

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

Market Direction | 2025-01-16 | 23 pages | Euromonitor

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### **Report description:**

Retail volume growth for processed meat, seafood, and alternatives to meat remained robust in Indonesia in 2024 despite another year of rising prices, driven by factors such as rising energy and animal feed costs. The country's reliance on imports for raw ingredients like soybean meal has exacerbated this trend, with the continued weakening of the Indonesian Rupiah (IDR) further fuelling these cost increases.

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat in Indonesia 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 2020-2024, 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 2029, 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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reliable information resources to help drive informed strategic planning.

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Strong demand persists, despite rising costs  
New entrants drive popularity of frozen processed poultry  
Players adopt diverse marketing strategies to capture different market segments

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Innovative flavour variations to sustain consumer interest  
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