Fish and Chip Shops

Year Ending September 2014

Seafood sales in fish and chip shops dip whilst non-protein sales are in growth.

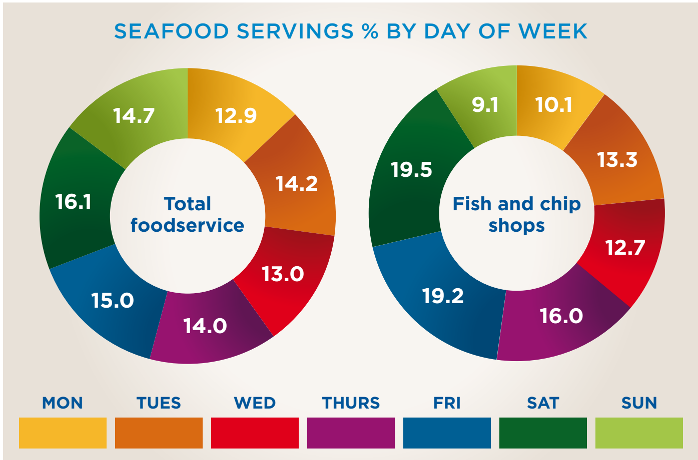
This fact sheet provides a summary of the key facts and figures relating to fish and chip shops performance, highlighting the overall trends in this channel.

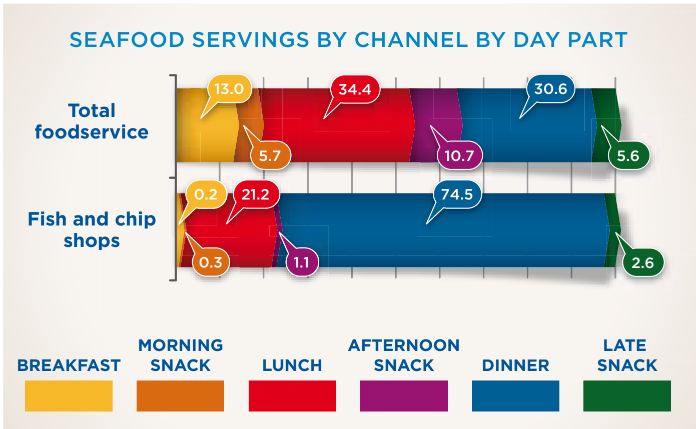
In Great Britain we visited fish and chip shops 329m times in 2014, the same as in 2013. Spending on average £3.22 every time, our food and drink purchases in the channel totalled £1.1bn which is +0.5% compared to 2013. Despite this performance the number of seafood servings (including seafood) declined -8.6% to 171m in 2014.

Saturday, Friday and Thursday are the most popular days for visiting fish and chip shops.

Fish and chip shops are heavily reliant on evening dinner sales whilst lunch and snacking occasions offer a great opportunity to build business.

Seafood from fish and chip shops is primarily seen as a convenient and social meal option in comparison to total foodservice. The treat and functional motivations also rank high but are declining in importance so opportunities to reverse this trend should be considered.





MOTIVATIONS FOR EATING SEAFOOD INDEXED V MOTIVATIONS FOR TOTAL FOOD AND DRINK		
	Total foodservice	Fish and chip shops
Treating	134▲	▼97
Socialising	127▲	103▲
Functional	▼97	▼96
Convenience	▼86	108▲

SEAFISH
the authority on seafood

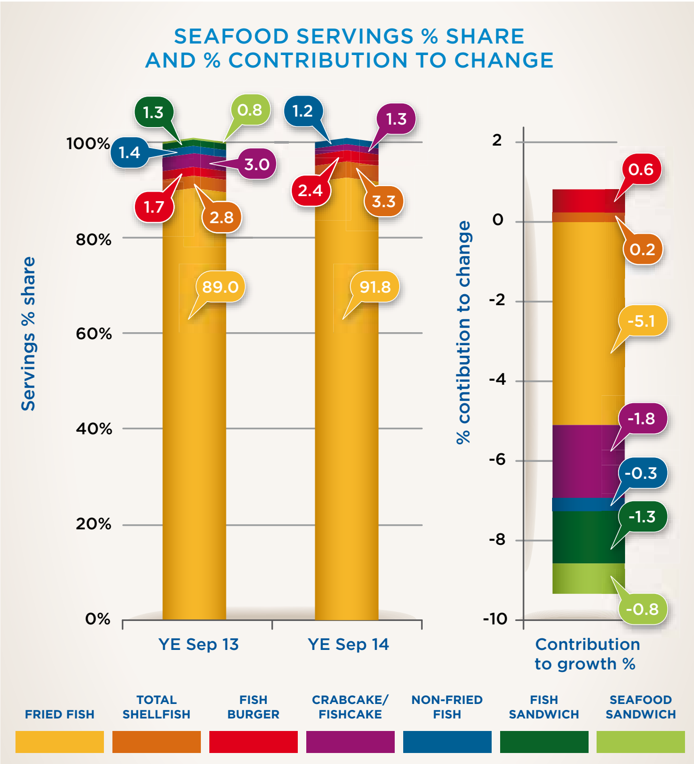
Fried fish still holds the majority share of seafood servings however it is also driving the majority of decline with only fish burgers and shellfish sales showing growth.

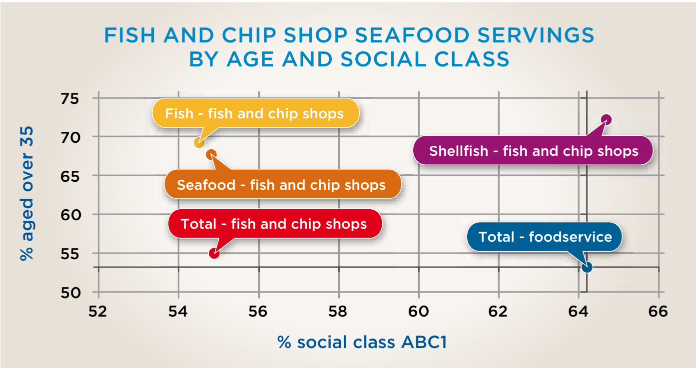
The average fish and chip shop customer is only slightly older than the average foodservice customer, however those who buy fish are typically significantly older. The opportunity is to encourage younger consumers to buy fish.

Fish and chip shop customers are typically biased towards a lower social class compared to total foodservice, with the exception of the customers who buy shellfish.

The key growth opportunities for fish and chip shop channel are:

- Increasing sales on Sundays through to Wednesdays.
- Building sales at lunchtime, snacking and late evening meal occasions.
- Increasing fish purchases amongst the under 35's.
- Increasing the use of meal deal promotions (including beverages and desserts).
- Building on the perception of fish and chips being a treat.





All information in charts and tables sourced: The NPD Group/CREST®, YE Sept '14, Foodservice – Out of Home Food & Drink

Contact us

Richard Watson
Market Analyst

Email: richard.watson@seafish.co.uk
Tel: +44 (0) 1472 252 331

Julia Brooks
Market Analyst

Email: julia.brooks@seafish.co.uk
Tel: +44 (0) 1472 252 358

Seafish
Origin Way, Europarc,
Grimsby DN37 9TZ

t: *01472 252 300* ***f:*** *01472 268 792*
e: *info@seafish.co.uk*
w: *www.seafish.org*

Supporting a profitable, sustainable and socially responsible future for the seafood industry.