

Fish and Shellfish - UK - September 2010

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What is this report about?

Around one in four seafood eaters cut back on seafood in the year to June 2010, according to Mintel's consumer research. Indeed, in volume terms the market is estimated to stand on a par with 2005 levels in 2010, as the volume growth seen in 2006 and 2007 was largely offset by a declining trend in the recession, under pressure from price inflation and tight consumer budgets.

However, the market enjoyed growth of 29% over the 2005-10 period to an estimated £3.2 billion, rising prices being the main driver of the robust value growth.

What have we found out?

- Proven freshness can provide a powerful basis for stand-out in the seafood aisle, seen as a very important choice factor by 25 million seafood-eating adults.
- Making sustainable seafood easier to identify stands to drive its sales among the 16m seafood-eaters who would buy more, if such seafood was more clearly labelled.
- Less common or seasonally available seafood could appeal to an audience of two in five households earning £50,000 or more that like to try out new species of fish/shellfish.
- Cook-in-a-bag and other ready-to-cook seafood could benefit from targeting the nearly three million 25-34-year-olds who note ease of preparation as a very important factor in seafood choice.
- Highlighting the omega-3 content of seafood can help brands support sales among the three million over-55s who see this as a very important factor in their seafood choice.
- Some 4.4 million one-person households neither agree nor disagree on chilled seafood tasting better than frozen, making for a sizeable pool of potential converts for frozen seafood.

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