

Seafood Industry Factsheet

Tuna

Market overview: Tuna

Tuna, salmon, and cod dominate the UK retail seafood market by volume. This fact sheet summarises the UK imports and exports of tuna and tuna sales in both retail and foodservice channels.

Tuna trade and supply

In terms of volume, tuna is the UK's largest imported seafood species but recent trade has seen a decline of both volume and value.

Tuna landings¹

Globally, tuna fisheries are among the oldest in the world with Phoenician trap fisheries for Atlantic bluefin tuna operating around 2000 BC. However, until the second part of the twentieth century, fishing occurred mostly in coastal areas. Larger scale fishing started during the 1940s and 1950s, as a result of increasing global demand for canned tuna. After 1952, tuna fisheries expanded rapidly into oceanic areas initially in the Pacific and then in the Atlantic in the late 1950s, followed by the Indian Ocean in the 1980s.

The majority of tuna is caught by Japan and Taiwan. Other important tuna fishing

countries include Indonesia, the Philippines, Spain, Republic of Korea, Papua New Guinea, France, Ecuador, Mexico, Maldives, Islamic Republic of Iran, United States of America, Seychelles, Venezuela, Sri Lanka, Colombia, China, Vanuatu, Panama and Ghana.

In 2014 and 2013 all of the tuna from UK vessels was landed abroad, with the majority landed in Spain. Overall tuna landings from UK vessels increased 13.7% to 222 tonnes but their value only increased 4.1% to £549k denoting a 8.5% decrease in the average price per kg to £2.47/kg.

UK tuna trade summary 2014²

	2014			% Change v 2013		
	Value (£000's)	Volume (Tonnes)	£/kg	Value	Volume	£/kg
Total UK Tuna Imports*	£359,239.8	113,178.9	£3.17	-21.1%	-10.0%	-12.3%
Mauritius	£63,318.4	21,209.6	£2.99	-27.4%	-12.2%	-17.3%
Seychelles	£62,509.6	14,848.7	£4.21	-10.8%	-4.9%	-6.2%
Ghana	£41,388.3	11,147.3	£3.71	-14.6%	-12.5%	-2.4%
Thailand	£34,500.1	12,042.2	£2.86	-43.4%	-35.4%	-12.4%
Ecuador	£27,742.4	9,839.9	£2.82	-24.6%	-4.2%	-21.3%
All Others	£129,781.0	44,091.2	£2.94	-14.6%	-0.7%	-14.0%
Total UK Tuna Exports	£26,971.0	7,916.5	£3.41	9.6%	1.1%	8.4%
Irish Republic	£16,683.5	4,564.3	£3.66	1.0%	5.8%	-4.5%
Australia	£1,744.7	244.5	£7.13	1694.2%	3388.1%	-48.6%
France	£1,143.6	815.8	£1.40	414.9%	33.3%	286.4%
Poland	£973.5	660.8	£1.47	-30.7%	-39.7%	15.0%
Denmark	£959.4	57.8	£16.61	959.8%	849.7%	11.6%
All Others	£5,466.3	1,573.3	£3.47	-13.0%	-12.2%	-0.9%

* Includes foreign vessels landing into the UK

¹ Source: MMO UK Sea Fisheries Statistics 2014, FAO Fishery Resources Monitoring System (FIRMS): World Global Tuna Fisheries

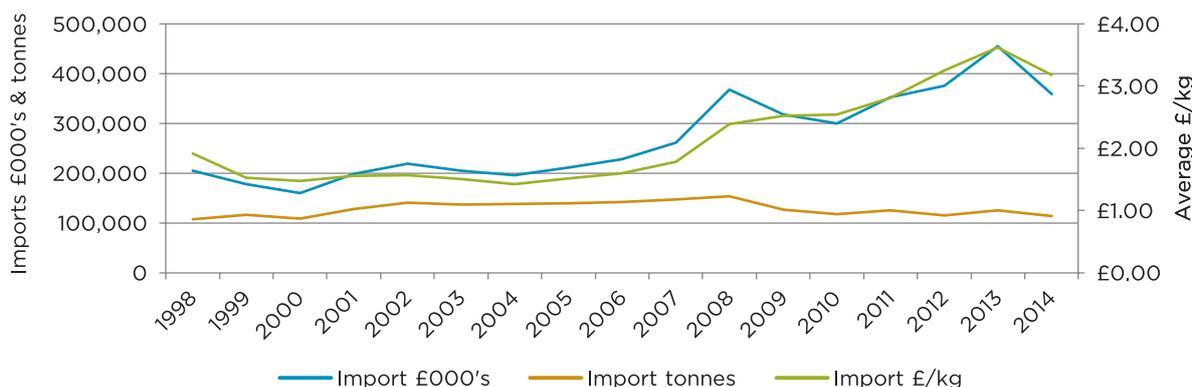
² Source: HMRC via British Trade Statistics

Tuna imports³

Tuna import volumes to the UK slowly increased to a peak of 153,886 tonnes in 2008 since which time volumes have declined 26% to 113,173 tonnes in 2014. In contrast, import value has increased from a low of £199m

in 1999 to £455 in 2013 in line with £/kg changes, driven by rising processing costs and changing catch methods. Over this time the majority (94%) of tuna volume imported was prepared or preserved tunas.

Tuna imports into the UK

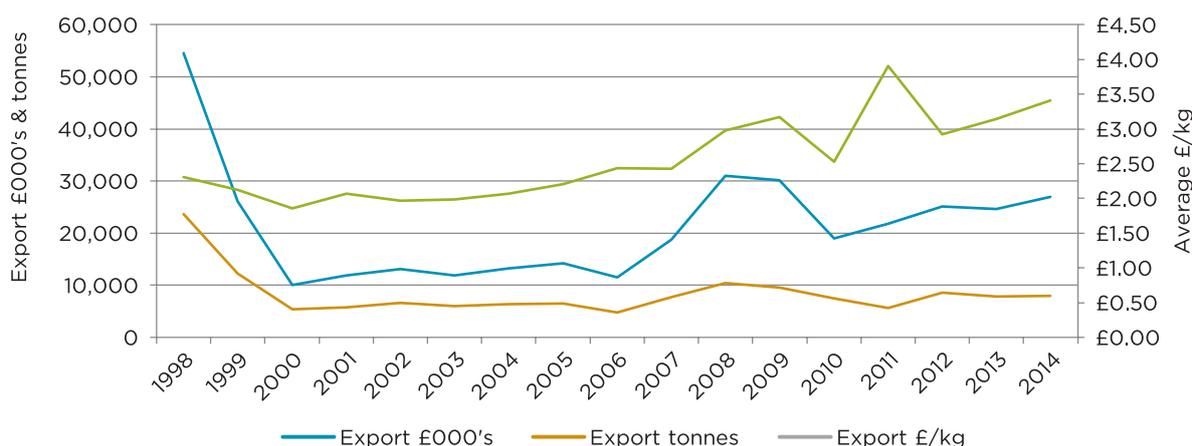


Tuna future supply trends⁴

The majority of tuna sold in the UK comes from yellowfin and skipjack tuna stocks. These stocks are managed through the tuna Regional Fisheries Management Organisations (RFMOs). The majority of stocks are fully exploited though appear to be harvested within safe biological limits. However, there

are concerns over the efficacy of management controls and and illegal, unregulated and unreported (IUU) fishing for continued sustainability. The latter in particular is a serious issue for the Indian Ocean.

Tuna exports from the UK



Tuna exports⁵

In 1998 the UK exported 23,646 tonnes of tuna worth £54.5m, 88% of this volume was prepared or preserved tunas, skipjack and other genus euthynnus. The majority of the

exports were to France and the Netherlands. However, this trade slowed in 1999, with the Irish Republic then becoming the main destination for UK tuna exports.

³ Source: HMRC via British Trade Statistics

⁴ Source: Seafish

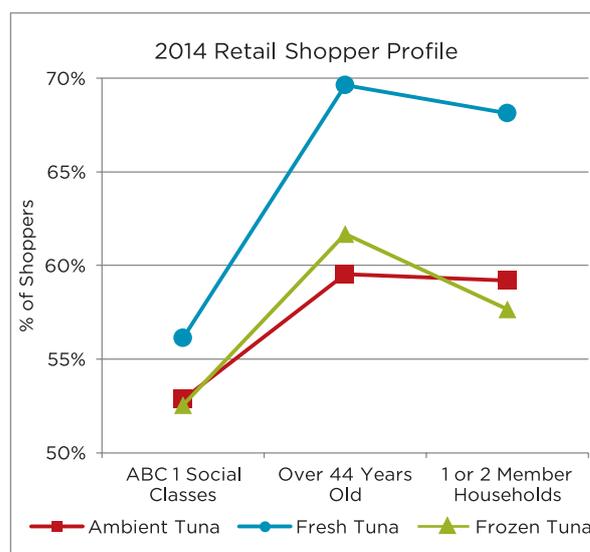
⁵ Source: HMRC via British Trade Statistics

Tuna shopper⁶

The majority of retail sales of tuna are in ambient, canned format, however, this category has lost popularity in recent years. The profile of the ambient shopper is very similar to that of the overall tuna shopper, who (when compared to the total seafood shopper) is from a slightly younger, higher social class and a larger household. The

shoppers who buy frozen tuna are more in line with the total seafood shopper in all areas except they are from larger households. In contrast, the fresh tuna shoppers are from older, higher social class, smaller households in comparison to total tuna and total seafood shopper.

2014 Retail Shopper Profile

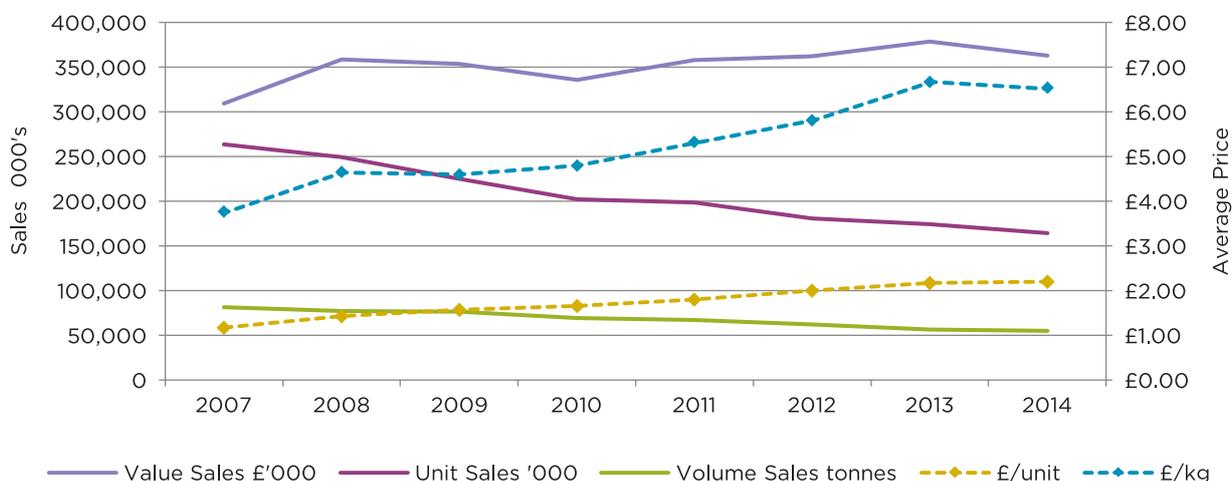


Tuna retail performance⁷

In retail, tuna sales value has increased from £309.6m in 2007, with a peak of £378.6m in 2013 before a decline of 4.1% to £363m in 2014. In contrast, volume and unit sales have

been on a steady decline over this period showing that any value growth has been driven by inflation. In 2014 the average £/kg took a 2% fall to £6.55.

Tuna retail performance summary



⁶ Source: AC Nielsen HomeScan MAT 03.01.15

⁷ Source: AC Nielsen ScanTrack MAT 03.01.15, BrandView MAT 03.01.15

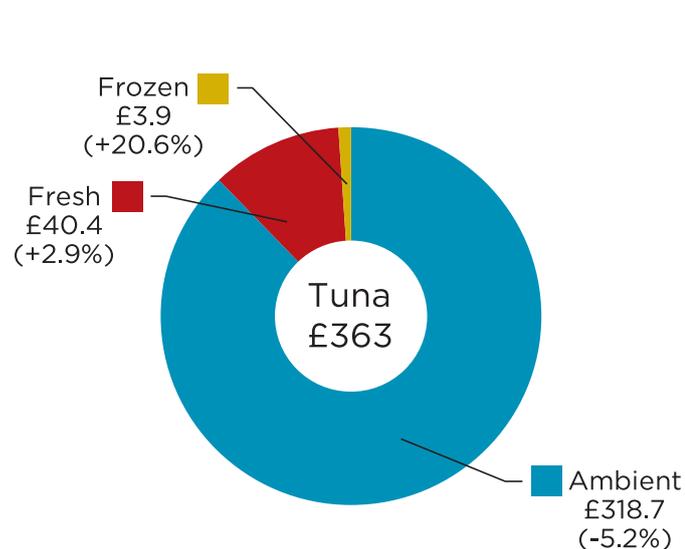
Comparing tuna volume sales with other key species, in 2007 shoppers bought +27,554 tonnes more tuna than salmon which is the second best-selling species. However this difference reduced to only +1,273 tonnes in 2014, before salmon became the number one volume selling species in 2015.

The majority of tuna sold is ambient, typically in prepared, canned formats and was perceived as a low cost, store cupboard item. But with rising prices, compounded by consumers shifting to more convenient chilled alternatives, the ambient sector is experiencing significant decline. In contrast however, the chilled and frozen sectors are

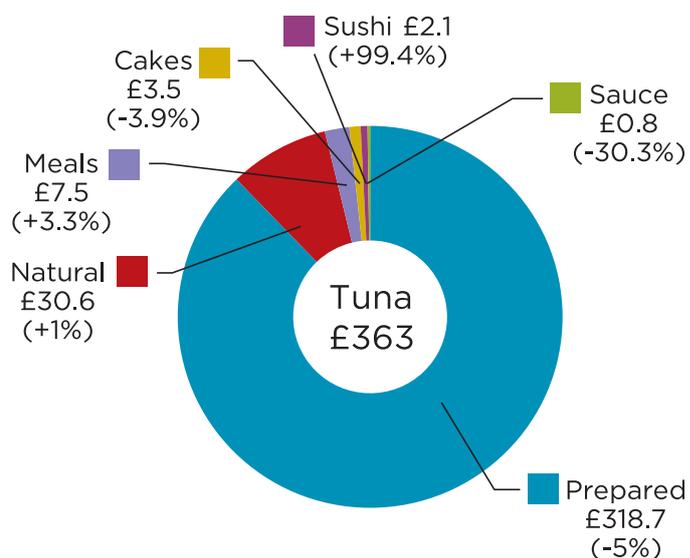
seeing growth with the natural, meal and sushi segments showing that UK consumers still have an appetite for tuna.

Over the whole year, 512 individual tuna products were on sale in the major multiple retailers; 92% were ambient, 6% chilled and only 2% frozen. Yellowfin, albacore and skipjack are the three named species listed, however, the majority (90%) of products do not name the species of tuna. Skipjack tends to be mostly canned chunks or steaks, with yellowfin and albacore available in tinned, chilled and frozen formats.

Tuna retail sales by sector £m 2014



Tuna retail sales by segment £m 2014

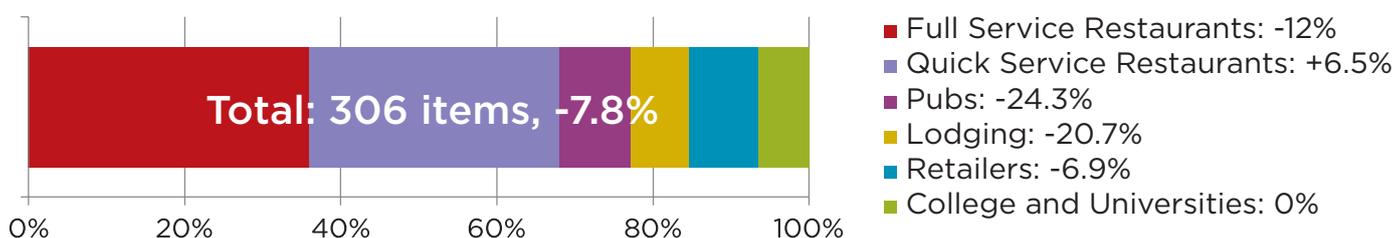


Tuna foodservice performance⁸

Tuna has also experienced a challenging time in foodservice as a consequence of rising costs. Overall seafood in foodservice has maintained its position in terms of the number of servings, however, 7% less tuna was served

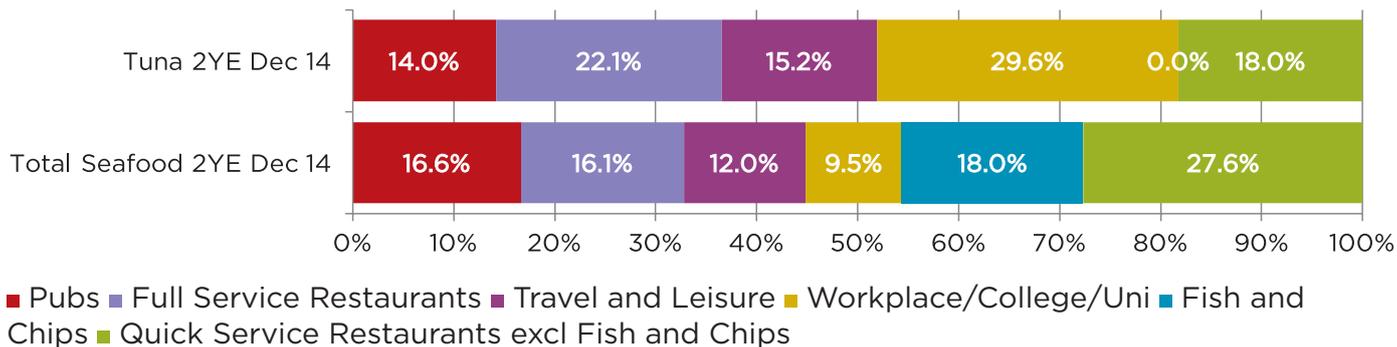
in the latest period. This is in line with the 7.8% decline seen in the number of menu listings over the last year, only quick service restaurants have increased the number of tuna dishes that they offer.

Number of menu listings for tuna



⁸ Source: NPD Crest 2 YE Dec'14, Technomic MenuMonitor Q3 2014 to Q3 2015

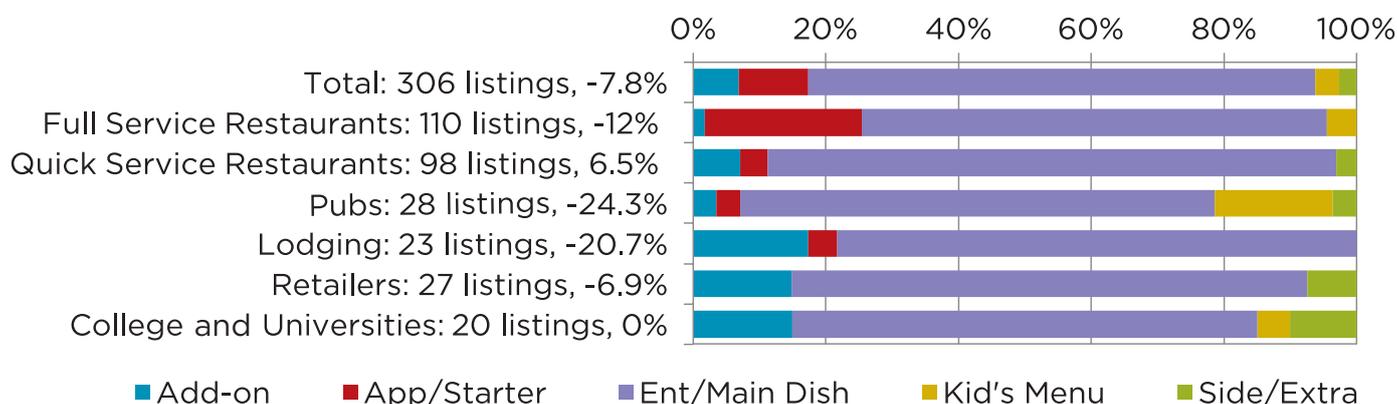
% servings by foodservice channel



The majority of the decline in servings has occurred in the travel and leisure channel which, whilst losing share of tuna, maintains a significant over performance as a channel

compared with total seafood. The majority of tuna is served in workplace, college or university canteens and full service restaurants. Sales in pubs are on the increase.

Tuna menu listings by meal part by channel



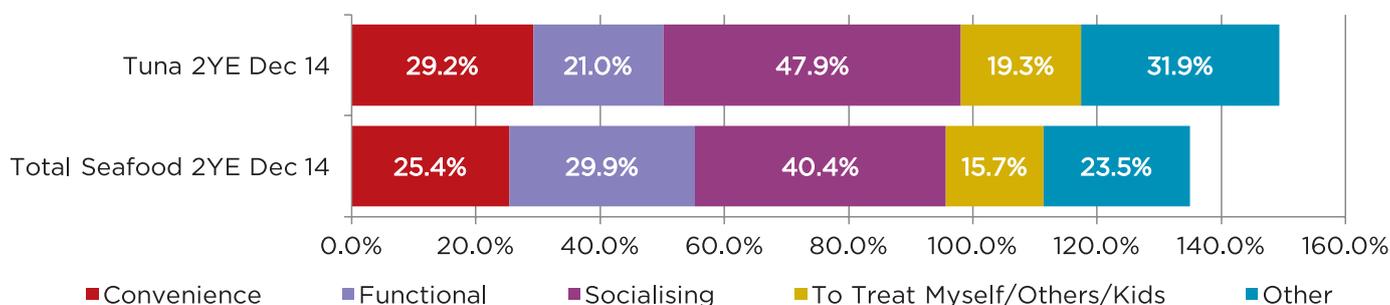
These changes in performance by channel may explain the shift in terms of the meal times when tuna is consumed i.e. it is less of a lunchtime option but increasingly a dinner, snack and even breakfast choice.

main dishes, with starters over performing in full service restaurants and children’s menus in pubs.

The majority of menu listings for tuna are in

Tuna is chosen increasingly when socialising or when needing something convenient. It is also perceived as quite a treat.

% servings by motivation



The majority of tuna servings are bought by 35-49 year olds and becoming increasingly popular with consumers in the 50-64 and 25-34 age brackets. Tuna outperforms

total seafood in these groups. There are opportunities to build appeal with the under 25 and over 65 year olds consumer groups.

CONSUMERS PURCHASED
174.1M
UNITS/SERVINGS
 -5.5% v 2013
OF TUNA IN 2014

Ambient
 151.4m units,
 £318.7m, 51,898t
 Fresh 11.6m units,
 £40.4m, 2,914t
 Frozen 1.6m units,
 £3.9m, 636t

Workplace/
 College/Uni 2.8m
 Full Service Restaurants 2.1m
 Quick Service Restaurants
 excl. Fish and Chips 1.7m
 Travel and Leisure 1.4m
 Pubs 1.3m

164.6m Units
RETAIL IN HOME
 -5.5%
 £363m -4.1%
 55,448 tonnes -2.2%

9.4 Servings
COMMERCIAL
OUT OF HOME*
 -6.5%



113,178.9t
TUNA IMPORTS
 -10%
 £359.2m -21.1%
 £3.17/Kg -12.3%

7,916.5t
UK EXPORT
 +1.1%
 £27m +9.6%
 £3.41/Kg +8.4%

Mauritius 21,210 tonnes, £63.3m
 Seychelles 14,849 tonnes, £62.5m
 Thailand 12,042 tonnes, £34.5m
 Ghana 11,147 tonnes, £41.4m
 Ecuador 9,840 tonnes, £27.7m
 All Others 44,091 tonnes, £27.7m

Irish Republic 4,564 tonnes, £16.7m
 France 816 tonnes, £1.1m
 Poland 661 tonnes, £1m
 Denmark 58 tonnes, £1m
 Australia 55 tonnes, £1.7m
 All Others 1,573 tonnes, £1m

TUNA LANDINGS
BY UK VESSELS
ABROAD
 222.3k Kgs +13.7%
 £548.5k +4.1%
 £2.47/kg -8.5%

* Including quick service restaurants, quick service fish & chips, pubs, full service (including cafe/bistro), travel & leisure, Workplace/education (excluding schools).
 % values represent change from the previous year unless stated otherwise.

Data sources:

- Retail: A.C Nielsen ScanTrack and HomeScan, BrandView
- Foodservice: NPD Crest, Technomic Menu Monitor
- Trade: HMRC via British Trade Statistics
- Landings: Marine Management Organisation (MMO)

For more information, contact the Market Insight team

Julia Brooks

Market Analyst

t: 01472 252 358

e: julia.brooks@seafish.co.uk

Richard Watson

Market Analyst

t: 01472 252 331

e: richard.watson@seafish.co.uk