

# Processed Meat, Seafood and Alternatives To Meat in China

November 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth in processed meat, seafood and alternatives to meat slows as the pandemic eases

E-commerce maintains solid growth from a low base despite end of lockdowns

Foodservice recovers in 2023, but meat and seafood substitutes slows from its peak

### PROSPECTS AND OPPORTUNITIES

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