SEAFISH

UK Seafood Value Chain 2017 Provisional

Sources: Nielsen ScanTrack GB Total Coverage including Discounters and Northern Ireland including Musgraves 30.12.17, Nielsen HomeScan GB 30.12.17, The NPD Group/CREST® YE December '17, MMO Provisional Results Monthly UK Sea Fisheries Statistics - Reported Landings: December 2017, HMRC via BTS Dec'17, Cefas 2015 data

N.B.

- No traceability is implied to the country of origin or geographic catch area of the seafood i.e. the named country may be part of a complex distribution chain.
- The values quoted are based on Cost, Insurance and Freight (CIF) delivery terms value for imports to the UK and the Free on Board (FOB) delivery terms value for exports from the UK.
- The volumes quoted are based on the actual product weight of the "goods" themselves without any packaging.
- % figures represent the change against previous year unless stated otherwise.
- Historic trade data has been refreshed inline with the September 2016 coding applied to finalised annual data.
- All calculations in this report were performed on the source data which may include many decimal places. For presentation purposes, the data in this report has been rounded at the end to reduce decimal places as far as possible. Therefore, manual calculations may provide slightly different results to those shown; please contact Seafish for the source data if you require further information.

Key:

- Unless stated otherwise: green text = positive change v previous year, red text = negative change v previous year
- CW = Cold Water, P&P = Prepared & Preserved, WW = Warm Water

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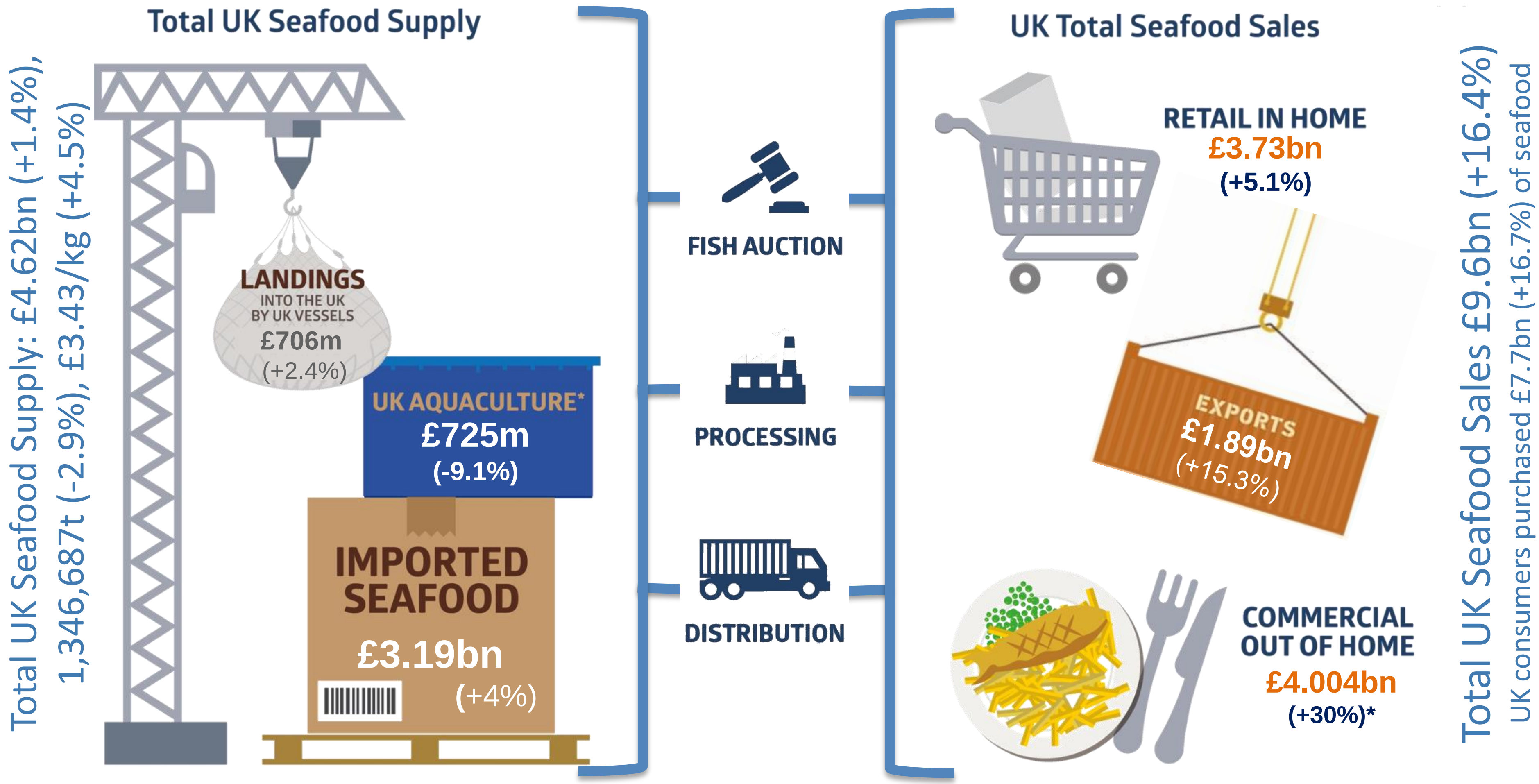
UK seafood value chain



Source: HMRC via BTS Dec'17, MMO Provisional Results Monthly UK Sea Fisheries Statistics - Reported Landings: December 2017, Cefas data for 2015, Nielsen ScanTrack GB Total Coverage including Discounters and Northern Ireland including Musgraves 30.12.17, The NPD Group/CREST® YE December '17 (trends to be used directionally only due to survey methodology changes).

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Total UK seafood supply: imports, landings and aquaculture

Key facts:

In 2017, the overall volume of seafood supplied to the UK decreased whilst its value increased.

- The volume of seafood imported into the UK was slightly down, but overall value increased indicating a rise in the average price per kg paid.
  - The top 5 importing countries by value were: Iceland, China, Faroe Islands, Vietnam and Denmark.
  - The top 5 species by volume were: tuna, cod, salmon, haddock, warm water shrimps & prawns.
- The overall volume of seafood landed into the UK by UK vessels decreased, however its value increased as the average price per kg rose.
  - The top 5 species landed by volume were: mackerel, herring, haddock, scallops, crabs.
- Aquaculture within the UK has experienced an overall decline in volume, value and average price per kg.

Source: HMRC via BTS Dec'17, MMO Provisional Results Monthly UK Sea Fisheries Statistics - Reported Landings: December 2017, *Cefas data for 2015

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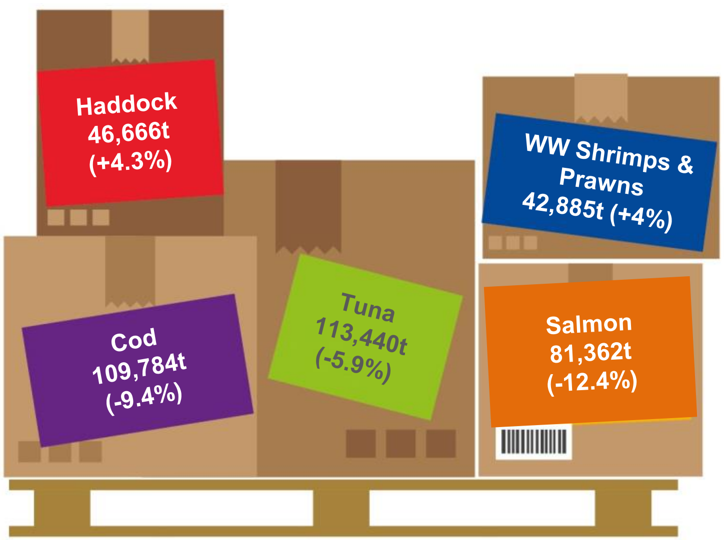
£3.19bn (+4%), £4.52/kg (+7.1%)



Source: HMRC via BTS Dec'17

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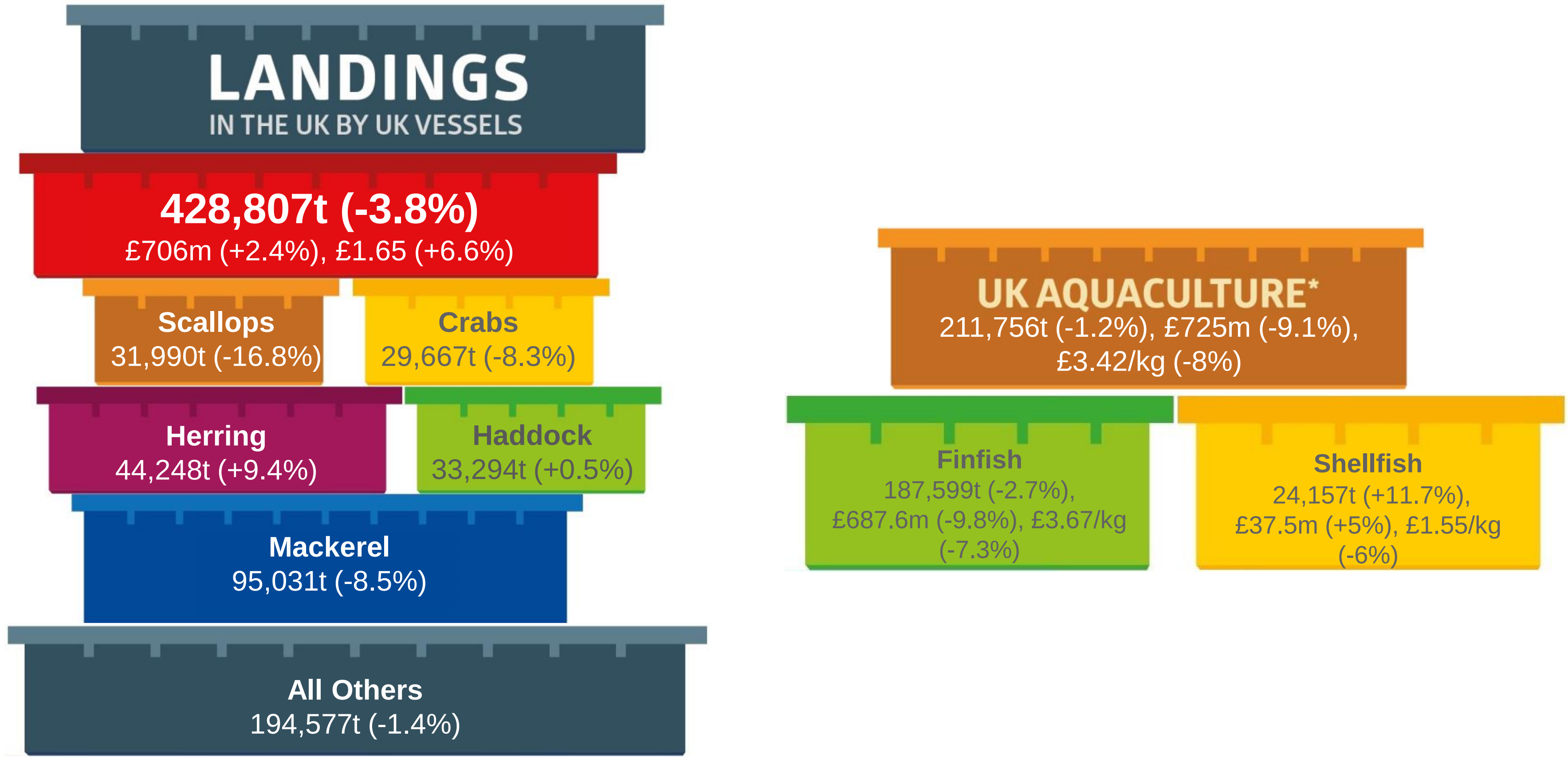
UK source: £1.43bn (-3.8%)

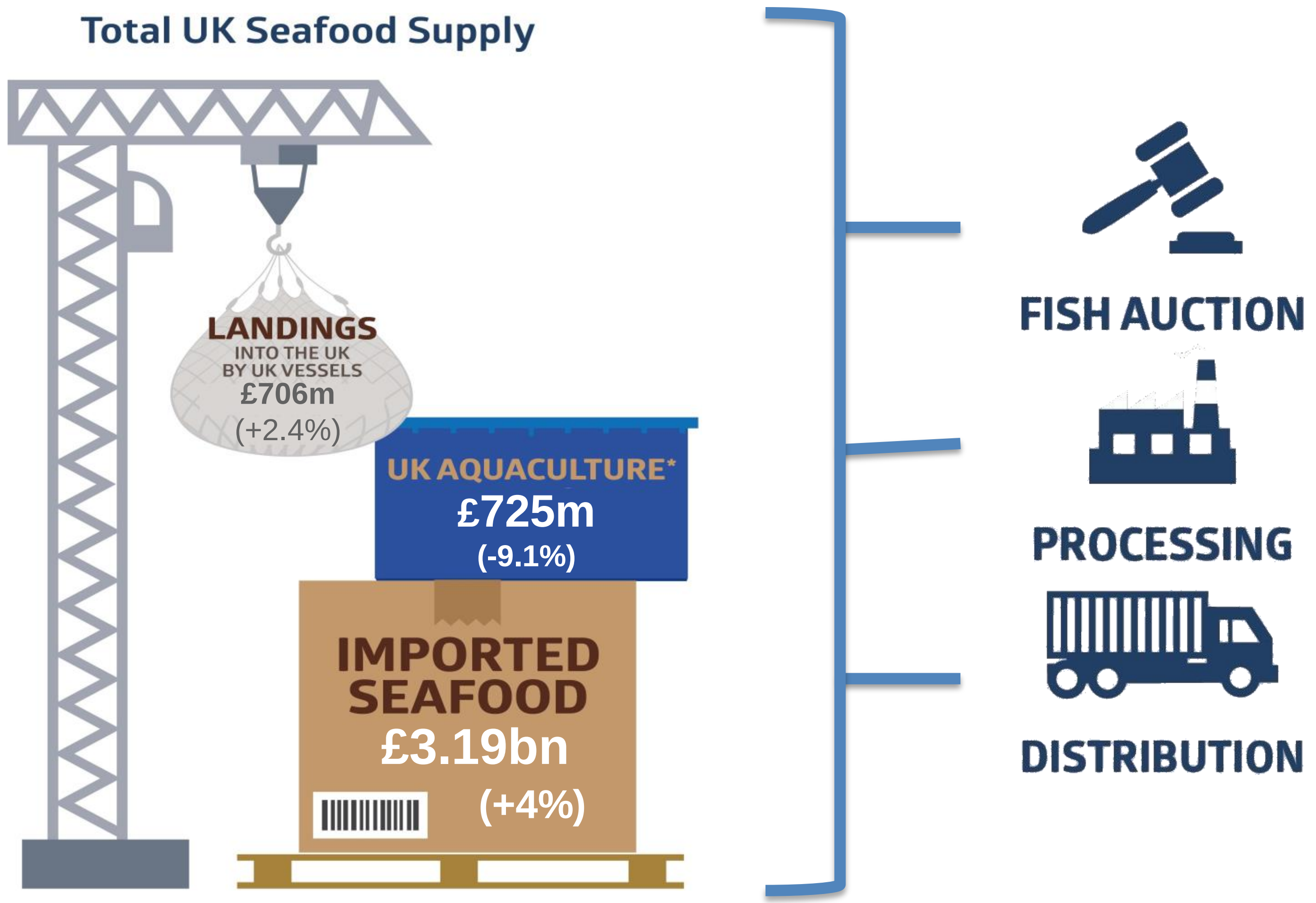
640,563t (-2.9%), £2.23/kg (-0.9%)



Source: MMO Provisional Results Monthly UK Sea Fisheries Statistics - Reported Landings: December 2017, *Cefas data for 2015

Total UK seafood supply: £4.62bn (+1.4%)

1,346,687t (-2.9%), £3.43/kg (+4.5%)



Source: HMRC via BTS Dec'17, MMO Provisional Results Monthly UK Sea Fisheries Statistics - Reported Landings: December 2017, *Cefas data for 2015

Sales to consumers from multiple retail

Key facts:

According to the Nielsen ScanTrack data (representing seafood sales in Great British major multiple supermarkets and discounters, combined with Northern Irish major multiple supermarkets including Musgraves) the value of seafood sales in retail increased, however volume and unit sales declined. The disparity in performance could be the result of significant rises in the average price paid.

- All sectors reported an increase in sales value, however only the frozen sector reported growth in sales volume.
- More shoppers spent more money on seafood each shopping trip. However this rise in sales value was driven by an increase in the average price paid, as shoppers bought less seafood, less often.
- Overall, the natural and prepared segments dominate seafood sales value, however the mix varies by sector. All sector/segments are reported growth in sales value except: frozen sushi, frozen sauce, ambient meals, fresh sauce, frozen meals.
- The top species sold in retail by sales value are; salmon, cod, tuna, warm water prawns, haddock and cold water prawns. By volume, the top species are: salmon, tuna, cod, pollock, haddock and warm water prawns.
- The species that are in value and volume sales growth are: cod, warm water prawns, haddock, mixed seafood, mackerel, pollock, sea bass, basa, sardines, trout, crabstick, sole, mussels, sea bream, squid (calamari), shrimps, whitebait, coley, halibut, herring roe, turbot, brill, ling, carp, barramundi, redfish, barracuda, marlin.
- All retailers, except M&S have experience growth in sales value. The following retailers have both grown sales and market share over 2017: Aldi, Coop, Waitrose, Lidl, Iceland, Tesco and Sainsbury.

Source: Nielsen ScanTrack GB Total Coverage including Discounters and Northern Ireland including Musgraves 30.12.17, Nielsen HomeScan GB 30.12.17

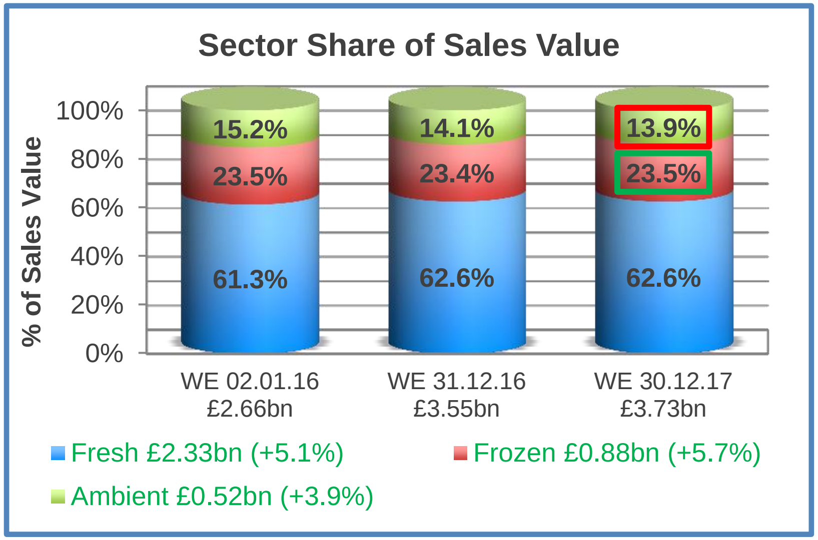
UK retail in home:

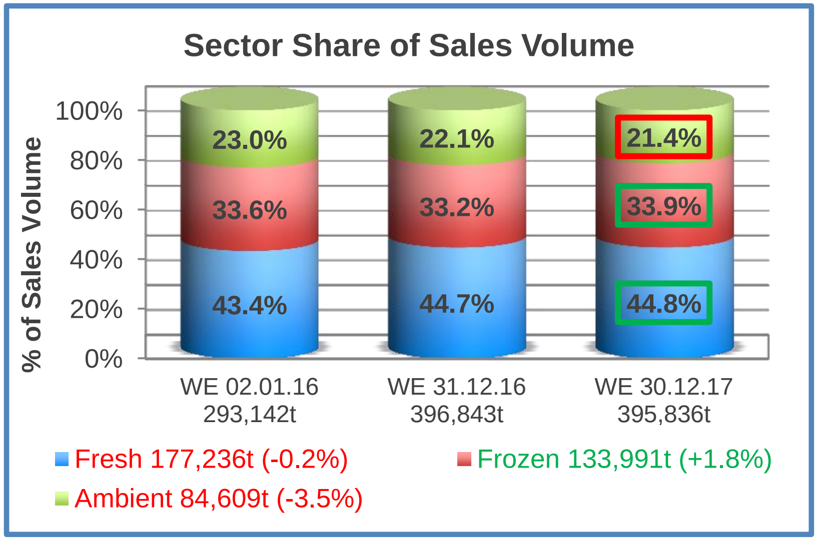
£3.73bn

(+5.1%)

395,836t (-0.3%), £9.43/kg (+5.3%)

1,443,733k units (-0.4%), £2.58/unit (+5.6%)





Source: Nielsen ScanTrack GB Total Coverage including Discounters and Northern Ireland including Musgraves 30.12.17,
Outline key re share of sales v last year, green = increased, red = decrease

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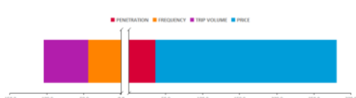
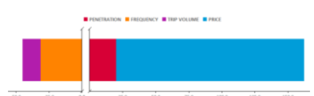
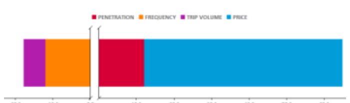
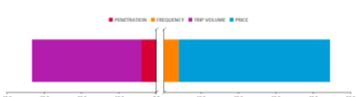
GB sector growth drivers

	TOTAL	FRESH	FROZEN	AMBIENT
Penetration	96.91 (+0.1%)	81.35 (+0.0%)	86.96 (+0.4%)	78.82 (-1.8%)
Frequency	30.6 (-1.3%)	20.1 (-1.5%)	10.8 (-1.4%)	9.5 (+0.8%)
Average Weight of Purchase (Kg)	14.93 (-3.0%)	7.75 (-2.1%)	5.86 (-2.0%)	3.89 (-4.9%)
£ per Visit	£4.19 (+5.6%)	£4.59 (+6.5%)	£3.40 (+5.7%)	£2.35 (+2.4%)



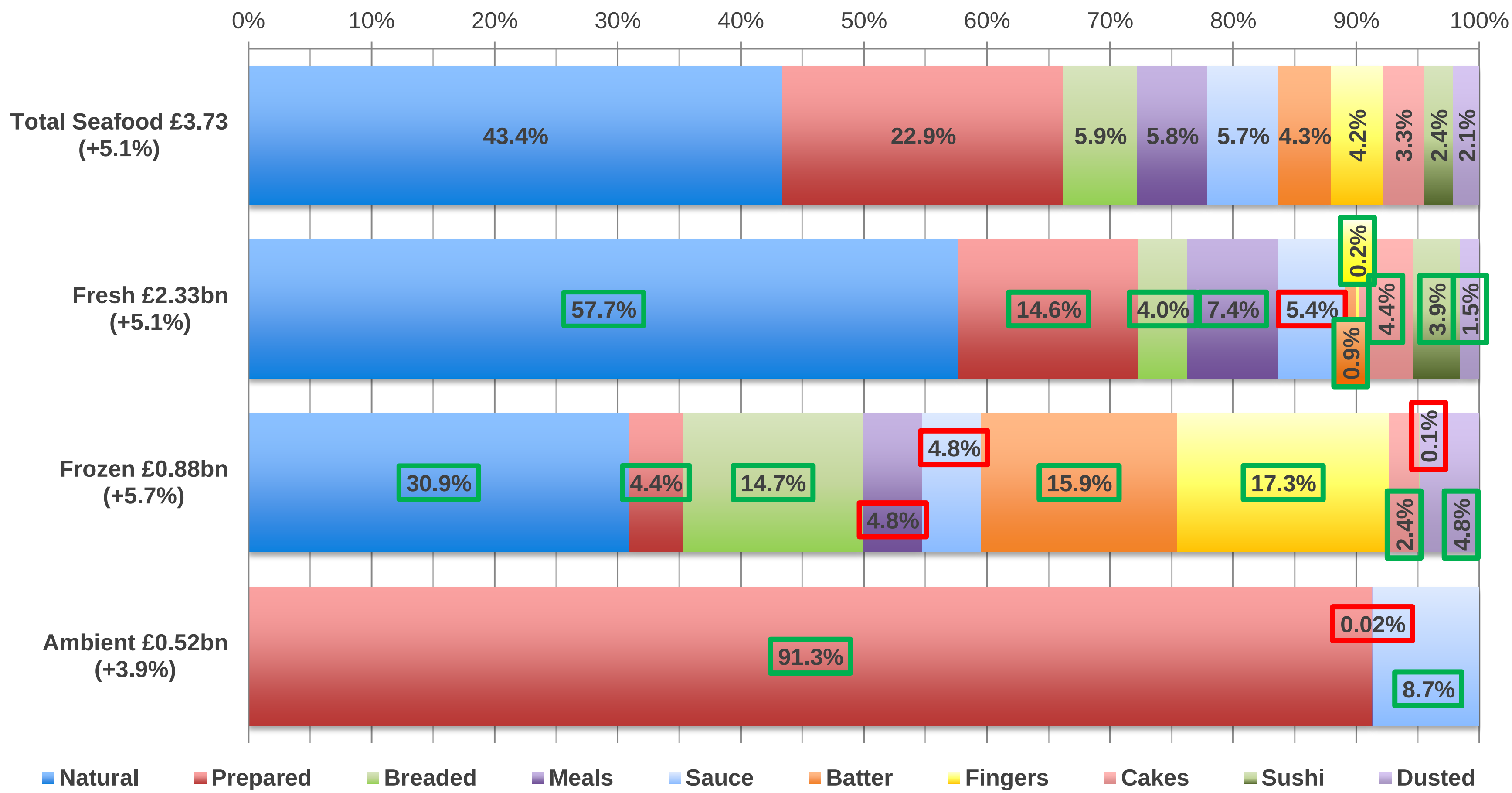






Source: Nielsen HomeScan GB 30.12.17

UK segment share of sector sales value



Source: Nielsen ScanTrack GB Total Coverage including Discounters and Northern Ireland including Musgraves 30.12.17,
Outline key re sales performance v last year, green = increased, red = decrease

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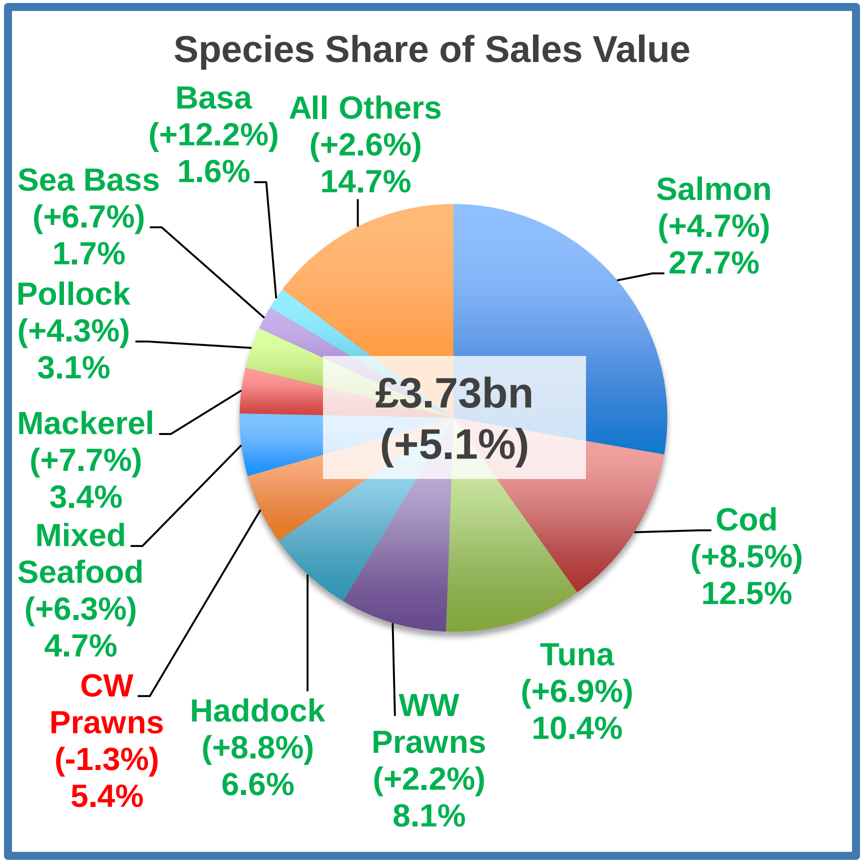
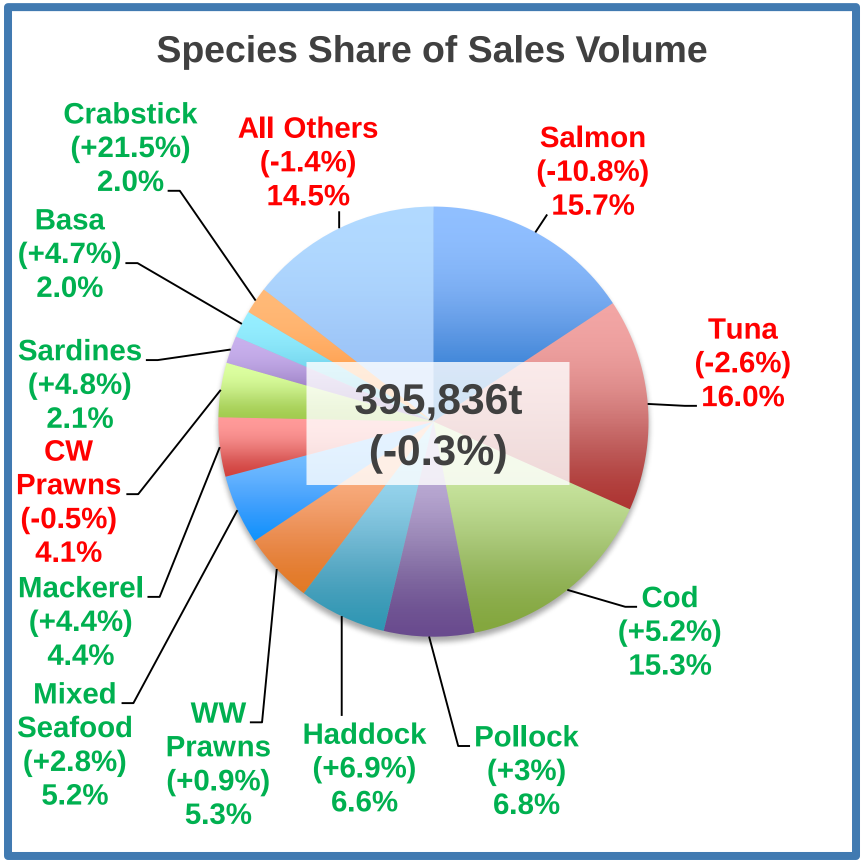
UK performance by species

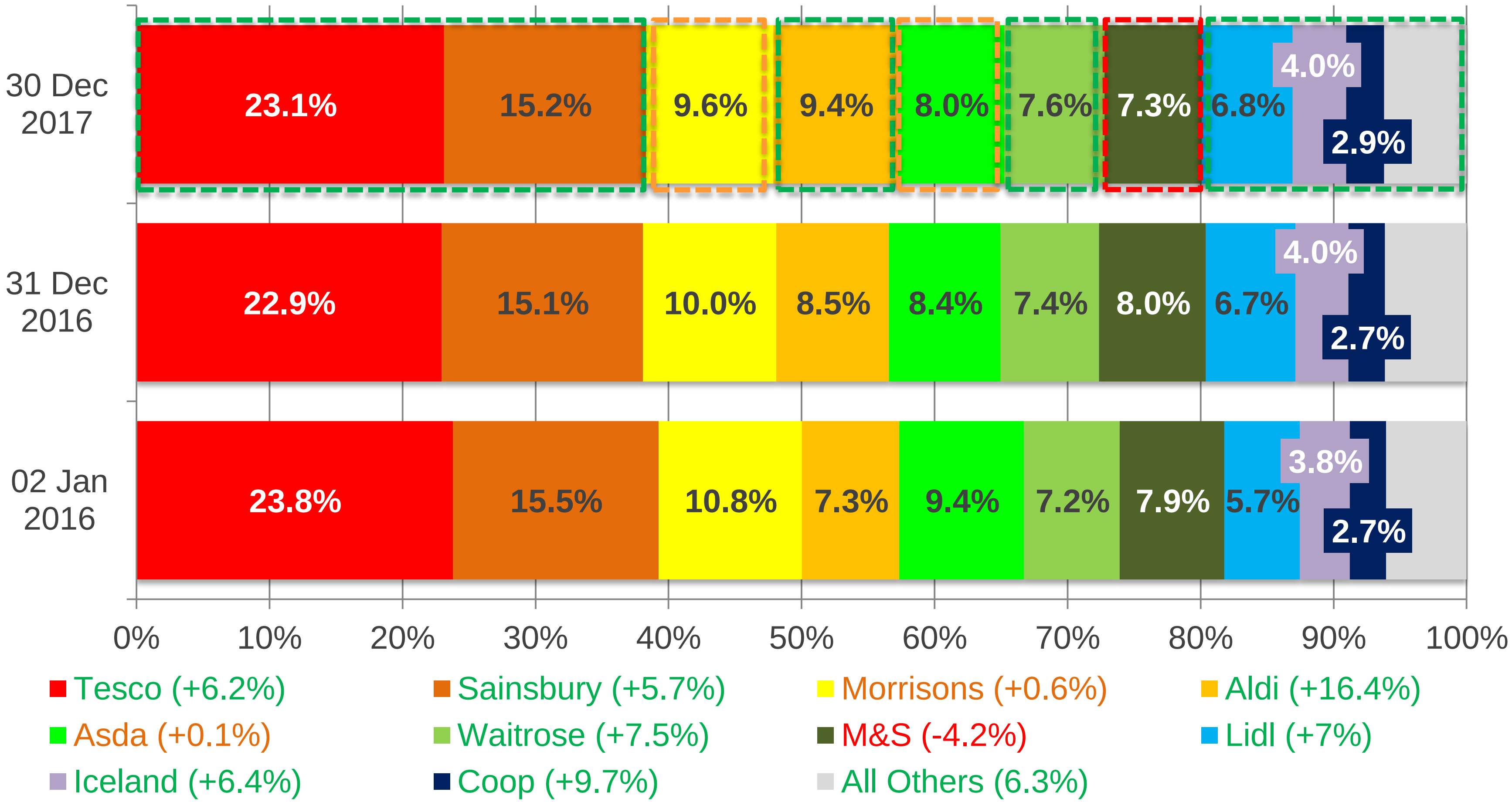




The species that are in value and volume sales growth are: cod, warm water prawns, haddock, mixed seafood, mackerel, pollock, sea bass, basa, sardines, trout, crabstick, sole, mussels, sea bream, squid (calamari), shrimps, whitebait, coley, halibut, herring roe, turbot, brill, ling, carp, barramundi, redfish, barracuda, marlin

Source: Nielsen ScanTrack Total Coverage including Discounters and Northern Ireland including Musgraves 30.12.17

GB retailer share of sales value £



Source: Nielsen HomeScan GB 30.12.17, Key: sales & share growth, sales growth but share decline, sales & share decline

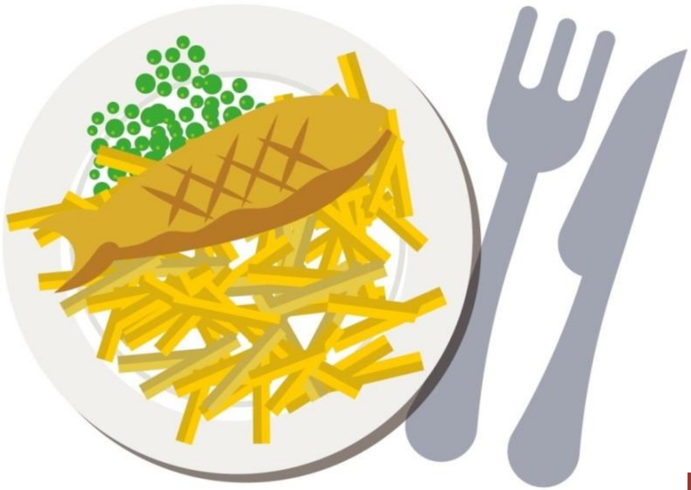
Sales to consumers in commercial foodservice

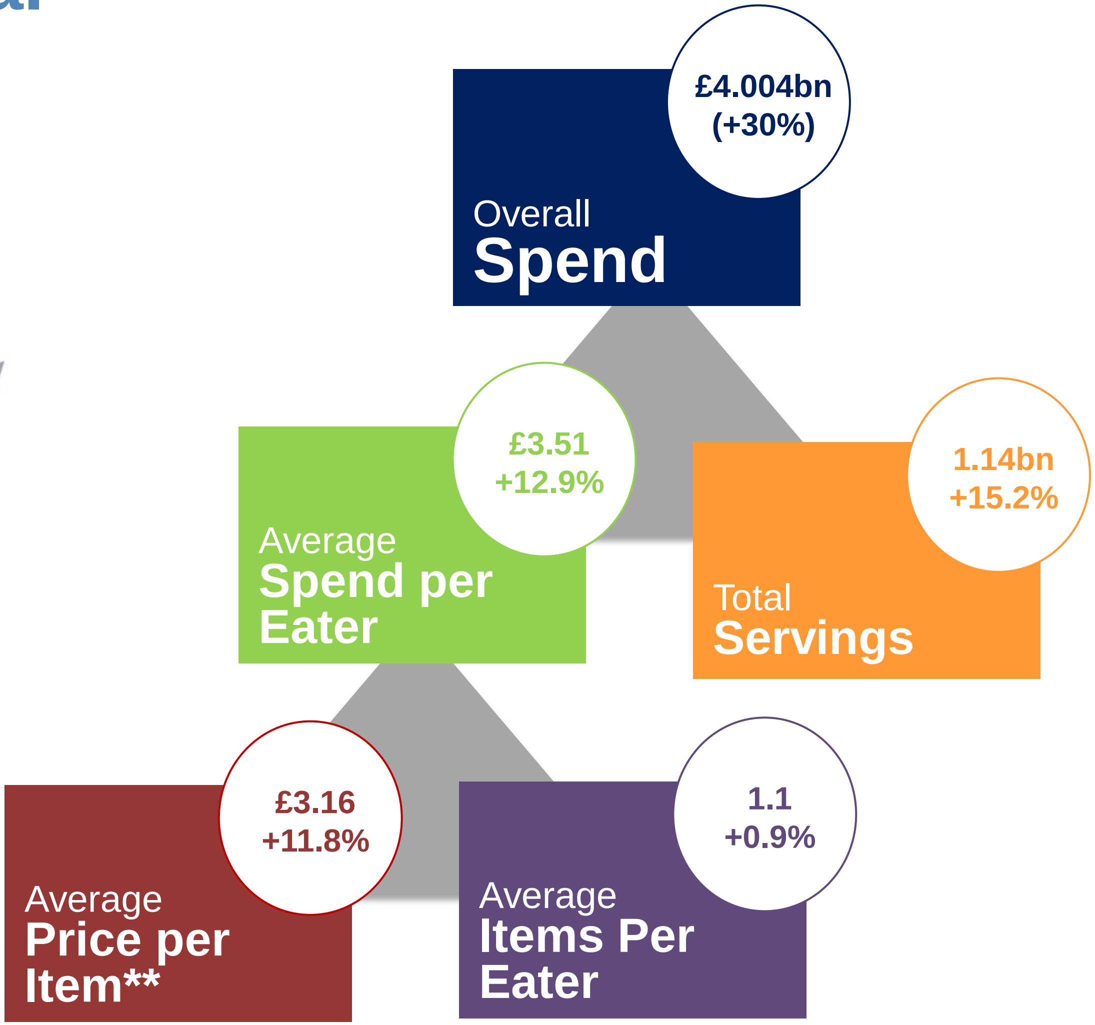
Key facts:

Seafood sales in commercial out of home foodservice outlets increased a significant 30% over 2017 to be worth £4.004bn.

- Part of this growth will be a result of a new survey methodologies used by the NPD group who captured an additional 15.2% seafood servings, and an 11.8% increase in the average price paid for a serving of seafood.
- In 2017 all channels reported an increased number of seafood servings.
- Seafood over performed (in terms of share of servings versus share of out of home sales) within fish and chip shops and workplace/college/uni outlets.
- Fried fish dominated seafood servings, however share fell over 2017, along with none fried fish and fish burgers.

GB commercial out of home: £4.004bn (30%)*





Source: The NPD Group/CREST® YE December '17, *Trends to be used directionally only due to survey methodology changes, **1 item occasion filtered by Total Seafood to simulate the average price paid per servings of fish

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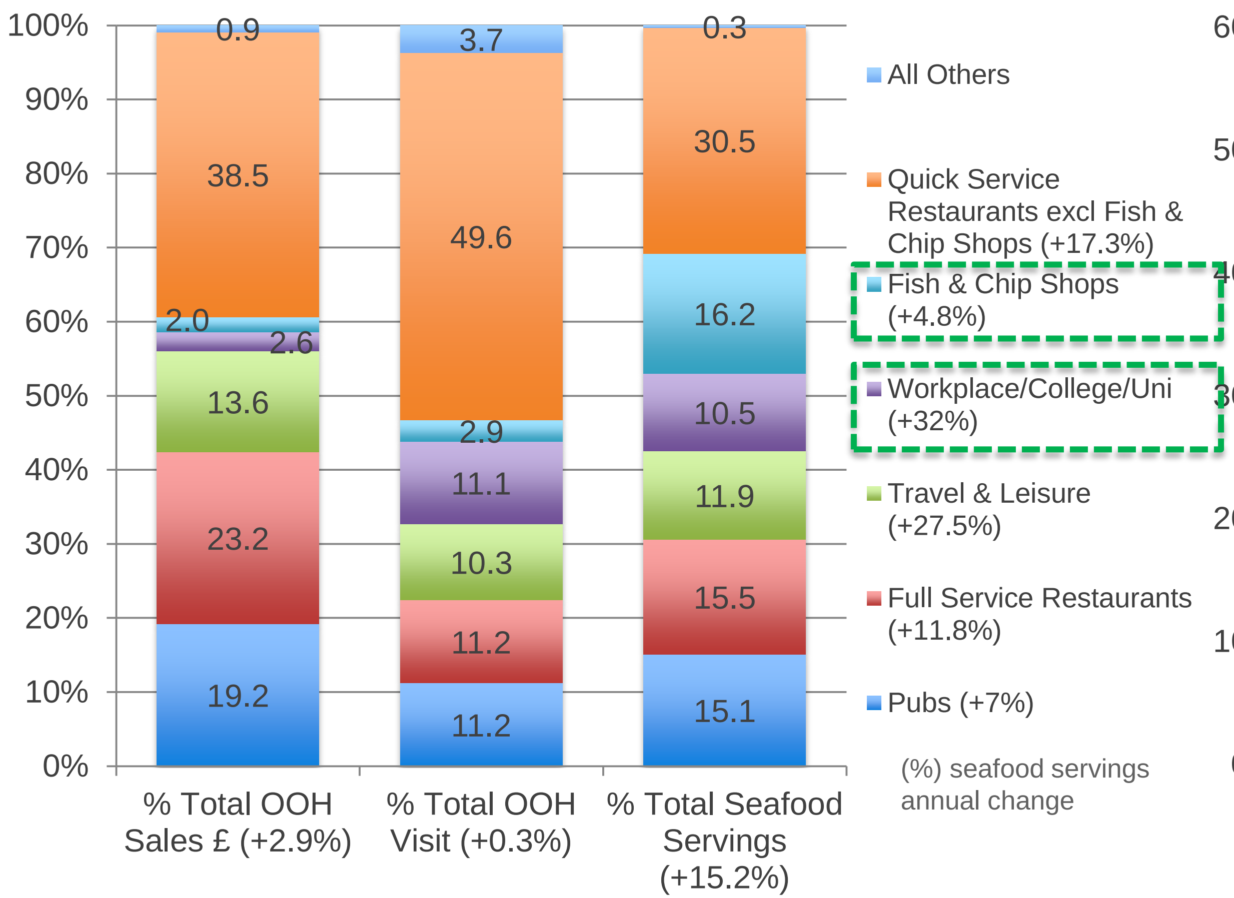
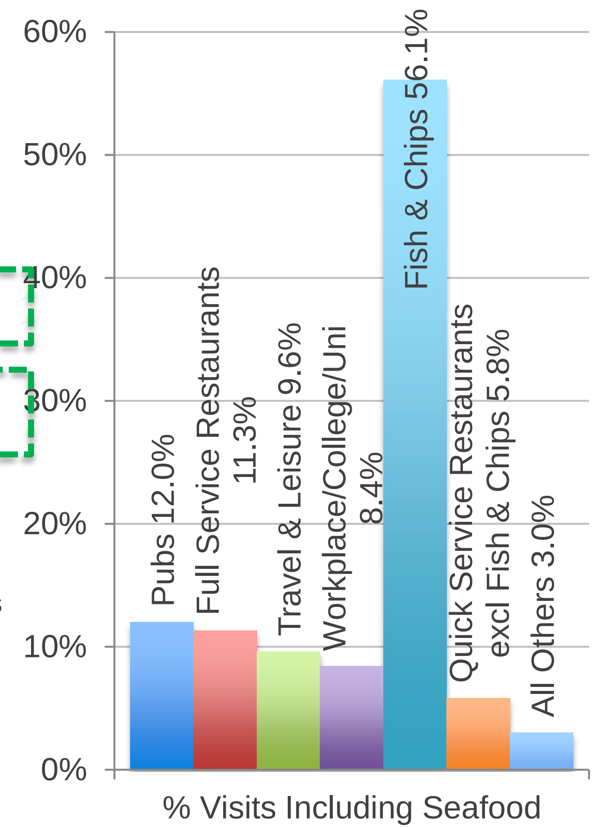
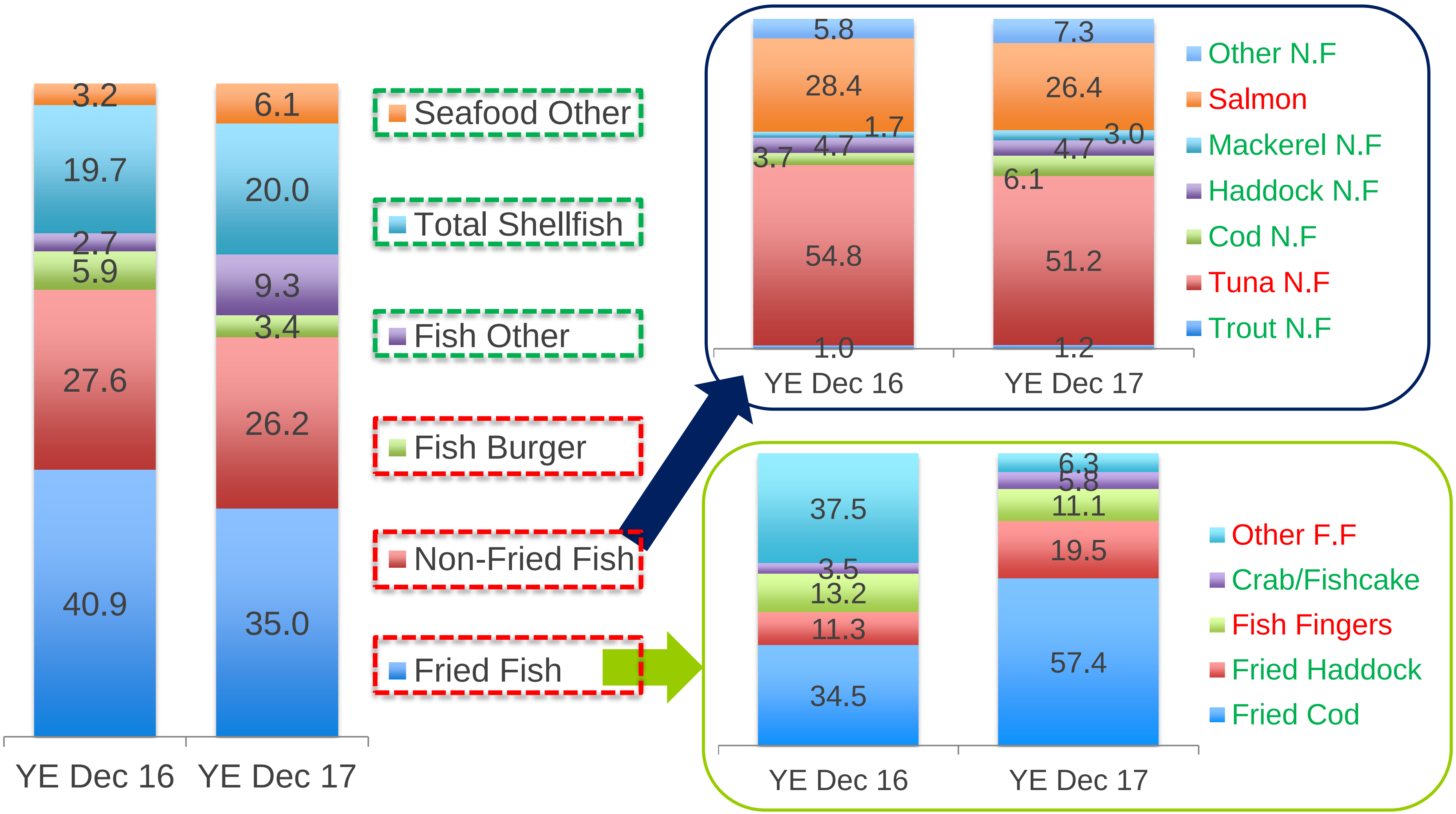
GB commercial out of home: channel shares & incidence





Source: The NPD Group/CREST® YE December '17, key: share of seafood servings higher than share of total OOH sales,
n.b. trends to be used directionally only due to survey methodology changes

GB commercial out of home: servings % share



Source: The NPD Group/CREST® YE December '17, key: share growth, share decline

Exports from the UK

Key facts:

In 2017 seafood exports from the UK increased across all measures (total volume and value, and average price per kg).

- Seafood export value increased significantly, up 15.3% to £1,892m due to a 14.8% increase in the average price paid per kg. Volume exports also increased but only by 0.4%.
  - The top 5 export destinations by value were: France, U.S.A., Spain, Irish Republic and Italy.
  - The top 5 species by volume were: salmon, mackerel, herring, cod and crabs.
- The value, volume and average price per kg of seafood landed by UK vessels abroad also increased.

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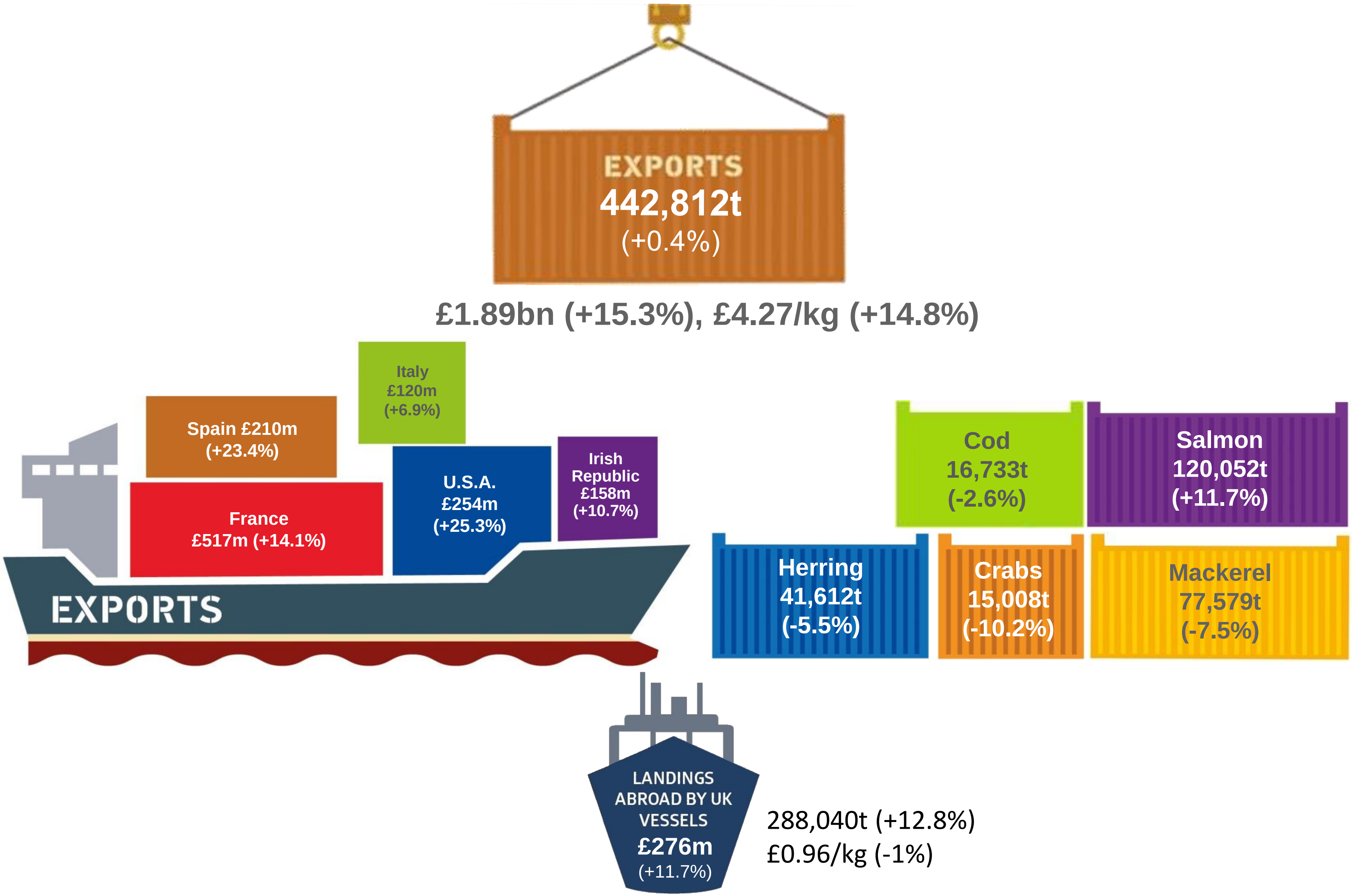

Source: HMRC via BTS Dec’17, MMO Provisional Results Monthly UK Sea Fisheries Statistics - Reported Landings: December 2017

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