Market Insight Factsheet: Prawn and Shrimp

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This factsheet provides information for the United Kingdom (UK) seafood industry about the performance of prawns and shrimps. Where possible it provides a summary of the UK value chain for prawn and shrimp examining the detail behind its overall performance.

In the seafood market, prawns and shrimps include a range of species and products grouped by cold water prawns (CW prawns), warm water prawns (WW prawns) and shrimps. These are distinguishable in the retail data provided in this factsheet; however limitations in available supply and foodservice data make it impossible to distinguish between the different species or product groups. Therefore in these two sections, prawns and shrimps are presented as an overall product group.

This document examines the detail behind the overall prawn and shrimp performance including:

UK trade and supply (2017)

- Prawn and shrimp imports to the UK
- Prawn and shrimp exports from the UK
- Prawn and shrimp landings

Prawn and shrimp consumer purchases

- Retail sales to shoppers in the UK
- Prawn and shrimp shopper profile GB
- Prawn and shrimp trends in the GB commercial channel

NB: for trade data purposes prawn & shrimp species are categorised as: crustaceans; miscellaneous shrimps, other cold-water shrimps, shrimp crangon spp., tropical shrimp.

Prawn and shrimp summary

UK trade and supply

- In 2017 UK imports of prawn and shrimp were predominantly from India. Most exports of prawn and shrimp from the UK went to the Irish Republic.
- Over half of prawns and shrimp are traded in the frozen format.
- In 2017, 0.1% of the total volume of species landed into the UK by UK vessels were shrimps and prawns (mainly brown shrimp).

Total prawn and shrimp consumer purchases

- Over the 52 weeks ending 26th January 2019, UK shoppers purchased just over 39,171 tonnes of prawn and shrimp equating to a retail value of £526.2m.
- By volume, WW prawns were the 6th bestselling species across all the seafood species. CW prawns were 10th, with shrimps 30th. Older, more affluent couples are more likely to purchase prawns and shrimps in retail.
- 60.7% of the total prawn and shrimp value sales are from warm water prawns, 37.5% of share is from cold water prawns and 1.8% are shrimps.
- Prawns and shrimps were the top seafood species listed on menus for small plate dishes and featured in many popular on trend dishes such as breaded, tempura and linguine.

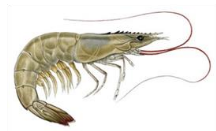
UK trade and supply

The following sections provide details of import and exports of total prawns and shrimps; comparing finalised HMRC data from 2017 to that of 2016 (HMRC, via BTS, accessed through Seafish Trade and Tariff Tool, 2017). Comparisons are also made of available landings data from 2017 to 2016 for total prawns and shrimps (MMO, 2017). Additionally summaries of stock status of WW prawns and shrimps and CW prawns and shrimps are provided (RASS).

Imports

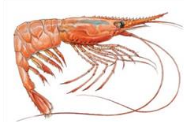
In 2017 21.7% of the overall value and 11.6% volume of the total seafood imports to the UK were prawn and shrimp, an increase of 0.4 and 0.2 percentage points respectivley. This equates to £691.8m in value (+5.9%) and 81,863 tonnes in volume (-1.2%). The average price per kg was up +7.2% in 2017 (£0.57) from £7.88 to £8.45.

Miscellaneous shrimp
(-8.0%)



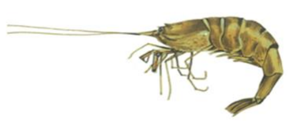
Tropical shrimp
(+8.4%)

In terms of volumes of prawn and shrimp species imported to the UK, the majority (54.1%) was “miscellaneous shrimp”, followed by “tropical shrimp” (43.1%) with the smallest shares from “other cold water shrimps” (1.9%) and “shrimp *Crangon* spp.” (1.0%).



Other cold water shrimp
(+8.9%)

Two of the four prawn and shrimp species, as categorised by trade data (shown), declined in volume when compared to 2016 with increases in volume from “tropical shrimp” and “other cold-water shrimp”.



Shrimp Crangon spp.
(-7.3%)

54.3% of prawn and shrimp imported was frozen and in growth by +9.0%, 45.2% is imported as prepared/preserved, in decline of -6.8%. The smallest volume share imported is live/fresh prawn and shrimp at 0.5%, which also experienced declines of -52.9%.

Top 10 prawn and shrimp import origins

Top 10 ordered by volume, volume share stated.

1.	India	19.3%	6.	Honduras	4.9%
2.	Vietnam	19.3%	7.	Thailand	4.8%
3.	Canada	10.5%	8.	Iceland	3.9%
4.	Denmark	9.8%	9.	Indonesia	3.9%
5.	Bangladesh	5.9%	10.	Ecuador	3.8%

Of the top 10 import countries noteworthy growth for 2017 are Vietnam (+33%), Ecuador (+23%), Honduras (+18%) and India (+12%), all other countries above experienced volume decline.

Exports

In 2017, 5.6% of the overall value and 3.1% volume of seafood exports from the UK were prawn and shrimp, a loss of 0.3 and 0.2 percentage points resepectivley.

This equates to £106.6m in value (+22.9%) and 14,240 tonnes in volume (+12.6). The average price per kg was up +9.1% in 2017 (£0.62) from £6.86 to £7.49.

In terms of volumes of prawn and shrimp species exported from the UK, the majority (69.0%) was “miscellaneous shrimp”, this was followed by “tropical shrimp” (13.7%) and “shrimp *Crangon* spp. (12.5%) with the smallest share in export volume from “other cold water shrimp” (4.8%).

All of the four prawn and shrimp species, as categorised by trade data (shown), experienced export volume growth when compared to 2016.


Miscellaneous shrimp
(+4.7%)


Tropical shrimp
(+18.8%)


Shrimp Crangon spp.
(+82.4%)


Other cold water shrimp
(+6.7%)

58.2% of prawn and shrimp is exported in a frozen format and was in growth of +5.6%, 26.3% is exported as prepared/preserved also in growth (+16.8%). The smallest volume share exported was live/fresh shrimp, 14.2%, which also experienced growth of (+44.0%).

Top 10 prawn and shrimp export destinations

Top 10 ordered by volume, volume share stated.

1.	Irish Republic	21.6%	6.	Italy	6.5%
2.	France	19.1%	7.	Belgium	5.4%
3.	Germany	16.2%	8.	Poland	4.6%
4.	Denmark	8.2%	9.	Spain	2.1%
5.	Netherlands	6.9%	10.	Switzerland	1.1%

Of the top 10 export destinations noteworthy growth for 2017 are Denmark (+106%), France (+53%), Switzerland (+17%) and Irish Republic (+15%). Poland (+7%) and Italy (+3%) also experienced growth with all others seeing volume declines when compared to 2016.

Landings

In 2017, 0.1% of the total volume of species landed into the UK by UK vessels were shrimps and prawns. This equates to 57,752 tonnes a decrease of -28% from 2016. In terms of value £2.6m shrimps and prawns were landed, 0.3% of the total value of species landed and a -14% decline when compared to 2016. Species landed by UK vessels are mainly brown shrimp (*Crangon crangon*)

Supply Outlook

Warm water prawns and shrimps

Warm water prawns (*Penaeid* species) are typically farmed in ponds in tropical marine areas in SE Asia and Central America. Though they can be sourced from wild capture fisheries, sources from aquaculture are most prevalent. Two species dominate aquaculture; the white leg prawn (*Litopenaeus vannamei* formerly *Penaeus vannamei*) and the giant tiger prawn (*Penaeus monodon*).

Cold water prawns and shrimps

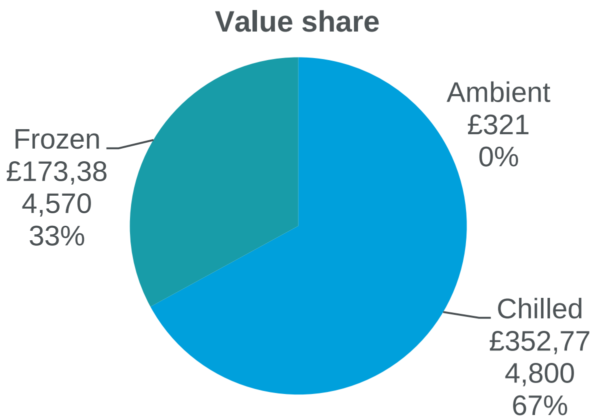
Cold water shrimps and prawns are from waters of the North and South Atlantic, and North Pacific. The group consists of several species mainly Northern or Pink shrimp or prawn (*Pandalus borealis*) and Common or Brown shrimp (*Crangon crangon*). The majority of cold water prawns sold in the UK come from the wild capture fisheries in the North Atlantic around Greenland and East Canada. Though the stock statuses of cold water prawns are quite variable, the capture fisheries (predominantly demersal otter trawl) operate in a stable management regime, and future supply is likely to remain reasonably stable.

Prawn and shrimp consumer purchases

The following section provides details of consumer purchases of CW prawns, WW prawns and shrimps in the UK retail market; shopper profiles are also be included (GB) (Nielsen Scantrack and Homescan data, 26/01/2019). Additionally, due to data limitations, the information provided for the commercial foodservice channel highlight current total prawn and shrimp trends (Global Data, 2018; NPD, 2018; Technomic, 2018).

Prawn and shrimp in retail

Prawns and shrimps are a popular species of shellfish in retail with product categories being; cold water prawns, warm water prawns, and shrimps. The following sections include the retail performance of total prawn and shrimp and as separate products. Retail scan track data is based on UK consumers with retail home scan data based upon GB consumers.



Total prawn and shrimp in retail (UK)

Over the 52 weeks ending 26th January 2019, UK shoppers purchased just over 39,171 tonnes of prawn and shrimp, an increase of +0.7%. This equates to a retail value of £526.2m; a sales value increase of +1.5%.

In retail the majority, 67%, of total prawn and shrimp sales are from the chilled sector with 33% share from frozen. Compared to 2018, value sales of total prawn and shrimp only saw growth in the frozen sector (+9.0%) with declines seen in both chilled (-1.8%) and ambient (-99.1%). In terms of volume sales, again chilled (-2.6%) and ambient (-99.6%) experienced declines whilst there was growth in frozen volume sales (+6.7%).

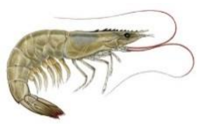
“Natural” total prawn and shrimp has by far the largest share of value sales (63.8%), which has increased by 3.4% since 2018. Other segments which have grown in value sales are batter, breaded, cakes, prepared and sauce with meals and sushi seeing declines.

The total prawn and shrimp retail shopper (GB)

When comparing with the overall seafood shopper profile, the prawn and shrimp shopper is quite similar with the exception of age; the prawn and shrimp shopper is from a younger demographic (45 to 65 years) compared with the total seafood shopper (over 65 years old).

The shopper buying prawn and shrimp overall is more likely to be from an affluent, 2 person household comprising an older couple; mainly with no children. Where children are present, they are most likely in the age bracket of 5 to 10 years old.

Cold water prawns, warm water prawns and shrimps in retail (UK)

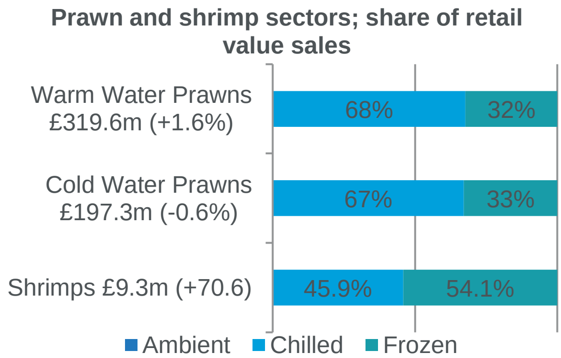


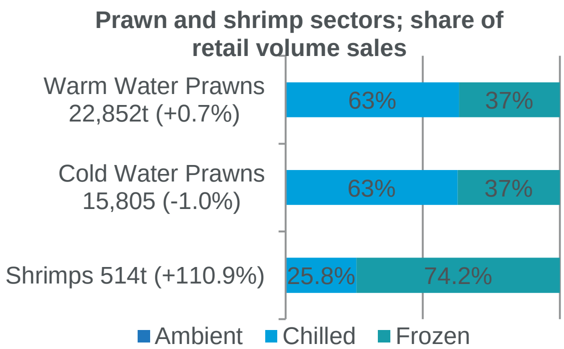
60.7% of the total prawn and shrimp value sales are from warm water prawns, 37.5% of share is from cold water prawns and 1.8% are shrimps.

By volume, warm water prawns were the 6th bestselling species of all the seafood species, with cold water prawns 10th and shrimps 30th.

With the exception of shrimps, value and volume sales of WW and CW prawns are mainly from the chilled sector. Shrimp sales are predominantly from the frozen sector

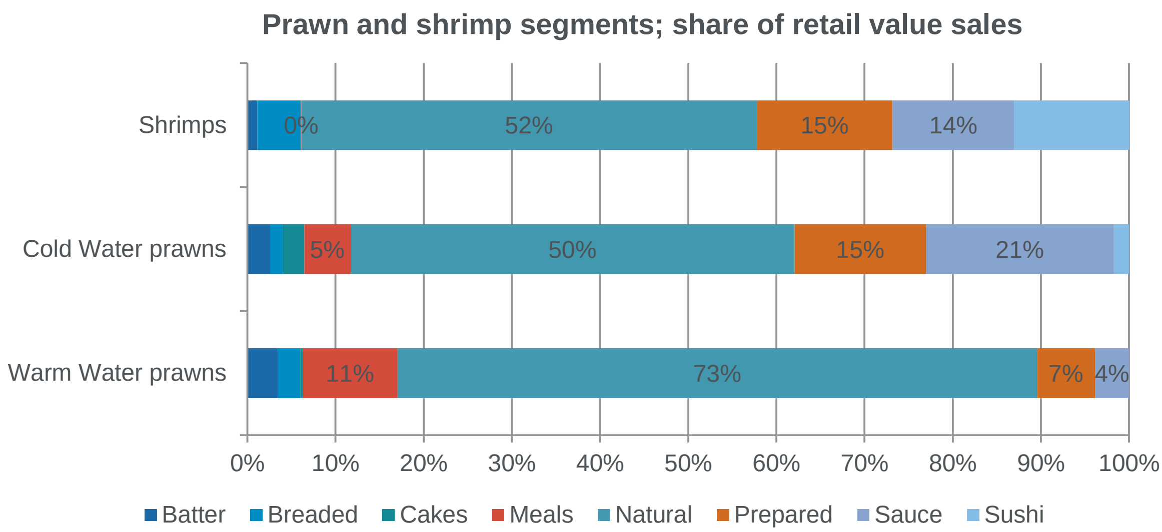
By sales value, in the year ending 26th January 2019, shrimps experienced the largest growth (+70.6%) when compared to the previous year, largely driven by the growth in the frozen (+131%) and chilled (+30.3%) sectors. WW prawns growth (+1.6%) was driven by frozen (+12.2%) with chilled seeing declines (-2.7%). CW prawn declines (-0.6%) were largely seen in chilled (-1.1%). Despite a slight growth from frozen (+0.3%) this was not enough to drive overall growth.





By sales volume, again, shrimps experienced the largest growth (+110.9%) largely driven by the growth in frozen (+150.9%) and chilled (+44.6%). WW prawns growth (+0.7%) was driven by frozen (+12.4%), with chilled seeing declines (-5.0%). In contrast, CW prawn volume sales declined (-1.0%) due to frozen (-3.8%), with slight growth from chilled (+0.7%).

In terms of price per kg, shrimps experienced declines of -19.1% (down to £4.26 per kg), with CW prawns (+0.4% / £0.0.5) and WW prawns (+0.09% / £0.12) experiencing growth.

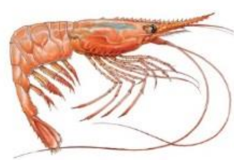


Shrimps

"Natural" shrimps are the most popular format across the shrimp products purchased, with the largest share of value sales (52%), up +55.1% since end January 2018. Additional segments experiencing value sales growth were prepared, sauce and sushi with meals seeing declines.

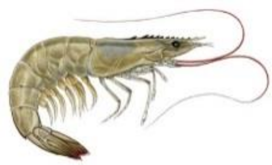
CW Prawns

Similarly "natural" CW prawn has the largest share of value sales (50%) across CW prawn sales, but this decreased by -2.3% since January 2018. CW prawn segments in value sales growth were batter, breaded; cakes, and prepared, meals sauce and sushi are all seeing declines.



WW Prawns

"Natural" WW prawn has the largest share of value sales (72.5 %) across WW prawn purchases, and has increased by 5.2% since end January 2018. Other WW prawn segments which have grown in value sales were batter and cakes, however breaded, meals, prepared and sauce are all seeing declines.



Prawns and shrimps in foodservice

As with trade data, within the commercial foodservice channel, prawns and shrimps are grouped togerther as one species. This section provides details on total prawn and shrimps in the 'out of home' channel.

Diners purchase prawns and shrimps in a range of formats when eating out of home, from sandwich fillings through to pasta dishes, however data on prawn and shrimp purchases in foodservice is only available within the 'shellfish' data. This mainly includes prawn and shrimp in their natural format (NPD, 2018).

Prawn and shrimp account for approximately 10% or 118m servings of total 'seafood' purchases (1.2bn servings). The 'shellfish' category (230m servings) is about 19% of all seafood servings sold in foodservice. Within this 'shellfish' category, prawn and shrimp purchases account for just over 51%, making it the most popular type of shellfish sold (NPD, 2018).

Prawn and shrimp products are mainly sold through the quick service restaurant channel excluding fish and chip shops (48%), full service restaurants (21%), pubs (12%) travel and leisure (11%) workplace/college/universities (7.6%) and fish and chip shops (0.3%) (NPD, 2018).

Menu Trends

Prawns and shrimps have the highest menu penetration rate, i.e. the percentage of foodservice outlets serving the species in the UK. This is by a substantial margin, with 61% of outlets serving prawns and shrimps. They also have one of the highest average dish prices of £7.22 (Global Data, 2018) and have seen gains in menu share in 2018 versus 2017 (Technomic, 2018).

Prawns and shrimps were the top seafood species listed on small plate dishes and featured in many popular, 'on trend' dishes such as breaded, tempura, linguine (Technomic, 2018).

Prawns and shrimps feature most prominently on British, Indian and Chinese restaurant menus. Outlets specializing in Chinese cuisine boast the lowest prices for shrimp & prawn dishes, due to the typically cheaper cost of Chinese takeout and the widespread use of prawn in small plates and appetizers (i.e. spring rolls, soups and dumplings) (Global Data, 2018).

All (%) values represent change from the previous year unless otherwise stated

References:

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- Technomic (2018) Seafood Trends.

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