



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in India

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and convenience trends stimulate category growth

INDUSTRY PERFORMANCE

Protein-focused value proposition drives robust demand for soya chunks

Frozen processed poultry rides strong health perception to post the fastest retail value sales growth in 2025

WHAT'S NEXT?

Strong retail volume and value growth forecast is driven by health-focused propositions

Modern retail formats and government initiatives to drive the penetration of frozen products

Processed meat and seafood consumption to remain an urban phenomenon

COMPETITIVE LANDSCAPE

Legacy brands continue to lead the field

Digital-first brands gain momentum among young, tech-savvy urban consumers

CHANNELS

Small local grocers enjoy wide reach to dominate the landscape

Quick-commerce platforms fuel robust growth for e-commerce

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

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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Staple Foods in India - Industry Overview

EXECUTIVE SUMMARY

Rice remains central to staple foods' performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

WHAT'S NEXT?

Further fast retail value growth projected for staple foods
Modern channels to increase the pressure on small local grocers
Government regulations to improve transparency and affordability

COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented
Health consciousness increases the focus on brands offering quality, transparency and minimal processing

CHANNELS

Small local grocers enjoy unmatched last-mile connectivity
Large modern grocery retailers and e-commerce increase their weight in staple foods distribution

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025
Table 16 - Sales of Staple Foods by Category: Value 2020-2025
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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