

Meat in China

December 2023

Table of Contents

Meat in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining retail volumes of meat as consumers switch to foodservice

Pork's average unit price continues declining in 2023, ensuring affordability

PROSPECTS AND OPPORTUNITIES

Convenience may drive further shift towards processed meat and quick recipe kits, leading to lower consumption of fresh meat Increasing presence of premium meat options

Summary 1 - Major Processors of Meat 2023

CATEGORY DATA

- Table 1 Total Sales of Meat by Category: Total Volume 2018-2023
- Table 2 Total Sales of Meat by Category: % Total Volume Growth 2018-2023
- Table 3 Retail Sales of Meat by Category: Volume 2018-2023
- Table 4 Retail Sales of Meat by Category: % Volume Growth 2018-2023
- Table 5 Retail Sales of Meat by Category: Value 2018-2023
- Table 6 Retail Sales of Meat by Category: % Value Growth 2018-2023
- Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023
- Table 8 Forecast Sales of Meat by Category: Total Volume 2023-2028
- Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2023-2028
- Table 10 Forecast Retail Sales of Meat by Category: Volume 2023-2028
- Table 11 Forecast Retail Sales of Meat by Category: % Volume Growth 2023-2028
- Table 12 Forecast Retail Sales of Meat by Category: Value 2023-2028
- Table 13 Forecast Retail Sales of Meat by Category: % Value Growth 2023-2028

Fresh Food in China - Industry Overview

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

MARKET DATA

- Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023
- Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023
- Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023
- Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023
- Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023
- Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023
- Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023
- Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023
- Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028
- Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028
- Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028
- Table 25 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028
- Table 26 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028
- Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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