

Fish and Shellfish - UK - November 2014

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

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“Whilst seafood operators have done much to ensure their sourcing is responsible and there is a healthy innovation pipeline, the two-a-week recommendation continues to be a key opportunity operators are yet to fully realise.”
 – Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- ‘Two-a-week’ message is failing to translate into usage
- Ambient seafood sales are in long-term decline
- Need for operators to explore ‘sustainable plus’ seafood

Total sales of chilled, frozen and ambient seafood (fish and shellfish) are expected to increase in 2014.

Volumes, meanwhile, have fallen since 2009 as the category has suffered from the effects of inflation.

There has been a shift in the dynamics between the three segments over that period, with chilled making the greatest gains in volume, at the expense of frozen. Ambient has also lost ground.

Whilst operators have undertaken housekeeping through responsible sourcing and there have been key added-value innovations, more needs to be done to increase consumption and to drive home the two-a-week recommendation.

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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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