

# Processed Meat, Seafood and Alternatives To Meat in New Zealand

November 2023

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

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Inflation drives value growth, but consumers remain under financial pressure

CO2 shortage continues to hamper local supply

New Zealand ranks highly in terms of a vegan population

### PROSPECTS AND OPPORTUNITIES

With inflation having peaked, value growth is expected to gradually slow over the forecast period

Cost-of-living pressures likely to create further opportunities for private label

Conscious consumerism likely to drive New Zealand away from peak meat consumption

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