

Fish and Shellfish - US - November 2016

Report Price: £3277.28 | \$3995.00 | €3641.38

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"Driven by the perception of fish and shellfish as healthy alternatives to red meat and poultry, sales of fish and shellfish should grow slowly between 2016-21 to reach \$18.3 billion."
- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- After strong growth, stagnant growth should begin to rebound
- Shelf-stable suffers
- Allergy concern impact, but may be overblown

Millennials, Hispanics, and households with children are most likely to buy, especially fresh. Wild-caught traits appear to be of particular interest, and buoyed by communicating the flavor and nutritional benefits of flash freezing, as well as a typically lower cost, frozen is forecast to grow during the period under review.

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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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