



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in China

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed seafood benefits from healthy image

INDUSTRY PERFORMANCE

Processed meat, seafood and alternatives to meat suffers due to economic slowdown

Processed seafood sees demand supported by health and wellness trend

WHAT'S NEXT?

Clean label and health claims are major innovations in processed meat and seafood

Rise of private labels in processed meat and seafood

Innovation focusing on convenience

COMPETITIVE LANDSCAPE

Private label expansion

CHANNELS

Foodservice volumes expected to grow

E-commerce channel continues expansion

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in China - Industry Overview

EXECUTIVE SUMMARY

Private label gaining share while health is also in focus

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Maturity and economic conditions constrain growth

Demographic developments boost demand for breakfast cereals

WHAT'S NEXT?

Maturity remains a key factor

Opportunities for health focused development

COMPETITIVE LANDSCAPE

Strong private label presence
Stable competitive landscape

CHANNELS

Diversification of preferred shopping destinations
Continued expansion of e-commerce

MARKET DATA

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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-china/report.