

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

Market Direction | 2024-11-18 | 23 pages | Euromonitor

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### **Report description:**

Retail volume sales of processed meat, seafood and alternatives to meat are expected to see moderate growth in Singapore in 2024 as the category is mature. In addition, more consumers are increasingly shifting towards fresh meat when possible. In line with a broader trend away from processed foods, products in the processed meat, seafood and alternatives to meat category are seen as being high in constituents such as salt and fats. This shift also reflects concerns over artificial additives, suc...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Singapore 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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Convenience and affordability continue to drive processed meat  
Players continue to highlight health claims to drive demand within processed seafood  
Opportunities for growth of chilled processed poultry through convenience channels

**PROSPECTS AND OPPORTUNITIES**

Retail volume growth of processed meat is expected to remain moderate over the forecast period  
Meat and seafood substitutes remains niche as consumers prioritise affordability amid poor economic conditions  
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