

Processed Meat, Seafood and Alternatives To Meat in North Macedonia

Market Direction | 2024-11-26 | 21 pages | Euromonitor

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Report description:

Processed meat, seafood and alternatives to meat in North Macedonia has shown a fairly stable performance in retail volume terms in 2024, with growth anticipated to be up marginally on the previous year. Current value sales have continued to increase at a much faster pace due to price hikes imposed to offset rising production costs, but growth in this respect has slowed substantially from 2023 amidst the sustained easing of inflationary pressures related to the global recovery from the pandemic...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in North Macedonia 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.

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

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reliable information resources to help drive informed strategic planning.

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November 2024

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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN NORTH MACEDONIA

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Overall demand rises but maturity and population decline continue to temper growth

Chilled and frozen processed seafood are the best performing categories

Level of new product development activity remains high

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Traditional consumption habits and convenience appeal will support steady demand

Chilled and frozen processed seafood likely to witness greater premiumisation

Shelf stable processed red meat expected to be the weakest performer

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