Euromonitor International

Processed Meat, Seafood and Alternatives To Meat in Australia

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Processed Meat, Seafood and Alternatives To Meat in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Plant-based diet trends shapes sales

INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives to meat maintains healthy demand
Evolving health trends dampen demand for highly processed meat and seafood substitutes

WHAT'S NEXT?

Category performance set to benefit from increase in consumer spending
Consumer perception of processed food a key challenge for the category
New product development in focus in a highly competitive space

COMPETITIVE LANDSCAPE

Static competitive landscape as private labels maintain strong position in the market
Simplot Australia benefiting from demand for less expensive sources of protein

CHANNELS

Less consolidated retail landscape
E-commerce continues to gain share amidst static channels of distribution

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025
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Staple Foods in Australia - Industry Overview

EXECUTIVE SUMMARY

Private label benefits from rising price-sensitivity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic conditions continue to weigh on consumers' minds
Changing consumption habits

WHAT'S NEXT?

Essential status to provide resilience

Changing lifestyles and behaviours
Targeting budget conscious consumers

COMPETITIVE LANDSCAPE

Retailers lead the market
Private label dynamism

CHANNELS

Supermarkets is the dominant channel
Supermarkets is the dominant channel

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-australia/report.