Here to give the UK seafood sector
the support it needs to thrive.

seafish

Chilled Seafood in Multiple Retail (2023)

A market insight analysis (20m read)

R. Watson

November 2023

Total Seafood in Multiple Retail (2023 Update)

Understanding the changing landscape of seafood retail sales and consumer preferences is key to running a successful seafood business. This factsheet covers the top level, 'total seafood' trends at sector, segment and species level, along with changing shopper trends, key point indicators (KPI's) and demographics for chilled in multiple retail in 2023.

Key Facts/Executive summary:

- In the 52 wks. to 7th October 2023, chilled seafood was worth £2.59bn (+2.6%) with a volume of 166,217 tonnes (-8.0%); and an average price of £15.63/kg (+11.5%), as chilled consumption declines, and inflation accelerates.

- In October 2023, chilled continues to take over 60% of the £4.2bn seafood category, losing value share (-0.6pp percentage points), to frozen. By volume, chilled seafood takes a 43.9% (-1.8pp) share of the 378,450t category, this year also losing share to frozen as shoppers look to save money.

- The chilled natural segment (i.e., seafood with no additional ingredients), continues to take the largest share of the chilled seafood sector by both volume 47% (-2%) and value 57% (0.0%) but has lost volume share to chilled batter and cakes. In the 52wks to 7th October 2023 chilled natural was worth £1.48bn (-2.7%), with 75,048 (-10.6%) tonnes.

- In the 52 wks. to 7th October 2023, fewer shoppers bought chilled seafood less often with a smaller basket size. On average, chilled shoppers bought 0.38kg of chilled fish per trip spending £5.35; buying chilled seafood 19.1 times per year, spending a total of £102.38, equating to 7.40kg over the year.

- Nielsen demographics describe the chilled seafood shopper as more affluent than the average seafood buyer. Chilled seafood shoppers are predominantly older (45-64) couples and singles, typically in two person households without children present. Where children are present, those children are typically aged 5-10 yrs.

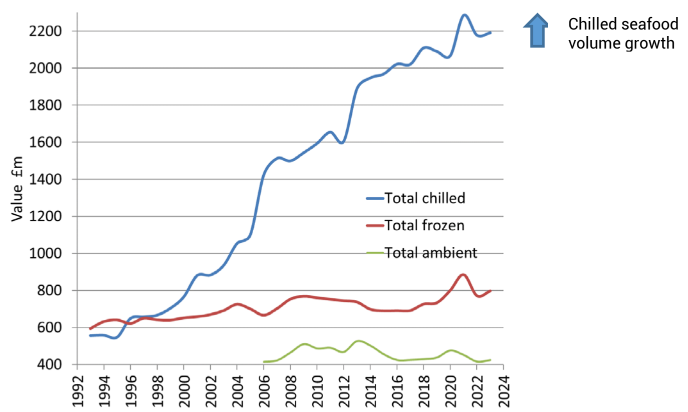
- In 2023, compared to 2016, over 51% of the lowest income shoppers traded out of chilled seafood, balanced by a substantial increase in middle income shoppers. There was also a significant shift to larger households with older children.

- Salmon continues to dominate the chilled seafood sector, increasing its value share of the top ten chilled species to 48.7% (+0.9pp), selling around four times its nearest competitor, warm water prawns.

Historic retail seafood sector trends

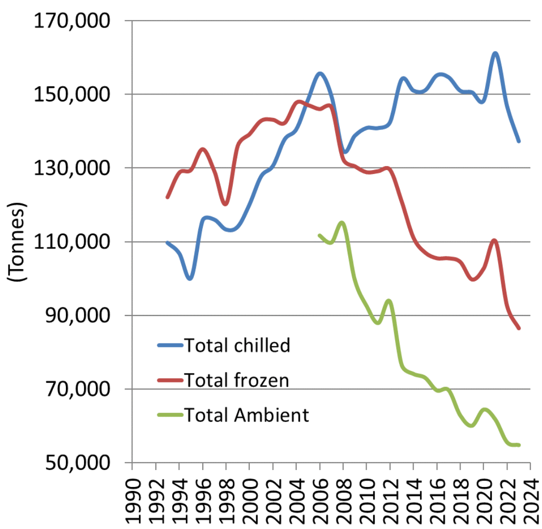
Over the past 20 years, chilled seafood has grown to dominate the category. In the late 1990s both the volume and value of chilled seafood began to grow faster than that of frozen and ambient seafood. By 2005, chilled seafood had overtaken frozen seafood volume sales, despite a much higher average price. Chilled was also the only seafood sector to grow from 2008 onwards through recession. In 2020 the COVID-19 epidemic triggered panic buying, working from home and school closures which had the effect of boosting all sectors, and increasing weekly chilled seafood sales by up to +19%. By the end of 2022, any increased retail seafood consumption benefit from COVID-19 sales had gone, with all sectors falling back to pre-COVID-19 decline. In 2023, with shoppers facing unprecedented economic pressure and inflation, all seafood sectors including chilled returned to price driven growth.

Long Term GB Seafood Sector Volume Trends to 2023.



Nielsen GB Scantrack/TNS

Long Term GB Seafood Sector Value Trends to 2023

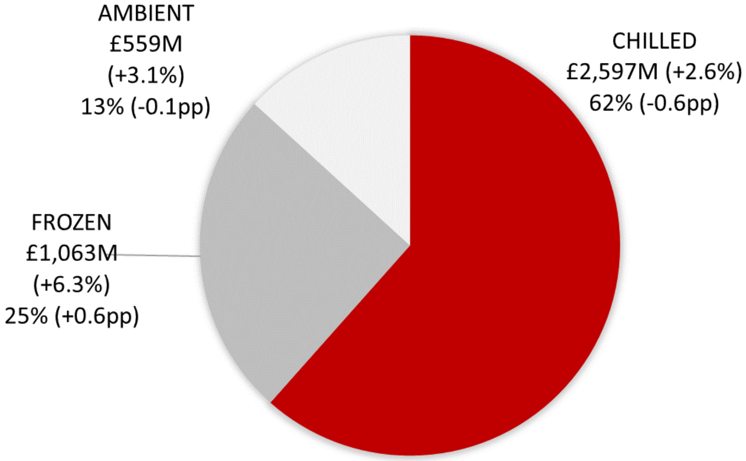


Nielsen GB Scantrack/TNS

Chilled seafood performance

Historically the only seafood segment in volume growth, chilled seafood lost share to frozen and ambient in 2020 as COVID changed shopping patterns, but regained its momentum in 2021, which continued into 2022. However, once again chilled returned to price driven growth in 2023 as price sensitive shoppers turn to cheaper options and inflation keeps the value of the category from decline. In October 2023, chilled continues to take over 60% of the £4.2bn seafood category, losing value share (-0.6pp percentage points), to frozen. By volume, chilled seafood takes a 43.9% (-1.8pp) share of the 378,450t category, this year also losing share to frozen as shoppers look to save money.

UK seafood sector share by value 2023



Nielsen Scantrack YE 07.10.23

In the 52 wks. to 7th October 2023, chilled seafood was worth £2.59bn (+2.6%) with a volume of 166,217 tonnes (-8.0%); and an average price of £15.63/kg (+11.5%), as consumption declines, and inflation accelerates.

Over the long term (10 years to 7th October 2023), chilled seafood has returned to price driven growth, with sales up value up +20.7% driven by inflation and volume down -11.1% whilst average price per kg increased by +36%. Chilled experienced greater inflation than ambient, but substantially less than the +57% rise in frozen.

Chilled seafood KPIs

In the 52 wks. to 7th October 2023, fewer shoppers bought chilled seafood less often with a smaller basket size. On average, chilled shoppers bought 0.38kg of chilled fish per trip spending £5.35; buying chilled seafood 19.1 times per year, spending a total of £102.38, equating to 7.40kg over the year.

Chilled seafood KPIs 2023

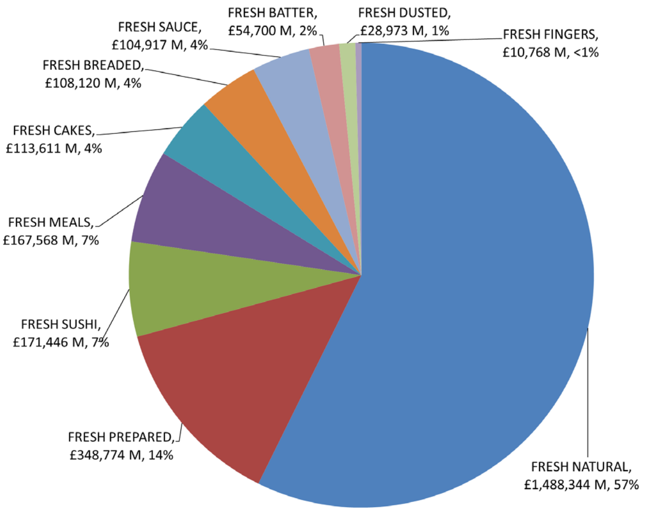
		Pen %	Freq	AWOP (Kg) 52w	Avg Spend (£) 52w	Trip Spend (£)	Price per Kg	Avg Trip Kg
TOTAL SEAFOOD	08 OCT 2022	95.6	29.1	14.7	£140.88	£4.85	£9.57	0.51
	07 OCT 2023	95.0	29.0	14.5	£147.75	£5.09	£10.17	0.50
	% Change	-0.6	-0.1	-1.4	5.0	5.0	6.3	-1.3
CHILLED SEAFOOD	08 OCT 2022	80.9	19.5	7.7	£98.65	£5.06	£12.79	0.40
	07 OCT 2023	80.2	19.1	7.4	£102.38	£5.35	£13.90	0.38
	% Change	-0.90	-1.8	-4.5	4.0	5.7	8.7	-2.7
FROZEN SEAFOOD	08 OCT 2022	84.3	10.5	5.7	£43.44	£4.14	£7.57	0.55
	07 OCT 2023	83.6	10.5	6.0	£47.28	£4.49	£7.85	0.57
	% Change	-0.9	0.5	4.9	9.0	8.3	3.7	4.4
AMBIENT SEAFOOD	08 OCT 2022	75.6	9.0	4.0	£24.06	£2.66	£6.09	0.44
	07 OCT 2023	74.3	9.3	3.9	£25.20	£2.71	£6.55	0.41
	% Change	-1.7	2.9	-2.5	5.0	1.8	7.5	-5.3

Nielsen Homescan YE 07.10.23

Chilled seafood segment performance

The chilled natural segment (i.e., seafood with no additional ingredients), continues to take the largest share of the chilled seafood sector by both volume 47% (-2%) and value 57% (0.0%) but has lost volume share. In the 52wks to 7th October 2023 chilled natural was worth £1.48bn (-2.7%), with 75,048 (-10.6%) tonnes.

UK chilled seafood segment value share 2023

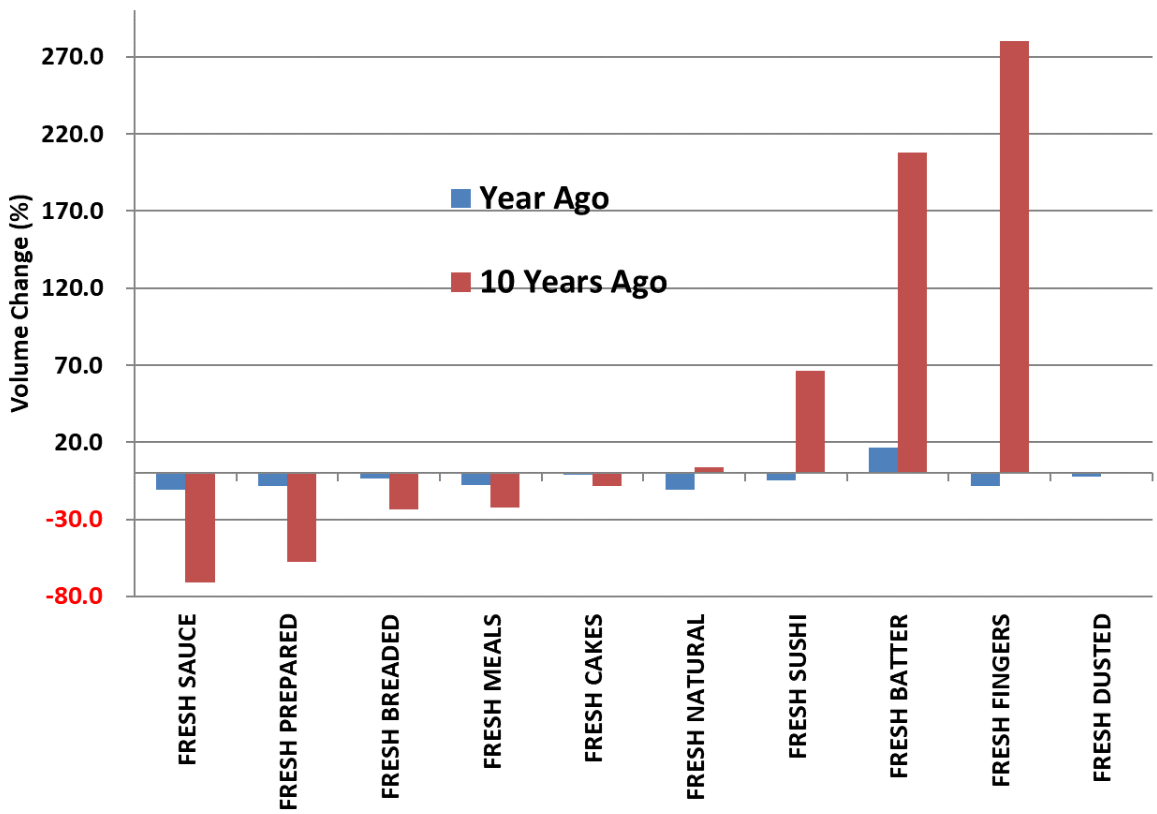


Nielsen Scantrack YE 08.10.22

Only chilled batter was in full growth compared to last year with strong value (+28.2%) and volume growth (16.4%) perhaps as a result of consumers choosing to dine in, in response to high inflation of takeaway fish & chips.

Some chilled segments were also in volume growth over the long term (10yrs to 7th October 2023). Chilled batter (+208%) and fingers (+280%) and sushi (+66%) showed the highest volume growth; whilst chilled sauce (-71%) and prepared (-58%), saw the greatest volume declines.

Chilled seafood segment volume performance 2023



*Nielsen Scantrack YE 07.10.23 (*10yr GB)*

Chilled seafood segment performance to 2023

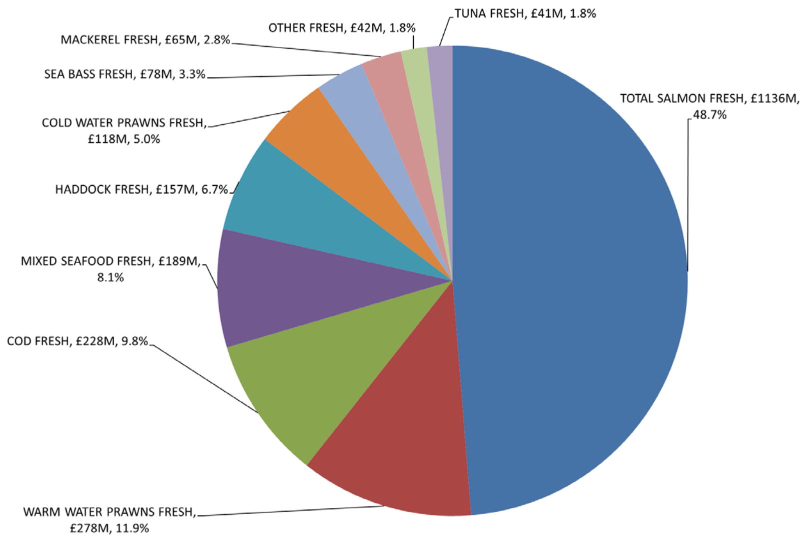
	Value Sales £ ('000)					Volume Sales (tonnes)					Price per Kg		
	2021 52wks to 07.10.21	2022 52wks to 07.10.22	2023 52wks to 07.10.23	% Chg '22 vs '23	% Chg 2013 vs 2023 (10YA)*	2021 52wks to 07.10.21	2022 52wks to 07.10.22	2023 52wks to 07.10.23	% Chg '22 vs '23	% Chg 2013 vs 2023 (10YA)*	Avg Price 2023	% Chg '22 vs '23	% Chg 2013 vs 2023 (10YA)*
TOTAL SEAFOOD	4,247,258	4,073,559	4,218,974	3.6	11.4	422,495	394,917	378,450	-4.2	-22.2	£11.15	8.1	43.0
TOTAL CHILLED SEAFOOD	2,634,796	2,531,272	2,597,221	2.6	20.7	195,341	180,624	166,217	-8.0	-11.1	£15.63	11.5	35.6
TOTAL FROZEN SEAFOOD	1,065,946	999,942	1,062,742	6.3	8.6	144,638	130,439	132,729	1.8	-30.9	£8.01	4.4	57.3
TOTAL AMBIENT SEAFOOD	546,517	542,345	559,011	3.1	-17.5	82,515	83,854	79,505	-5.2	-29.9	£7.03	8.7	17.6
FRESH NATURAL	1,544,846	1,448,815	1,488,344	2.7	41.4	93,025	83,934	75,048	-10.6	3.5	£19.83	14.9	36.6
FRESH PREPARED	376,902	360,056	348,774	-3.1	-48.5	29,252	27,731	25,329	-8.7	-57.6	£13.77	6.1	21.3
FRESH SUSHI	134,069	170,723	171,446	0.4	141.2	8,171	10,224	9,747	-4.7	66.1	£17.59	5.3	45.2
FRESH MEALS	159,236	164,655	167,568	1.8	13.7	20,614	19,282	17,782	-7.8	-22.5	£9.42	10.4	46.8
FRESH CAKES	106,600	102,874	113,611	10.4	4.1	14,177	13,453	13,274	-1.3	-8.2	£8.56	11.9	13.4
FRESH BREADED	122,394	101,153	108,120	6.9	17.7	13,040	10,185	9,810	-3.7	-23.4	£11.02	11.0	53.6
FRESH SAUCE	102,499	102,681	104,917	2.2	-40.4	9,738	9,341	8,354	-10.6	-71.1	£12.56	14.2	106.6
FRESH BATTER	46,535	42,653	54,700	28.2	330.8	3,711	3,307	3,849	16.4	207.8	£14.21	10.2	40.0
FRESH DUSTED	31,751	27,231	28,973	6.4	n/a	2,564	2,115	2,060	-2.6	n/a	£14.07	9.2	n/a
FRESH FINGERS	9,965	10,432	10,768	3.2	449.4	1,049	1,052	963	-8.5	280.0	£11.18	12.8	44.5

*Nielsen Scantrack YE 08.10.22 (*10yr GB)*

Chilled seafood species

Salmon continues to dominate the chilled seafood sector, increasing its value share of the top ten chilled species to 48.7% (+0.9pp), selling around four times its nearest competitor, warm water prawns. Smoked salmon makes up around a quarter (23.1%) of chilled salmon volume sales but continues to lose share rapidly (-1.0pp) to unsmoked salmon.

UK chilled seafood species value share 2023



Nielsen Scantrack YE 07.10.23

Chilled warm water prawns remain the second most valuable chilled species losing share slightly, whilst mixed seafood which firmly displaced haddock to become the third most popular product by value last year, continues to grow set to displace chilled cod in around two years.

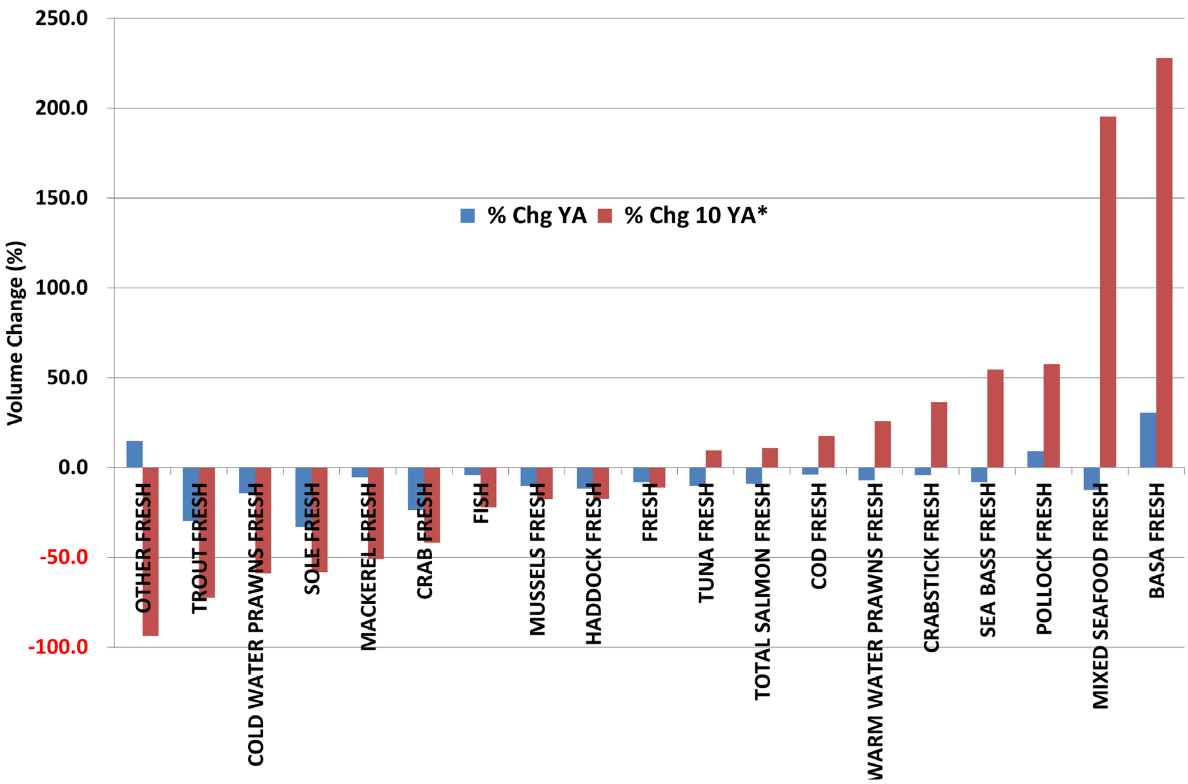
The consumption of traditional whitefish species has been in steady decline since the 1980s, whilst salmon and other aquacultured seafood species such as warm water prawns, basa, sea bass and bream and salmon continue to grow in popularity, despite salmon now 70% more expensive per kg than cod. In 2023, farmed seafood made up 71% of the top five chilled species by value (without accounting for the proportion of salmon and prawns in mixed seafood); a significantly higher proportion than in the frozen sector.

This year, consumption of all the top chilled seafood species declined, except for the very cheapest options, “other” seafood (where the species is not identified), basa and pollock. The largest declines were seen in the traditional species, trout, crab, and sole.

Most chilled species were also in decline over the long term (10yrs to 7th October 2023). Basa (+228%), mixed seafood (+195%), sea bass (+55%), and pollock (+58%) and warm water prawns (+26%) showed the highest long term volume growth. Cheaper “other” seafood (where the species is not identified), saw the greatest volume decline (-96%) along with crab, trout, and sole.

Price changes have typically influenced most species trends since 2008, where significant price increases have impacted negatively on volume sales. The main exceptions to this are chilled farmed species and mixed seafood, where consumption has continued to increase despite double-digit price increases, until this year when the pressure on saving money has taken priority.

Chilled seafood species volume performance 2023



Nielsen Scantrack YE 07.10.2023(10yr GB)

Chilled seafood species performance to 2023

	Value Sales £ ('000)					Volume Sales (tonnes)					Price per Kg		
	2021 52wks to 07.10.21	2022 52wks to 07.10.22	2023 52wks to 07.10.23	% Chg '22 vs '23	% Chg 2013 vs 2023 (10YA)*	2021 52wks to 07.10.21	2022 52wks to 07.10.22	2023 52wks to 07.10.23	% Chg '22 vs '23	% Chg 2013 vs 2023 (10YA)*	Avg Price 2023	% Chg '22 vs '23	% Chg 2013 vs 2023 (10YA)*
FISH	4,247,258	4,073,559	4,218,974	3.6	11.4	422,495	394,917	378,450	-4.2	-22.2	£11.15	8.1	43.0
FRESH	2,634,796	2,531,272	2,597,221	2.6	20.7	195,341	180,624	166,217	-8.0	-11.1	£15.63	11.5	35.6
TOTAL SALMON FRESH	1,101,967	1,083,622	1,135,955	4.8	47.4	62,659	58,005	52,782	-9.0	10.9	£21.52	15.2	33.0
WARM WATER PRAWNS FRESH	277,045	273,801	277,562	1.4	63.6	17,183	16,162	15,015	-7.1	26.0	£18.49	9.1	29.8
COD FRESH	241,054	216,675	228,018	5.2	22.4	21,158	18,728	18,024	-3.8	17.5	£12.65	9.3	4.2
MIXED SEAFOOD FRESH	182,731	197,203	189,296	-4.0	342.6	17,624	18,007	15,765	-12.5	195.4	£12.01	9.6	49.9
HADDOCK FRESH	178,258	156,944	157,082	0.1	-8.7	16,116	14,101	12,448	-11.7	-17.3	£12.62	13.4	10.4
COLD WATER PRAWNS FRESH	115,814	120,298	117,670	-2.2	-31.9	8,631	8,673	7,416	-14.5	-58.8	£15.87	14.4	65.2
SEA BASS FRESH	88,775	77,285	77,950	0.9	112.8	5,397	4,455	4,100	-8.0	54.6	£19.01	9.6	37.7
MACKEREL FRESH	68,870	65,338	64,900	-0.7	-29.0	6,719	6,129	5,806	-5.3	-51.1	£11.18	4.9	45.1
OTHER FRESH	35,256	32,140	41,638	29.5	-89.1	4,371	3,577	4,111	14.9	-93.7	£10.13	12.7	55.6
TUNA FRESH	45,273	42,845	40,809	-4.8	8.7	3,433	3,353	3,010	-10.2	9.6	£13.56	6.1	-65.6
CRABSTICK FRESH	36,007	37,783	40,374	6.9	37.6	9,276	9,553	9,150	-4.2	36.3	£4.41	11.6	124.1
BASA FRESH	21,508	19,882	27,679	39.2	343.4	2,321	2,054	2,680	30.5	228.0	£10.33	6.7	153.7
MUSSELS FRESH	21,453	22,360	22,078	-1.3	-10.0	4,160	4,167	3,747	-10.1	-17.4	£5.89	9.8	11.1
POLLOCK FRESH	15,560	15,247	21,002	37.7	42.6	3,337	3,073	3,355	9.2	57.6	£6.26	26.1	28.7
TROUT FRESH	36,630	25,750	20,678	-19.7	-43.8	2,328	1,573	1,105	-29.7	-72.5	£18.71	14.3	57.3
CRAB FRESH	19,950	16,463	14,622	-11.2	9.4	649	514	393	-23.6	-41.7	£37.22	16.2	88.1
SOLE FRESH	21,923	18,834	14,138	-24.9	-37.6	1,197	1,023	685	-33.1	-58.3	£20.65	12.2	49.8

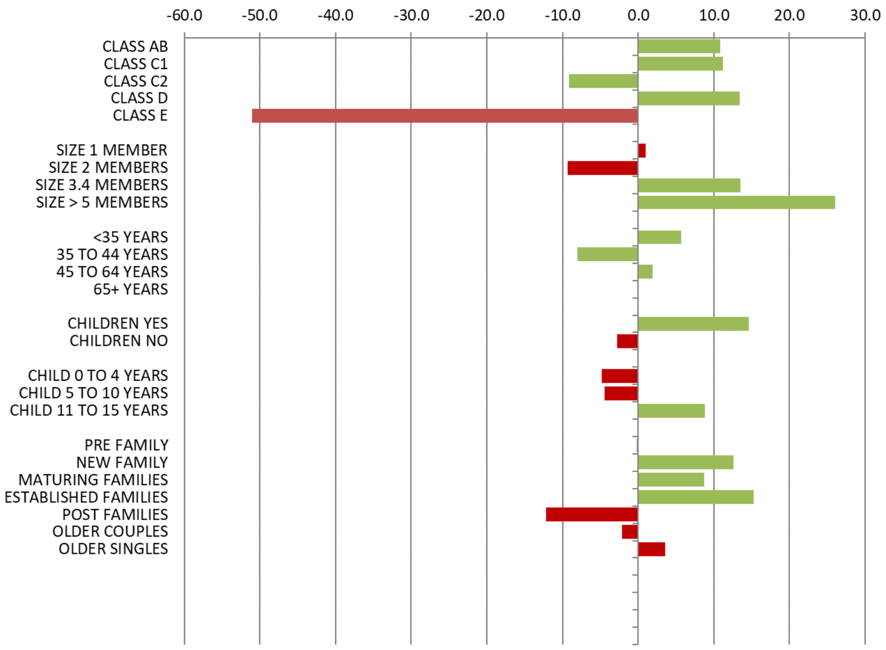
*Nielsen Scantrack YE 07.10.2023 (*10yr GB): ‘Other ‘is where the seafood species is not identified i.e., ' fish fingers' or ‘fish' pie*

The chilled seafood shopper

Nielsen demographics describe the chilled seafood shopper as more affluent than the average seafood buyer. Chilled seafood shoppers are predominantly older (45-64) couples and singles, typically in two person households without children present. Where children are present, those children are typically aged 5-10 yrs.

In 2023, compared to 2016, over 51% of the lowest income shoppers traded out of chilled seafood, balanced by a substantial increase in middle income shoppers. There was also a significant shift to larger households with older children, purchasing chilled seafood.

Change in chilled seafood demographics (volume) 2023 vs 2011 (%)



Nielsen Homescan YE 07.10.23

Change in chilled seafood Demographic (volume) 2023 vs 2016 (%)

	TOTAL SEAFOOD (% Share)	Total % Chg	CHILLED (% Share)	Chilled % Chg
CLASS AB	32.4	10.5	36.6	10.8
CLASS C1	30.3	10.3	30.4	11.2
CLASS C2	17.9	-12.5	16.3	-9.1
CLASS D	12.4	11.2	10.6	13.4
CLASS E	6.9	-39.9	6.0	-51.0
SIZE 1 MEMBER	24.4	3.3	28.0	1.0
SIZE 2 MEMBERS	38.2	-9.3	41.7	-9.3
SIZE 3.4 MEMBERS	30.1	7.6	25.7	13.5
SIZE > 5 MEMBERS	7.3	16.3	4.6	26.0
<35 YEARS	11.5	-0.7	9.7	5.6
35 TO 44 YEARS	14.9	-7.6	12.6	-8.0
45 TO 64 YEARS	36.9	1.7	34.6	1.9
65+ YEARS	36.8	2.0	43.0	-0.1
CHILDREN YES	23.8	5.3	18.2	14.6
CHILDREN NO	76.2	-1.5	81.8	-2.8
CHILD 0 TO 4 YEARS	23.6	-7.1	24.8	-4.8
CHILD 5 TO 10 YEARS	39.0	-2.6	37.9	-4.4
CHILD 11 TO 15 YEARS	37.4	8.3	37.3	8.8
PRE FAMILY	5.6	-4.2	5.7	-0.2
NEW FAMILY	4.3	-7.2	3.9	12.6
MATURING FAMILIES	12.4	2.7	8.8	8.7
ESTABLISHED FAMILIES	9.7	16.0	7.5	15.3
POST FAMILIES	14.6	-12.1	14.3	-12.2
OLDER COUPLES	35.4	-1.9	38.9	-2.1
OLDER SINGLES	18.0	10.0	20.8	3.5

Nielsen Homescan YE 07.10.23

Data Sources: (%) values represent change from the previous year unless otherwise stated.

Nielsen:
Scantrack – UK EPOS from key retailers (including composite data from discounters Aldi & Lidl and N. Ireland) excludes seafood sandwiches - GB EPOS excludes discounters.
Homescan – GB (including discounters) consumer panel of 15,000 households excludes seafood sandwiches.
Defra Family Food Survey 2018/19.

Subscribe to Market Insight Reports:
Individuals working full time for a seafood business can apply for a password to access Seafish Retail, Foodservice, Shopper and Trade Reports directly. You can subscribe using this link.

More Information:
For the full range of market insight factsheets, covering different sectors of the seafood industry, visit the Seafish website - https://www.seafish.org/insight-and-research/

Seafish
Seafish Origin Way, Europarc,
Grimsby,
DN37 9TZ

www.seafish.org

For more information please contact:
Richard Watson
Market Analyst

T: : +44 (0) 1472 252 331
E: richard.watson@seafish.co.uk
W: Latest MI retail publications
W: MI secure area login

Here to give the UK seafood sector
the support it needs to thrive.