range unique innovations within meat and seafood substitutes including plant-based shrimps, fish sticks and kebabs. These new launches have seen the company become one of the largest producers of meat and seafood substitutes in Ukraine. The company has seen rapid development despite the challenges presented by Russia's war, with it looking to gain share from imported brands like Beyond Meat by offering more affordable and accessible products. The company...

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 2019-2023, 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 2028, 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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October 2024

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2024 DEVELOPMENTS

Wanted Vegan looking to make its mark in meat and seafood substitutes

Affordability remains a key influence on demand for processed meat

Shelf stable products ideal for stockpiling supplies

PROSPECTS AND OPPORTUNITIES

Players expected to focus on highlighting the health benefits of seafood

Plant-based offerings set to grow but the appetite for these products is likely to remain low

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