Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Panama

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Flavour innovation and price stability drive value growth
Processed seafood leads while processed meat posts strongest growth
Toledano and Blue Pacific leverage flavour innovation to differentiate offerings
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed seafood set to retain lead
Alimentos Polar and Riba Smith expand competitive pressure through new tuna and private label entries
Air fryer adoption drives demand for ready-to-cook protein products across nuggets and breaded seafood
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Grupo Melo extends lead over Productos Toledano as top three concentration rises
Grupo Melo drives share gains through flavour-led poultry launches and FSSC 22000 certification
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets leads through broad assortments while e-commerce accelerates via quick commerce
PedidosYa Market brings digital supermarket experience to more households
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-panama/report.