



**Euromonitor  
International**

# Meat in China

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Table of Contents

## Meat in China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Meat volume sales under pressure in the retail channel

#### INDUSTRY PERFORMANCE

Meat consumption trends are evolving in China

Convenience and sustainability shape demand patterns

Foodservice meat sales rise amid stronger preference for dining out and less home cooking

#### WHAT'S NEXT?

Changing dietary preferences to weigh on meat consumption

Premiumisation and branding are key strategies to counter decline in retail channel

Summary 1 - Major Processors of Meat 2025

#### CATEGORY DATA

Table 1 - Total Sales of Meat by Category: Total Volume 2020-2025

Table 2 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Meat by Category: Volume 2020-2025

Table 4 - Retail Sales of Meat by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Meat by Category: Value 2020-2025

Table 6 - Retail Sales of Meat by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Sales of Meat by Category: Total Volume 2025-2030

Table 9 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Meat by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Meat by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

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## Fresh Food in China - Industry Overview

### EXECUTIVE SUMMARY

Health concerns fuel demand for fresh food

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Bright performance for fresh foods

Economic uncertainty leads to downtrading across categories

#### WHAT'S NEXT?

Positive evolution shaped by urbanisation and plant-based diets

Distribution is set to evolve with the adoption of digital technologies

Sustainable features to underpin evolution of branding strategies

#### CHANNELS

Small local grocers face growing competition from modern channel

Impressive performance for retail e-commerce

Contrasting performance between retail and foodservice channels

## MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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## SOURCES

Summary 2 - Research Sources

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