



# Processed Meat, Seafood and Alternatives To Meat in China

November 2025

## Processed Meat, Seafood and Alternatives To Meat in China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Processed seafood benefits from healthy image

#### INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives to meat suffers due to economic slowdown

Processed seafood sees demand supported by health and wellness trend

#### WHAT'S NEXT?

Clean label and health claims are major innovations in processed meat and seafood

Rise of private labels in processed meat and seafood

Innovation focusing on convenience

#### COMPETITIVE LANDSCAPE

Private label expansion

#### CHANNELS

Foodservice volumes expected to grow

E-commerce channel continues expansion

#### 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 China - Industry Overview

### EXECUTIVE SUMMARY

Private label gaining share while health is also in focus

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Maturity and economic conditions constrain growth

Demographic developments boost demand for breakfast cereals

#### WHAT'S NEXT?

Maturity remains a key factor

Opportunities for health focused development

## COMPETITIVE LANDSCAPE

Strong private label presence

Stable competitive landscape

## CHANNELS

Diversification of preferred shopping destinations

Continued expansion of e-commerce

## MARKET DATA

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Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025

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Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 21 - Penetration of Private Label by Category: % Value 2020-2025

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Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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### SOURCES

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