

## **Meat in China**

Market Direction | 2024-12-02 | 18 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, meat in China has been undergoing changes. Due to inflation, retail meat prices have been experiencing a slight increase, and retail volumes are expected to continue to see a significant decline. Many consumers are shifting their habit from home cooking to dining out, driving the growth of foodservice volume sales. This trend is particularly evident in urban areas, where the fast pace of life and the widespread availability of food delivery services mean more people are choosing to eat...

Euromonitor International's Meat in China 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Meat in China  
Euromonitor International  
December 2024

List Of Contents And Tables

MEAT IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Evolving dynamics in meat in China in 2024

The average price of pork rises slightly in 2024, primarily driven by inflation and increased production costs

PROSPECTS AND OPPORTUNITIES

Convenience may further drive the shift towards processed meat and meal kits, hampering fresh meat consumption

The rising consumption of premium meat in China is set to continue

Summary 1      Major Processors of Meat 2024

CATEGORY DATA

Table 1 Total Sales of Meat by Category: Total Volume 2019-2024

Table 2 Total Sales of Meat by Category: % Total Volume Growth 2019-2024

Table 3 Retail Sales of Meat by Category: Volume 2019-2024

Table 4 Retail Sales of Meat by Category: % Volume Growth 2019-2024

Table 5 Retail Sales of Meat by Category: Value 2019-2024

Table 6 Retail Sales of Meat by Category: % Value Growth 2019-2024

Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2019-2024

Table 8 Forecast Sales of Meat by Category: Total Volume 2024-2029

Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2024-2029

Table 10 □Forecast Retail Sales of Meat by Category: Volume 2024-2029

Table 11 □Forecast Retail Sales of Meat by Category: % Volume Growth 2024-2029

Table 12 □Forecast Retail Sales of Meat by Category: Value 2024-2029

Table 13 □Forecast Retail Sales of Meat by Category: % Value Growth 2024-2029

FRESH FOOD IN CHINA

EXECUTIVE SUMMARY

Fresh food in 2024: The big picture

2024 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2019-2024

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024

Table 16 Retail Sales of Fresh Food by Category: Volume 2019-2024

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024

Table 18 Retail Sales of Fresh Food by Category: Value 2019-2024

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2019-2024

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029

Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2024-2029

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Meat in China

Market Direction | 2024-12-02 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-26"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com