

## Fish and Seafood - US - October 2013

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“Perhaps the biggest threat to retail sales of fish and seafood comes from restaurants that serve these items, suggesting that brands and retailers must do more to approximate the recipes and dishes restaurants serve to best challenge competition from restaurants.”  
 – John N. Frank, Category Manager, Food & Drink Reports

### This report looks at the following areas:

- Can retail fish and seafood compete with restaurants?
- How can seafood specialty stores compete with supermarkets and mass?
- How can brands encourage more trial of different seafood types?

The US fish and seafood market has grown steadily between 2008 and 2013, as consumers increasingly recognize the health benefits of fish in their diets and look for alternatives to red meat and poultry for center-of-plate proteins. Fresh fish dominates the market with more than half of all sales, due to consumer preference for fresh product and a willingness to spend more for fresh fish rather than frozen. Private label dominates the competitive landscape as consumers look for value in the wake of the recession. Many respondents to Mintel's consumer research report preferring to buy store brands rather than not buy seafood at all. This report focuses on these factors, and provides in-depth analysis of the following:

- Competition between a number of top companies in the fresh, frozen, and shelf-stable segments
- Innovations in the market, including an emphasis on convenience for time-starved consumers and those without the skills to properly prepare fish and seafood
- Marketing strategies, including initiatives that spotlight the health benefits of fish, ease of preparation, and freshness

This report also features close examination of Mintel's exclusive consumer survey, as well as the results of the Experian Marketing Services, Simmons NCS/NHCS, with analysis of consumption, usage compared to a year ago, factors influencing purchases and increased consumption, attitudes toward seafood, and the impact of race/Hispanic origin.

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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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