



Processed Meat, Seafood and Alternatives To Meat in New Zealand

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Local production drives sales of meat products in New Zealand
Welfare and sustainability concerns drive demand for plant-based goods
A rise in seasonal sales aligns with barbecues and social gatherings

PROSPECTS AND OPPORTUNITIES

Players focus on affordability and added-value to boost sales in the early forecast period
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DISCLAIMER

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