

Processed Meat, Seafood and Alternatives To Meat in Greece

Market Direction | 2024-12-05 | 23 pages | Euromonitor

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Report description:

Processed meat, seafood and alternatives to meat in Greece was affected as players were forced to call back batches of products under multiple brands due to salmonella concerns towards the end of the review period. Under the auspices of EFET (the Hellenic Food Authority), several brands' products were retracted after checks for salmonella. Both smaller and larger, more well-known brands were found to have meat and seafood products in the market with traces of salmonella. This covered both proces...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Greece 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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Euromonitor International
December 2024

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Some players shift to ready meals in search of growth opportunities

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