

Fish and Seafood - Canada - November 2017

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"The overwhelming majority of Canadians eat fish and/or seafood. Yet while the industry enjoys usage from nine in 10 (87%) Canadians who eat fish and 72% seafood, it is also experiencing a transition."

- Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- **Canadians are eating less 'processed fish' per capita**
- **Frozen fish leading declines in per capita consumption**

Per capita consumption is softening over the longer term as Canada's population evolves. This Report examines what Canadians claim to eat, and also the reasons why they eat fish and/or seafood and why those who don't, don't. It also identifies what formats are most popular and with whom, and examines attributes that are most likely to influence purchase with the aim of providing evidence-based perspectives that can inform potential strategic positioning.

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DID YOU KNOW?

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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