

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

Market Direction | 2024-12-13 | 24 pages | Euromonitor

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### **Report description:**

In 2024, processed meat, seafood and meat alternatives recorded positive retail value and volume growth. The processed seafood segment outperformed processed meat, primarily due to its rich nutrient profile, lower levels of saturated fat, and its growing association with weight management. This led to retail volume growth of 2% for processed seafood in 2024, while processed meat recorded retail volume growth of 1%. However, the higher price point of processed seafood remains a challenge for some...

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

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**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Chilled and frozen options drive growth in the meat category, appreciated for convenience  
Poultry benefits from being viewed as a leaner, healthier alternative to red meat  
Innovations in meat and seafood substitutes respond to demand for enhanced taste and texture

**PROSPECTS AND OPPORTUNITIES**

Health and wellness concerns are set to shape buying habits across the forecast period  
Rising demand for regional labels driven by animal welfare and sustainability commitments  
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