Fish and Seafood - US – October 2012

Scope and Themes

"In order to increase the frequency of consumption of fish at home, manufacturers and retailers do have an opportunity to better compete with restaurants by introducing more premium offerings and emphasizing quality. At the same time, highlighting specific nutritional attributes that would benefit adults and children alike could be another strategy for increasing usage frequency."

– Carla Dobre-Chastain, Food Analyst

In this report we answer the key questions:

- **How can fish and seafood manufacturers increase frequency of consumption?**
- **How can manufacturers, retailers better compete with restaurant offerings?**

While the estimated $16.2 billion in 2012 sales fish and seafood category has experienced minimal year-over-year growth in recent years, it still had a positive performance, with no declines; it posted an overall increase of 14.6% in dollar sales from 2007-12. The category has likely benefited from an increased consumer interest in more healthful eating; however, higher prices, continued confusion around sustainability issues, and safety concerns have likely been reasons that prevented an even stronger performance.

Although the category is forecast to grow by 14.2% in dollar sales from 2012-17, much depends on expected fish price increases due to the 2012 drought, coupled with efficient product innovation around convenience and healthful alternatives; continued education on sustainable fishing is also a key factor.

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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Scope and Themes

This report builds on the analysis in Mintel's *Fish and Seafood—U.S., December 2011,* as well as the December 2010, December 2008, January 2008, October 2006, and September 2004 reports of the same title. For the purposes of this report, fish and seafood are covered as per the following definitions:

- fresh, uncooked fish and seafood, such as salmon steaks and live lobster
- refrigerated or chilled seafood, such as lobster and crabmeat
- frozen, uncooked fish and seafood, such as frozen unprocessed shrimp and cod fillets
- frozen prepared seafood, such as fish sticks and heat-and-eat fish fillets
- shelf-stable fish and seafood, such as tuna, crab, and sardines.

Excluded from this report are frozen/refrigerated or shelf-stable prepared meals with fish and seafood. Also excluded are restaurant or foodservice sales.

Sales Data

- *Market Size and Forecast* section: Total U.S. retail sales are based on data from the Bureau of Labor Statistics, Consumer Expenditure Survey, Bureau of Economic Analysis, National Income & Program Accounts.
- *Segment Performance* section: Total U.S. retail sales are based on data from the Bureau of Labor Statistics, Consumer Expenditure Survey, Bureau of Economic Analysis, National Income & Program Accounts. Note: *Sales figures in the* Brand Share—Shelf-Stable Fish and Seafood *section do not include random-weight fresh fish and seafood (as they do in the* Market Size and Forecast, Segment Performance, and Retail Channels *sections). Only products with UPCs that are selling in FDMx are tabulated and discussed.*
- *Retail Channels* section: Total U.S. retail sales are based on data from the U.S. Census Bureau, Economic Census, and Annual/Monthly Retail Trade Survey, SPINS (natural supermarkets—excludes Whole Foods Market)
- *Companies and Brands*: Sales data from SymphonyIRI Group InfoScan® Reviews Information (FDMx).

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