Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Lebanon

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Al Taghziah introduces smaller packs to meet demand for affordable protein
Affordable poultry products gain ground as imported seafood faces price pressures
Premium protein products retain appeal among health-conscious consumers
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Local poultry producers will prioritise affordability to sustain daily protein access
Single-use packaging and flexible pack sizes will drive shelf presence at discounters
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Al Taghziah and Tanmia capture demand as shoppers downtrade
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets and hypermarkets expand reach by focusing on value and network scale
Affluent shoppers favour e-commerce for shelf-stable imports as offline retains daily proteins
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-lebanon/report.