



# Processed Meat, Seafood and Alternatives to Meat in Asia Pacific

January 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific still has relatively low per capita consumption

But for the pandemic, growth would have been around 1% annually

China the major contributor to new value sales in 2016-2021

Dynamic growth for meat and seafood substitutes in Japan

Chilled and frozen processed meat adding the most new sales

Growth rates slow again after the sales spike seen in 2020

Modern grocery retailers dominate sales in most countries

Independent small grocers still hold sway in India

## LEADING COMPANIES AND BRANDS

Japan remains a very fragmented market

Leading branded player WH Group increases its share over 2016-2021

Most of the leading players' sales are made in their home markets

Shineway maintains its leading position

## FORECAST PROJECTIONS

Modest growth rates expected in Asia Pacific over 2021-2026...

...with meat and seafood substitutes being most dynamic

China will be the main driving force in 2021-2026

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: 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-asia-pacific/report](http://www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-asia-pacific/report).