

Fish and Seafood - Ireland - January 2015

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“Increasing the availability of alternative fish species in-store and within new products, backed by promotional activity and recipe suggestions, may encourage consumers to opt for new fish options and go some way towards tackling sustainability issues.”
– Sophie Dorbie, Research Analyst

This report looks at the following areas:

- What types of seafood are most popular amongst Irish consumers?
- What new product development opportunities exist for UK/Irish fish brands to drive value growth in the market?
- What can fish and seafood manufacturers do to encourage consumers to eat more fish?

Fish is a valuable source of protein in Irish diets, with consumers showing a preference for convenient formats such as canned tuna. Innovations that focus on convenience should be utilised across the fish categories (canned, chilled and frozen) in order to appeal to time-scarce consumers.

The category is also well positioned to appeal to the health-conscious market with the majority of RoI consumers recognising the benefits of including at least two portions of fish a week in their diet. Further communication in regard to the health benefits of fish should help maximise the appeal of products to key demographics including the ageing population and children.

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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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Key facts

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