Processed Meat, Seafood and Alternatives to Meat in Asia Pacific

January 2022

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Scope
Key findings

REGIONAL OVERVIEW

Asia Pacific still has relatively low per capita consumption
But for the pandemic, growth would have been around 1% annually
China the major contributor to new value sales in 2016-2021
Dynamic growth for meat and seafood substitutes in Japan
Chilled and frozen processed meat adding the most new sales
Growth rates slow again after the sales spike seen in 2020
Modern grocery retailers dominate sales in most countries
Independent small grocers still hold sway in India

LEADING COMPANIES AND BRANDS

Japan remains a very fragmented market
Leading branded player WH Group increases its share over 2016-2021
Most of the leading players' sales are made in their home markets
Shineway maintains its leading position

FORECAST PROJECTIONS

Modest growth rates expected in Asia Pacific over 2021-2026…
…with meat and seafood substitutes being most dynamic
China will be the main driving force in 2021-2026

COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape
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Hong Kong, China: Competitive and Retail Landscape
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