

## Fish and Shellfish - UK - November 2016

Report Price: £1995.00 | \$2431.91 | €2216.64

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"Despite positive attitudes towards fish and shellfish in terms of most people being confident preparing it, thinking it is a quick-to-cook meal option and seeing it as good for a healthy diet, the average consumer is failing to eat the recommended two portions of fish a week by some distance."

– **Richard Caines, Senior Food and Drink Analyst**

This report looks at the following areas:

- **Bigger emphasis on promotion of fish as a healthy and affordable meal option needed to encourage increased consumption**
- **More scope to add value to fish and shellfish sales by targeting those looking for ease of preparation**
- **New products and recipe ideas offer will be important in encouraging people to increase their repertoire of fish meals**

Sales of fish and shellfish are expected to grow by just 0.6% in 2016 to £3.44 billion, following growth of 1% in 2015. Despite seven in ten eaters and buyers of fish/shellfish agreeing that a healthy diet should include at least two portions of fish a week, average in-home consumption of fish and shellfish stands at less than one portion a week.

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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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New products and recipe ideas offer will be important in encouraging people to increase their repertoire of fish meals

## The facts

The implications

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- Being too expensive biggest barrier to eating fish
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- Strong demand for single-serve packs
- Convenience products can add value to fish sales
- A third of buyers interested in healthier coatings
- Ease of preparation a big influence on choice
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- Strong demand for convenience in fish products
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