Euromonitor International

# Processed Meat, Seafood and Alternatives to Meat in Qatar

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affordable protein demand sustains growth despite declining food expenditure
Processed meat dominates as meat and seafood substitutes contract
Gourmet leverages local production to deliver value as Rio Mare champions wellness
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed meat maintains dominance as demand for convenient protein sources drives steady growth
Meat and seafood substitutes accelerate from negligible base as health awareness rises
Affordability and wellness trends reshape competitive dynamics as private label gains traction
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Americana Group extends lead as consolidation rises
Local production and broad portfolios sustain leading manufacturers amid stable competition
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Hypermarkets and supermarkets lead through refrigerated sections and promotional activity
Convenience stores and e-commerce drive fastest growth as online grocery expands
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

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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-qatar/report.