

Processed Meat, Seafood and Alternatives to Meat in Eastern Europe

January 2022

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Eastern Europe the most dynamic region in 2016-2021

Positive growth rates expected throughout 2016-2026

Chilled processed red meat in Russia adds most new value in 2016-2021

Frozen meat and seafood substitutes most dynamic in 2016-2021

Chilled processed meat dominates new sales in Eastern Europe

Meat substitutes a product area with great potential

Modern grocery retailers dominate sales in most countries

E-commerce records strong growth, but remains a minor sales channel

LEADING COMPANIES AND BRANDS

Fragmented competitive landscape in Eastern Europe

WH Group acquires Mecom Group in Slovakia

Russia the major revenue generator for most of the top 10 players

Russian chilled processed red meat brands lead the market

FORECAST PROJECTIONS

Steady positive value growth rates expected over the forecast period

Meat and seafood substitutes to record the most dynamic growth

Rising GDP will be a major growth driver in Eastern Europe

COUNTRY SNAPSHOTS

Belarus: Market Context

Belarus: Competitive and Retail Landscape

Bosnia and Herzegovina: Market Context

Bosnia and Herzegovina: Competitive and Retail Landscape

Bulgaria: Market Context

Bulgaria: Competitive and Retail Landscape

Croatia: Market Context

Croatia: Competitive and Retail Landscape

Czech Republic: Market Context

Czech Republic: Competitive and Retail Landscape

Estonia: Market Context

Estonia: Competitive and Retail Landscape

Georgia: Market Context

Georgia: Competitive and Retail Landscape

Hungary: Market Context

Hungary: Competitive and Retail Landscape

Latvia: Market Context

Latvia: Competitive and Retail Landscape

Lithuania: Market Context

Lithuania: Competitive and Retail Landscape

North Macedonia: Market Context

North Macedonia: Competitive and Retail Landscape

Poland: Market Context

Poland: Competitive and Retail Landscape

Romania: Market Context

Romania: Competitive and Retail Landscape

Russia: Market Context

Russia: Competitive and Retail Landscape

Serbia: Market Context

Serbia: Competitive and Retail Landscape

Slovakia: Market Context

Slovakia: Competitive and Retail Landscape

Slovenia: Market Context

Slovenia: Competitive and Retail Landscape

Ukraine: Market Context

Ukraine: Competitive and Retail Landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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-eastern-europe/report.