

Processed Meat, Seafood and Alternatives To Meat in Thailand

Market Direction | 2025-01-24 | 25 pages | Euromonitor

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Report description:

Overall retail volume sales of processed meat, seafood, and alternatives to meat are projected to experience modest growth in 2024, along with more dynamic retail current value growth, with varying performances across categories. Chilled and frozen processed meat and seafood are set to drive growth, with chilled processed meat standing out due to its convenience, extended shelf life, and wide variety of flavours and formats.

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

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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2024 DEVELOPMENTS

Processed meat, seafood and alternatives to meat continues to see both retail value and volume growth in 2024
Convenience trend drives new product innovation by players in processed seafood
Consumers are increasingly focused on health claims for processed products

PROSPECTS AND OPPORTUNITIES

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