Fish and Shellfish - US - July 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Although fish and shellfish consumption per capita lags far behind meat and poultry (see Market Drivers), brands may be able to leverage consumers' expanding palates by targeting fish eaters with campaigns that encourage them to try different species that offer unique or exotic flavors, as nearly six in 10 buyers say they eat fish for the taste."
– Amy Kraushaar, US Category Manager, Food and Drink and Foodservice

This report looks at the following areas:

- How can fish/shellfish brands compete with meat/poultry brands?
- Can farm-raised fish increase their appeal?
- What do Millennials want from fish and shellfish brands?

US sales of fish and shellfish are forecast to grow slowly between 2015 and 2020, from $16.7 billion to $18.1 billion in current dollars. Sales are driven by perceptions that fish and shellfish are healthy alternatives to red meat and poultry. Millennials, Hispanics, Asians, and households with children are most likely to buy, especially fresh. Wild-caught is preferred over farm-raised, and fresh outsells frozen and shelf-stable, but frozen is forecast to grow faster between 2015 and 2020, likely because the quality of frozen has improved with flash freezing, and frozen products are typically more affordable than fresh.

DID YOU KNOW?

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

Fish and Shellfish - US - July 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

