Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Ethiopia

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Price inflation drives value growth while meat offerings outpace seafood
Omaar tuna price surge illustrates affordability pressures on imported products
Orthodox fasting traditions and regulatory scrutiny
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed meat leads as sales rise
Orthodox fasting traditions offer some potential for plant-based demand
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nudisco SL retains leadership as affordability pressures reshape dynamics
Established distribution networks and value positioning support imported brands
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers retain dominance as convenience stores post strongest growth
Traditional trade dominance and gradual digital expansion shape retail environment
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-ethiopia/report.