

# Processed Meat, Seafood and Alternatives To Meat in Portugal

November 2023

Table of Contents

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

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Rising costs lead to increased demand for private label products Innovation and convenience drive brand differentiation Growth of meat alternatives and expanded retail offerings

#### PROSPECTS AND OPPORTUNITIES

Health trends and clean labels prompt product innovation Balancing health trends with price sensitivity Growth and diversification in plant-based alternatives

## CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023
Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023
Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023
Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023
Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023
Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023
Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023
Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023
Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023
Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028
Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

# Staple Foods in Portugal - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for staple foods?

# MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2018-2023
Table 16 - Sales of Staple Foods by Category: Value 2018-2023
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
Table 18 - Sales of Staple Foods by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Staple Foods: % Value 2019-2023
Table 20 - LBN Brand Shares of Staple Foods: % Value 2020-2023
Table 21 - Penetration of Private Label by Category: % Value 2018-2023
Table 22 - Distribution of Staple Foods by Format: % Value 2018-2023
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
Table 24 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
Table 25 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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