

## Fish and Shellfish - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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



“A combination of rising prices and the outlook for a sustained squeeze on real incomes spells troublesome times for the fish and shellfish market. This is set to entrench and exacerbate the impact of these products’ relatively high expense in limiting usage.”  
**– Emma Clifford, Category Director – Food and Drink**

This report looks at the following areas:

- With sustainability an expectation, supporting British fisheries can provide a strong ethical USP
- Taking cues from processed meat, fish should look to “flexitarian” NPD
- A need to bust the myths around canned fish processing

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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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