

Fish and Shellfish - US - October 2014

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"The US fish and shellfish category grew moderately between 2009 and 2014, reaching \$16.7 billion, and is expected to continue growing at this pace into 2019, reaching \$20.1 billion. Sales are largely driven by consumer perceptions that fish and shellfish are healthier than other meats."

- Amy Kraushaar, US Category Manager, Food & Drink and Foodservice

This report looks at the following areas:

- How can brands increase consumption frequency?
- How can fish/shellfish brands compete with other meats?
- How can fresh brands leverage consumer demand for fresh foods

Growth is driven foremost by consumer perceptions that fish and shellfish are healthier than other meats. Fresh fish accounts for a majority of sales, as consumers perceive fresh food to be healthier than processed foods such as frozen and shelf-stable fish and shellfish. This report features analysis of these factors, as well as analysis of the following:

- How demographics factor into sales growth
- The extent of competition from other meats, as well as from restaurants that serve fish and shellfish
- How the fresh fish segment controls a majority of category sales
- Ways brands can encourage more household penetration and purchase and consumption frequency
- Innovations such as premium quality, convenience, and sustainability

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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