

Fish and Shellfish - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"The fish and shellfish category enjoys widespread consumer participation but lags behind other more "every day" proteins. Brands can lean into healthy positioning, but need to keep convenience also at the fore. Helping consumers to think of fish and shellfish as an investment into well-being could nudge them into more frequent and diverse consumption behaviors."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Consumers limit fish and shellfish strengths to health
- Consumption frequency falls short of other proteins
- Seafood lags behind other proteins in variety of consumption
- Good participation, yet few species rise to the top
- Frozen and shelf-stable seafood shrug off the processed stigma
- Getting direct with health can inspire frequency

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

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 - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

Overview

What you need to know
Definition

Executive Summary

Overview

Figure 1: Total US sales and fan chart forecast of fish and shellfish, at current prices, 2013-23

The issues

Consumers limit fish and shellfish strengths to health

Figure 2: Protein perceptions, September 2018

Consumption frequency falls short of other proteins

Figure 3: Protein consumption frequency, September 2018

Seafood lags behind other proteins in variety of consumption

Figure 4: Protein occasions, September 2018

Good participation, yet few species rise to the top

Figure 5: Fish and shellfish purchase, September 2018

The opportunities

Frozen and shelf-stable seafood shrug off the processed stigma

Figure 6: Storage type perceptions, September 2018

Getting direct with health can inspire frequency

Figure 7: Fish and shellfish attributes, September 2018

What it means

The Market – What You Need to Know

Gains across segments result in modest category growth

Other animal proteins continue to hold price advantage

Trade war, overfishing threatens to intensify price hikes

Market Size and Forecast

Category continues to grow

Figure 8: Total US sales and fan chart forecast of fish and shellfish, at current prices, 2013-23

Figure 9: Total US retail sales and forecast of fish and shellfish, at current prices, 2013-23

Market Breakdown

Sales increase across segments

Fresh

Frozen

Shelf-stable

Figure 10: Total US retail sales and forecast of fish and shellfish, by segment, at current prices, 2013-23

Market Perspective

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Fish and Shellfish - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Expensive reputation compounded by rising costs

Figure 11: Correspondence analysis – Symmetrical map – Protein perceptions, September 2018

Figure 12: Changes in food price indices, August 2017-18

Meat alternatives

Foodservice a source of competition, inspiration

Figure 13: Menu incidence change of select fish and shellfish ingredients, Q3 2016-18

Figure 14: Menu incidence change of select seafood flavors, Q3 2016-18

Market Factors

Escalating trade war threatens increased prices

Despite newfound focus on sustainability, overfishing still rampant

Labeling skepticism still causing confusion

Key Players – What You Need to Know

Private label dominates the category

StarKist innovation keeps Dongwon Industries on top

Sustainability, provenance claims gain traction

Faux fish has potential

Company and Brand Sales of Fish and Shellfish

Store brands hold commanding market share lead

Dongwon leads fragmented school of fish and shellfish companies

Figure 15: Multi-outlet sales of fish and shellfish, by leading companies, rolling 52 weeks 2017 and 2018

What's Working?

StarKist's diverse portfolio of products

Figure 16: Multi-outlet sales of shelf-stable fish, by StarKist total brand and products, rolling 52 weeks 2017 and 2018

Figure 17: StarKist TV Advertisement – "Tuna Creations BOLD"

Private label options

Figure 18: Purchase intent of fish and shellfish brands, select store brands, January 2017-September 2018

Figure 19: Purchase intent of fish and shellfish brands, select store brands with transparency claims, January 2017-September 2018

Figure 20: Multi-outlet sales of total, frozen, shelf-stable, and fresh fish and shellfish, by private label, rolling 52 weeks 2017 and 2018

Sourcing, sustainability claims to offset mislabelling issues

Figure 21: Launches of fish and shellfish, by select transparency claims, 2015-18*

Figure 22: Multi-outlet sales of fish and shellfish, by select brands with transparency claims, rolling 52 weeks 2017 and 2018

What's Struggling?

Premium pricing stalls small frozen brands

Figure 23: Multi-outlet sales of frozen fish and shellfish, by other brands, rolling 52 weeks 2017 and 2018

Figure 24: Multi-outlet sales of fish and shellfish, by select smaller frozen fish and shellfish brands, rolling 52 weeks 2017 and 2018

What's Next?

Faux fish

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Fish and Shellfish - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Simple solutions

Figure 25: Launches of fish and shellfish, by select convenience claims, 2015-18*

Meal kits and prepared meals

Breaking into snacking

The Consumer – What You Need to Know

Widespread purchase, yet shallow extension of species

Seafood consumption falls short of other proteins

Fish and shellfish occasions are limited

Fresh associated with nutrition, frozen with convenience

Fish and Shellfish Purchase

Salmon, tuna, and tilapia outpace most species

Figure 26: Fish purchase, September 2018

Shrimp drives shellfish purchase

Figure 27: Shellfish purchase, September 2018

Frozen just as popular as fresh in category

Figure 28: Fish and shellfish type purchased, September 2018

Younger men, fathers most likely to buy fish and shellfish

Figure 29: Fish and shellfish purchase, by gender and age and parental status by gender, September 2018

Fish and Shellfish Consumption and Frequency

Fish and shellfish trail other proteins in consumption, frequency

Figure 30: Protein consumption frequency, September 2018

Younger men, fathers eat fish and shellfish most often

Figure 31: Protein consumption frequency – any fish or shellfish, by gender and age and parental status by gender, September 2018

Taste and health drive frequent consumption

Figure 32: Reasons for frequent consumption, September 2018

Affordability is a key barrier

Figure 33: Reasons for infrequent consumption, September 2018

Dislike for taste, smell lead reasons for non-consumption

Figure 34: Reasons for non-consumption, September 2018

Figure 35: Reasons for non-consumption, September 2018

Storage Type Perceptions

Fresh wins on nutrition; frozen, shelf-stable deliver on convenience

Figure 36: Correspondence analysis – Symmetrical map – Storage type perceptions, September 2018

Figure 37: Storage type perceptions, September 2018

Younger consumers still getting sea legs in seafood prep

Figure 38: Storage type perceptions – Easy to prepare, by age, September 2018

Protein Perceptions

Seafood strengths tied to health; brands should double down

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Fish and Shellfish - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 39: Correspondence analysis – Symmetrical map – Protein perceptions, September 2018

Figure 40: Protein perceptions, September 2018

Fish more associated with health, shellfish with taste

Figure 41: Protein perceptions – Fish and shellfish, by age, September 2018

Protein Occasions

Disrupt limited fish and shellfish occasions to boost frequency

Figure 42: Correspondence analysis – Symmetrical map – Protein occasions, September 2018

Figure 43: Protein occasions, September 2018

Fish and Shellfish Attitudes and Behaviors

Seafood has inherent healthy reputation, perhaps even without clean labeling

Figure 44: Fish and shellfish attitudes and behaviors, September 2018

Cleaner label will resonate with consumers 35+

Figure 45: Fish and shellfish attitudes and behaviors – Additives/preservatives, by age, September 2018

Younger consumers, parents turn to category for special occasions

Figure 46: Fish and shellfish attitudes and behaviors – Special occasions, by age and parental status, September 2018

Fish and Shellfish Attributes

Health, value are prioritized

Figure 47: Fish and shellfish attributes, September 2018

Range of health, natural, and value attributes reach bulk of consumers

Figure 48: TURF analysis – Fish and shellfish attributes, September 2018

Older consumers focused on claims, younger consumers on easy prep

Figure 49: Fish and shellfish attributes – Wild caught, no additives/preservatives, flavored, and pre-cooked, by gender and age, September 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

TURF Methodology

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 50: Total US retail sales and forecast of fish and shellfish, at inflation-adjusted prices, 2013-23

Figure 51: Total US retail sales and forecast of fish and shellfish, by segment, at current prices, 2013-23

Figure 52: Total US retail sales of fish and shellfish, by segment, at current prices, 2016 and 2018

Figure 53: Total US retail sales and forecast of fresh fish and shellfish, at current prices, 2013-23

Figure 54: Total US retail sales and forecast of fresh fish and shellfish, at inflation-adjusted prices, 2013-23

Figure 55: Total US retail sales and forecast of frozen fish and shellfish, at current prices, 2013-23

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Fish and Shellfish - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 56: Total US retail sales and forecast of frozen fish and shellfish, at inflation-adjusted prices, 2013-23

Figure 57: Total US retail sales and forecast of shelf-stable fish and shellfish, at current prices, 2013-23

Figure 58: Total US retail sales and forecast of shelf-stable fish and shellfish, at inflation-adjusted prices, 2013-23

Figure 59: Total US retail sales of fish and shellfish, by channel, at current prices, 2013-18

Figure 60: Total US retail sales of fish and shellfish, by channel, at current prices, 2016 and 2018

Figure 61: US supermarket sales of fish and shellfish, at current prices, 2013-18

Figure 62: US sales of fish and shellfish through other retail channels, at current prices, 2013-18

Appendix – Key Players

Figure 63: Multi-outlet sales of fresh fish and shellfish, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 64: Multi-outlet sales of frozen fish and shellfish, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 65: Multi-outlet sales of shelf-stable fish and shellfish, by leading companies and brands, rolling 52 weeks 2017 and 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com