

Processed Meat, Seafood and Alternatives To Meat in Spain

Market Direction | 2024-11-07 | 26 pages | Euromonitor

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Report description:

After three consecutive years of declining sales, processed meat, seafood and alternatives to meat finally saw a return to growth in retail volume terms in 2024. The category struggled for growth in 2022/2023 as the market faced challenges caused by high inflation, supply shortages, and the volatility of key ingredients like fish, seafood, and olive oil, the latter of which is used in the production of shelf stable seafood. Despite Spain seeing more stable rates of inflation in 2024 and consumer...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Spain 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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Processed meat, seafood and alternatives to meat sees a return to growth as inflation stabilises

Frozen options prove popular as air fryers become the focus of new product development

Healthier options appear in the market as players look for new ways to differentiate their products

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Meat and seafood substitutes set to benefit from strong investment in new product development

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