

Fish and Shellfish - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“That fish is rarely seen as versatile is holding the market back from capitalising fully on the scratch cooking trend.

Encouraging, however, is consumers’ interest in more recipe suggestions for oily fish and for using fish in ethnic-style dishes, highlighting recipe inspiration as a route to driving more experimentation in cooking with fish.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Providing more recipe ideas can help to build perceptions of fish/shellfish being versatile
- NPD can meet the strong demand for healthier coated fish options
- British coastal origin could provide important standout as sustainability has lost its power as a differentiator

There is expected to be no great movement in the overall market size of fish and shellfish in 2015. While volume sales are forecast to slip by 0.6% year on year, value sales are expected to edge up by 0.5% to £3,409 million. However, this masks contrasting performances between the different formats. While frozen is struggling, chilled fish/shellfish – which dominates spend – continues to post strong value growth, and is expected to be the main beneficiary of the rise in consumer spending. Meanwhile, a significant drop in average prices within the ambient segment has helped to keep volume sales from falling, but at the expense of a 6% decline in value.

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- Confidence in cooking and speed is key
- Oily fish have the edge over white fish
- A minority look for indications of sustainability
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