Farmed Seafood Performance

ACIG 24th June 2020

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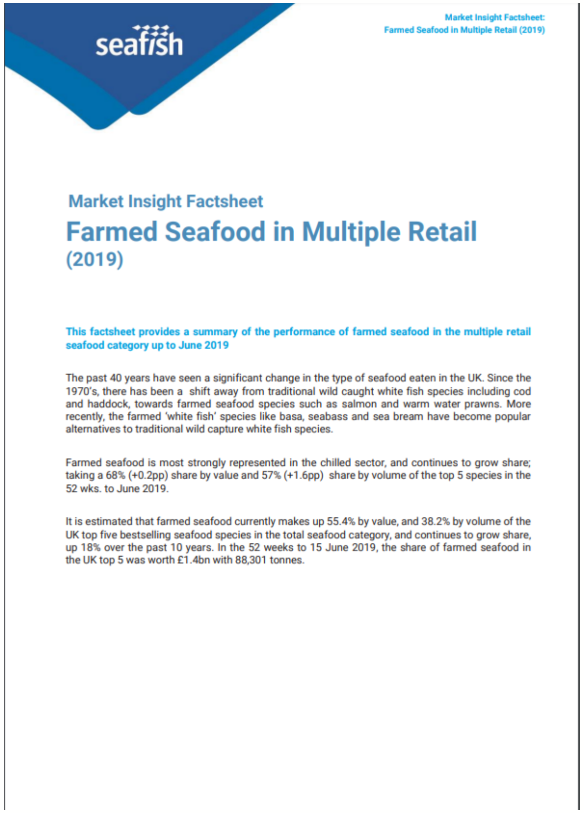
Agenda

- Market Insight Service
- Seafood Consumption
- Farmed Seafood Performance
- Impact COVID-19

- *Farmed Seafood factsheet*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Market Insight Factsheet:
Farmed Seafood in Multiple Retail (2019)

Market Insight Factsheet
Farmed Seafood in Multiple Retail
(2019)

This factsheet provides a summary of the performance of farmed seafood in the multiple retail seafood category up to June 2019

The past 40 years have seen a significant change in the type of seafood eaten in the UK. Since the 1970's, there has been a shift away from traditional wild caught white fish species including cod and haddock, towards farmed seafood species such as salmon and warm water prawns. More recently, the farmed 'white fish' species like basa, seabass and sea bream have become popular alternatives to traditional wild capture white fish species.

Farmed seafood is most strongly represented in the chilled sector, and continues to grow share; taking a 68% (+0.2pp) share by value and 57% (+1.6pp) share by volume of the top 5 species in the 52 wks. to June 2019.

It is estimated that farmed seafood currently makes up 55.4% by value, and 38.2% by volume of the UK top five bestselling seafood species in the total seafood category, and continues to grow share, up 18% over the past 10 years. In the 52 weeks to 15 June 2019, the share of farmed seafood in the UK top 5 was worth £1.4bn with 88,301 tonnes.

Market Insight Service

- Retail
- Foodservice
- Trade
- Shopper Insight

"Providing key information and actionable insight to help seafood businesses make sound commercial decisions"

Access to Reports:

•**[Factsheets on Seafish.org]**

•**Secure Area**

https://www.seafish.org/market-insights/browse

•**Register Here**

https://analytics-eu.clickdimensions.com/seafishcouk-amiiq/pages/si6lroayeeia9wbqvoqrfa.html


SEAFISH Market Insight E-Alert

New reports are now available
Simply click on the following hyperlinks and use the log-in details below

- Username: MarketData
- Password: CrabCakes!!

N.B. the system is case sensitive and needs the punctuation so, manually type in t
password with the exclamation marks !!

If you think this would be of interest to your colleagues, please forward on this e-a
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Special Reports - October

Q2 Category Insight Report - Catch up on the latest on the trends shaping the UK se
including; the UK economy, grocery mission and channel, shopper trends & shoppe
with seafood market trends and barriers across both retail and foodservice.

Humber Seafood Summit 2016 - Below are links to the consumer and market insight
the recent event:

- Importance of the convenience and on-line channels to the UK grocery marke
IGD
- Retail Channel Segmentation - Katherine Shade, Kantar Worldpanel
- Foodservice Perspective - Julia Brooks, Seafish
- Fish as Food - Chris Lamb, Seafish

Foodservice

Opportunities for seafood in the growing £53bn commercial foodservice market - Sea
highlighting several key opportunities for seafood in foodservice

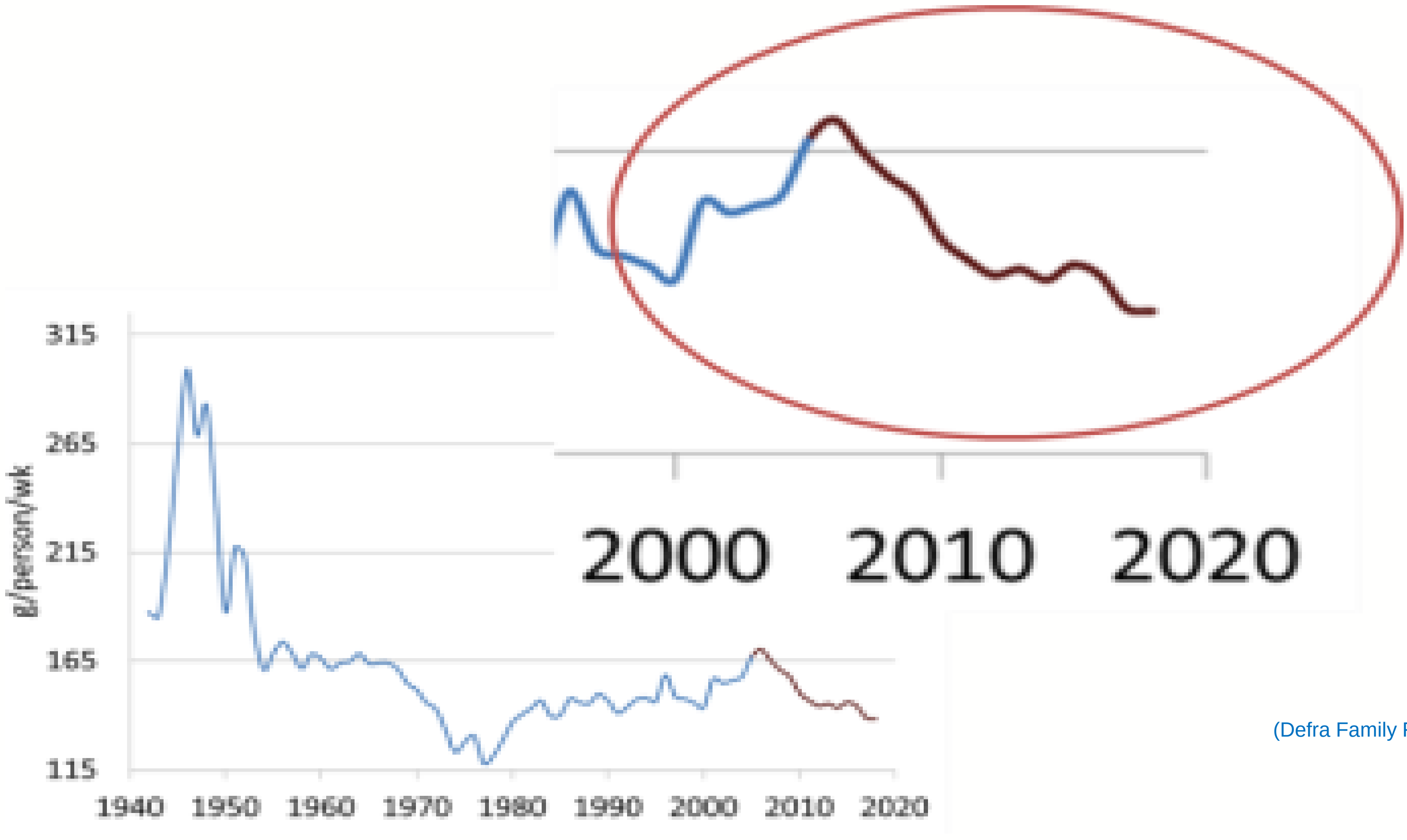
Category Insight Reports

- 6 key components for category management
  - UK Economy & shopper Confidence
  - Shopper Behaviours
  - Foodservice trends
  - Grocery Trends
  - Seafood Barriers
  - Market trends

General Seafood Consumption

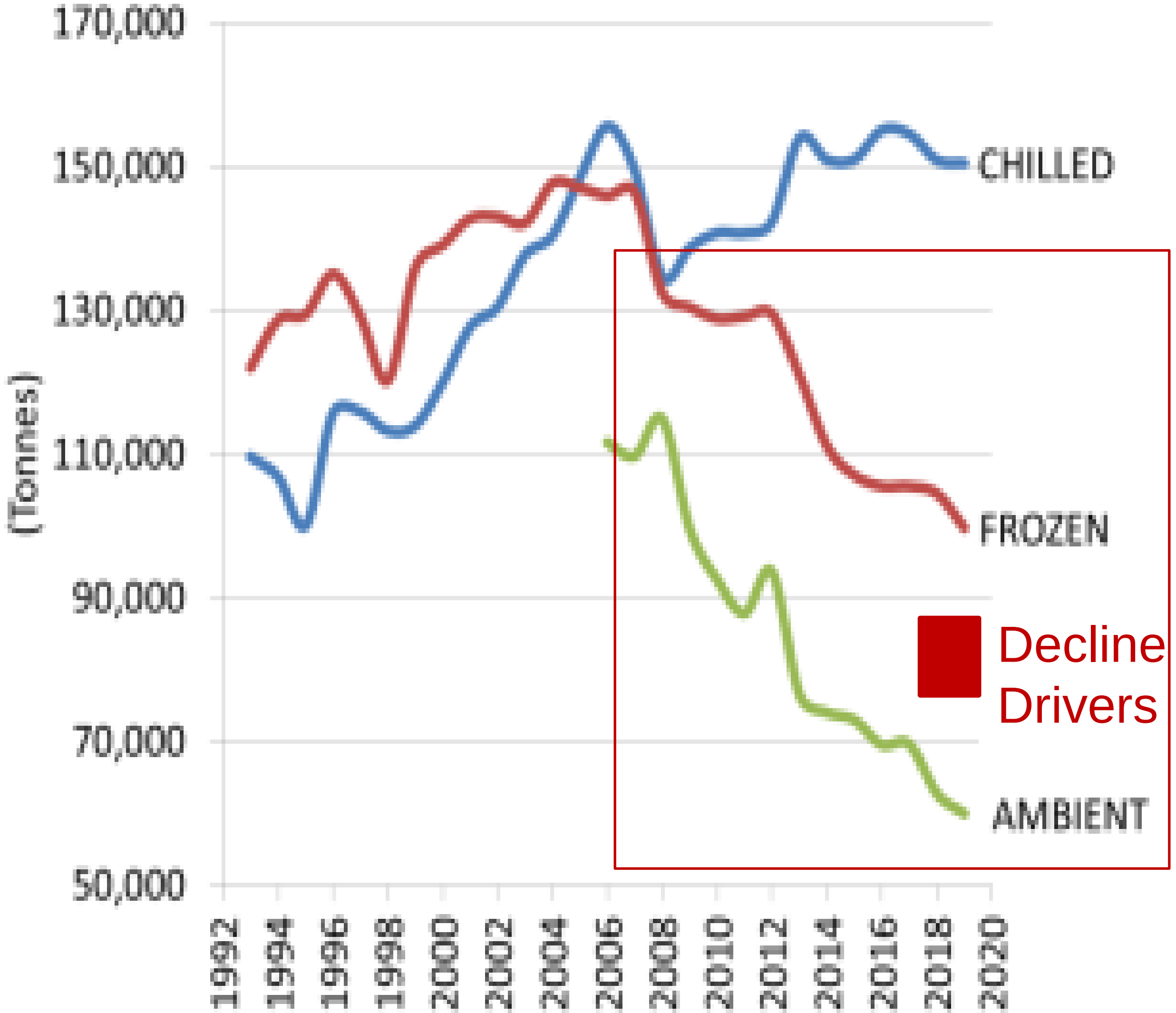
Multiple Retail
Foodservice
Fishmongers
Where we Buy Seafood 2019
('000 tonnes)
Chilled Retail (151):
Frozen Retail (105)
Ambient Retail (63)
Fast Food Outlets (45)
Fish & Chip Shops (25)
Pubs (23):
Full Service (23)
Travel & Leisure (12)
Fish Mongers
CHILLED NATURAL (71.7)
CHILLED MEALS (20.7)
CHILLED PREPARED (19.8)
CHILLED CAKES (10.8)
CHILLED SAUCE (8.3)
CHILLED BREADED (8.3)
CHILLED SUSHI (5.6)
FROZEN FINGERS (25.6)
FROZEN NATURAL (21.3)
FROZEN BATTER (16.2)
FROZEN BREADED (14.1)
FROZEN MEALS (8.6)
FROZEN CAKES (4.3)
AMBIENT PREPARED (53.9)
AMBIENT SAUCE

Long term Household Consumption of Seafood



(Defra Family Food)

Chilled Grows Despite High Average Price



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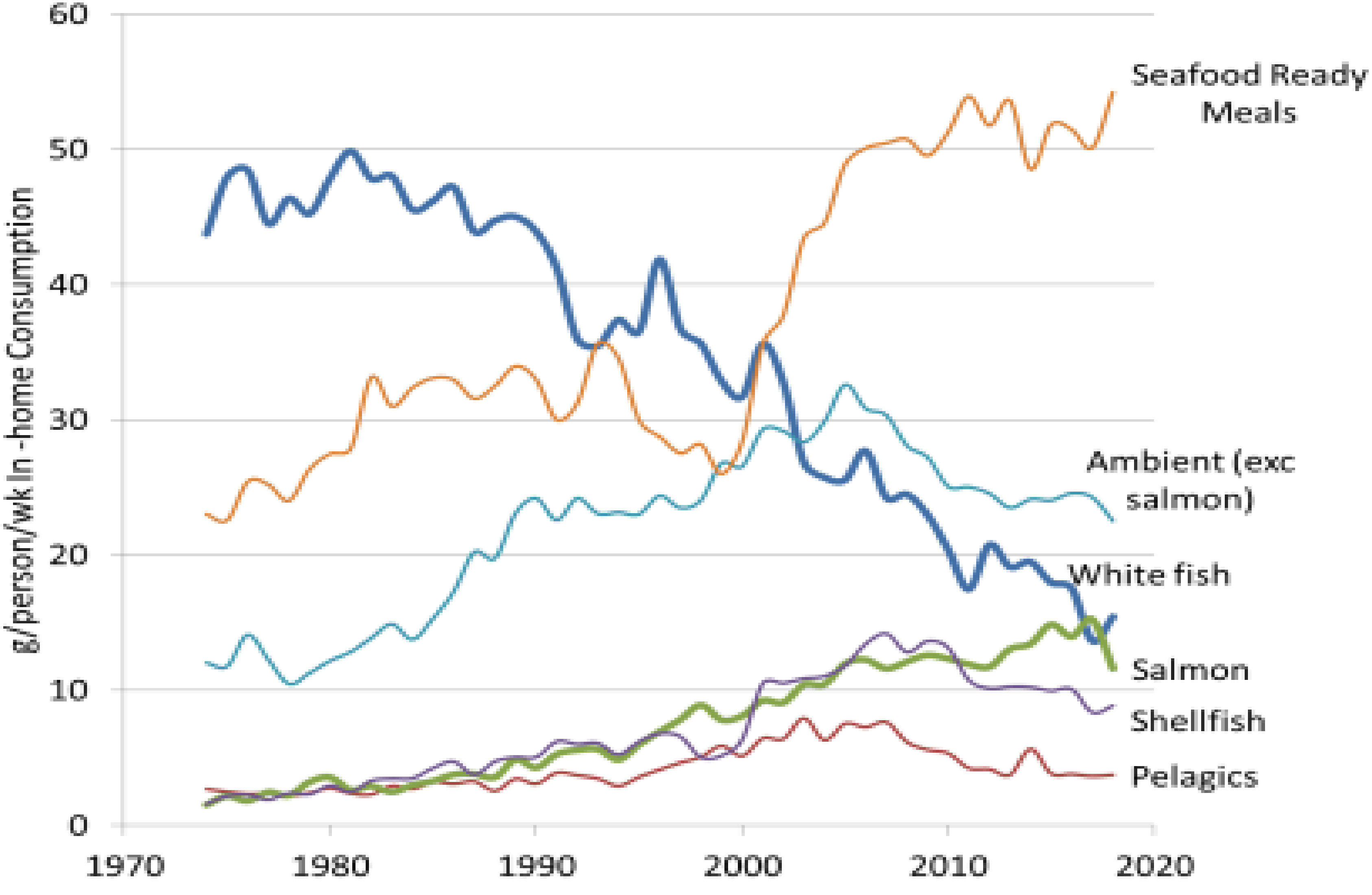
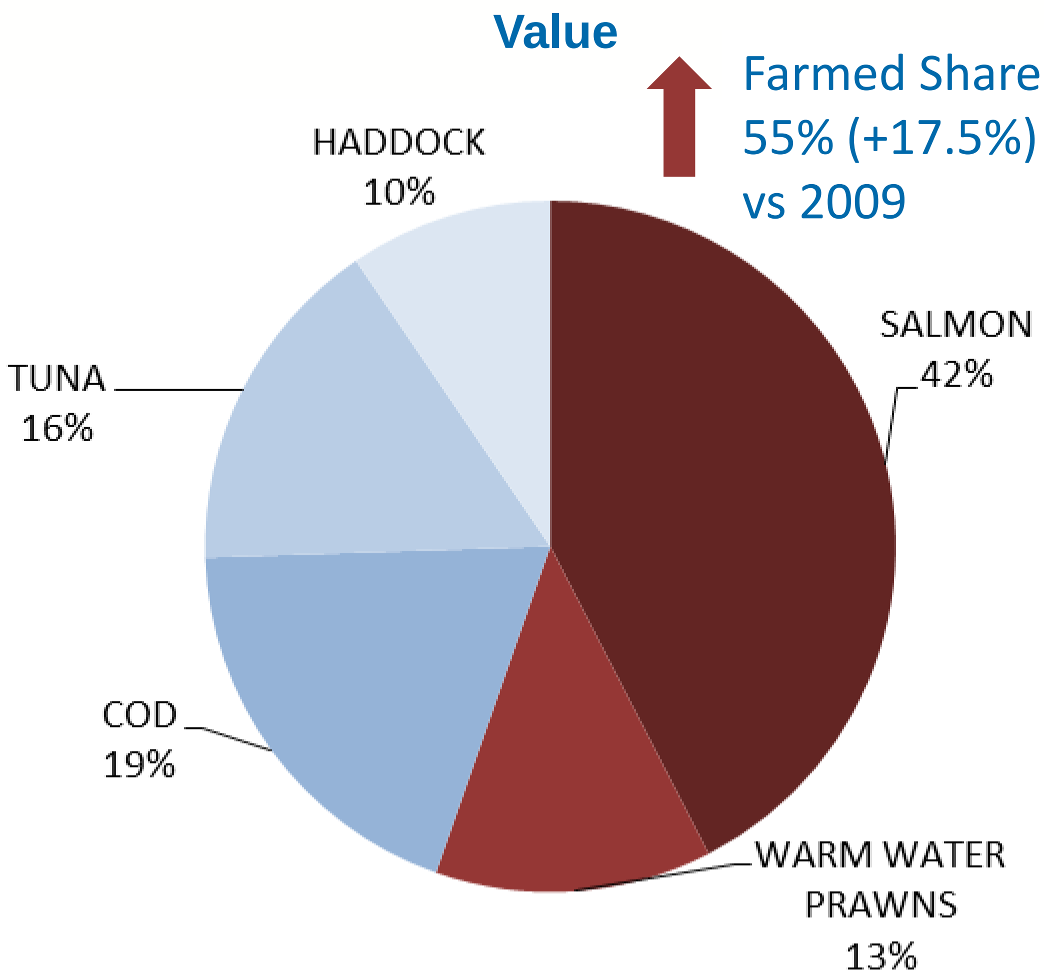
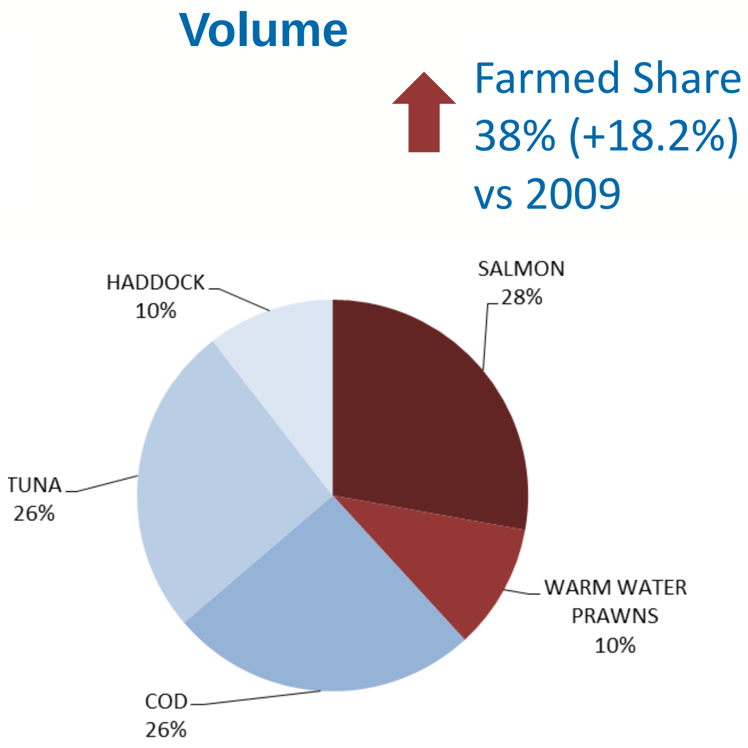
Growth in Expensive Farmed Species



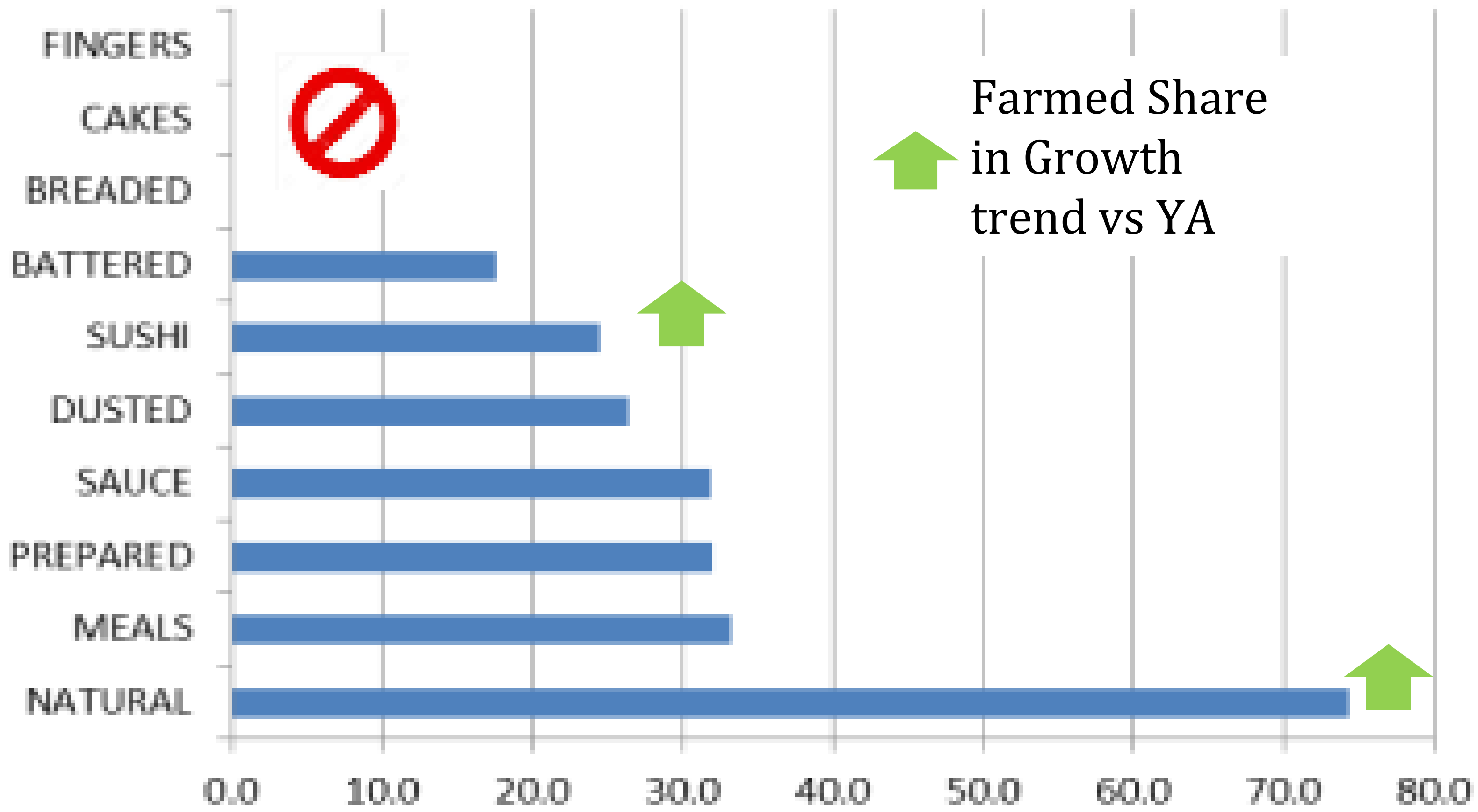
Farmed Seafood Performance

Farmed Seafood Takes £1.4bn share of UK top 5 Species

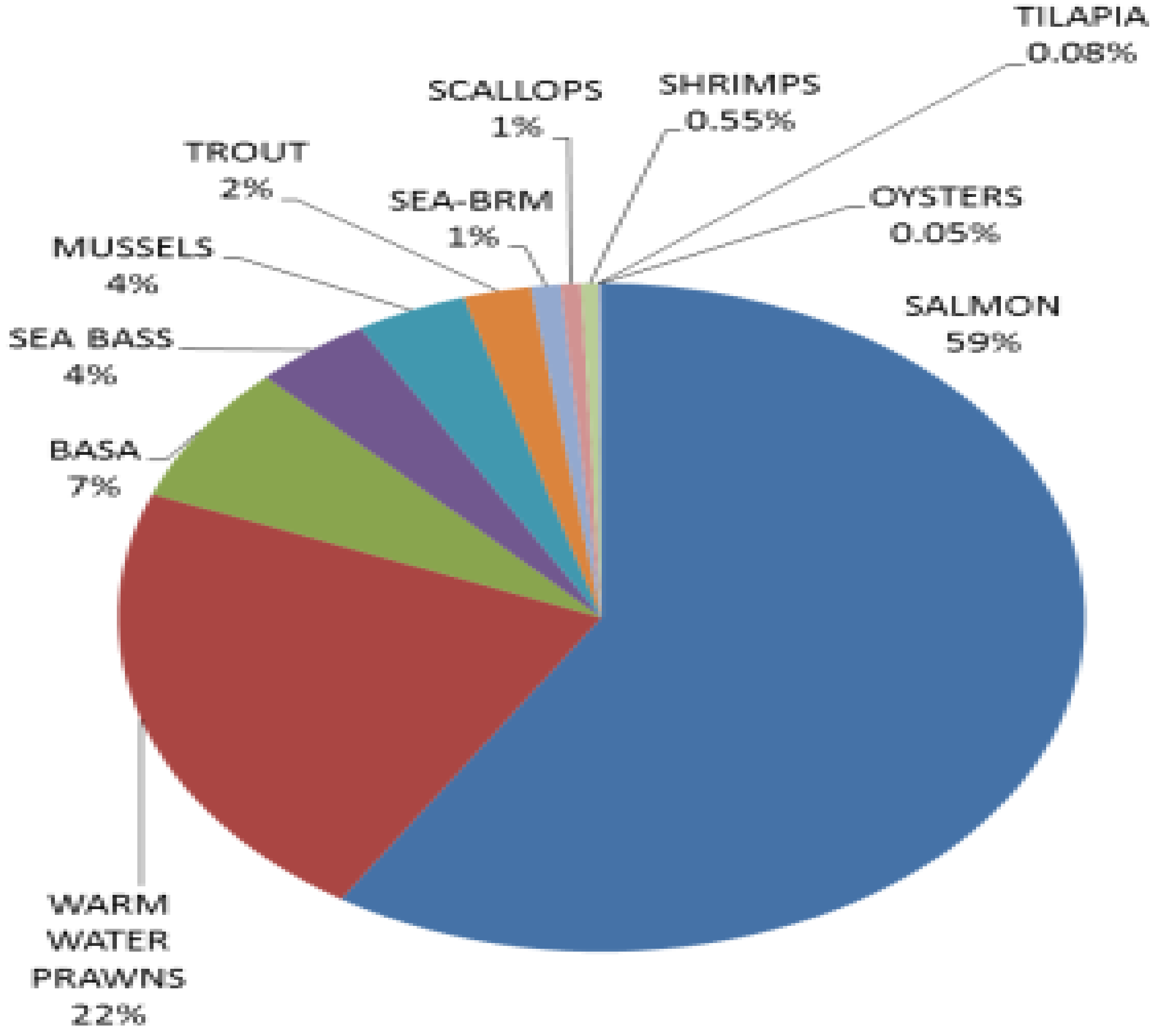




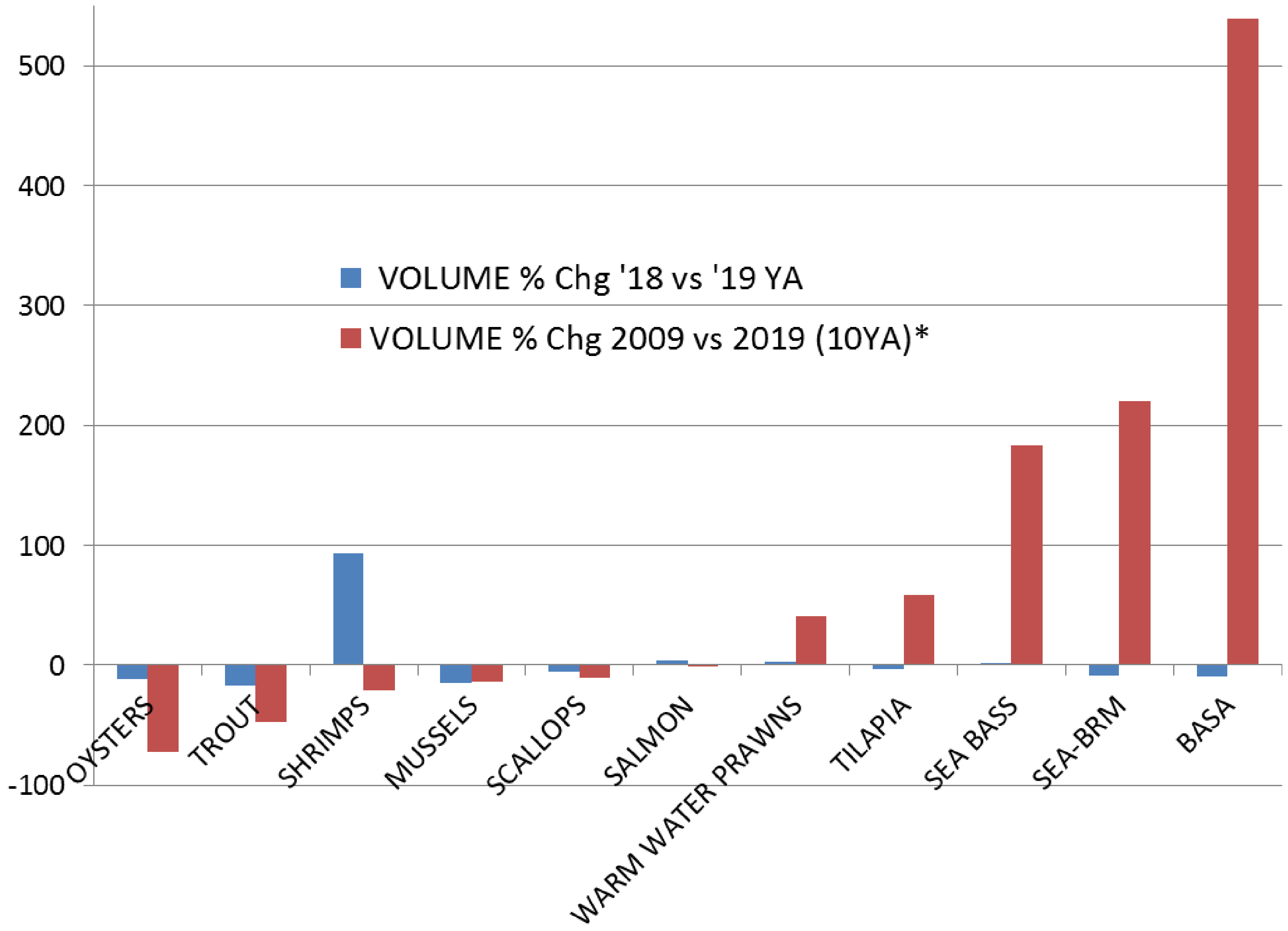
Farmed Seafood Segment Share (top 5)



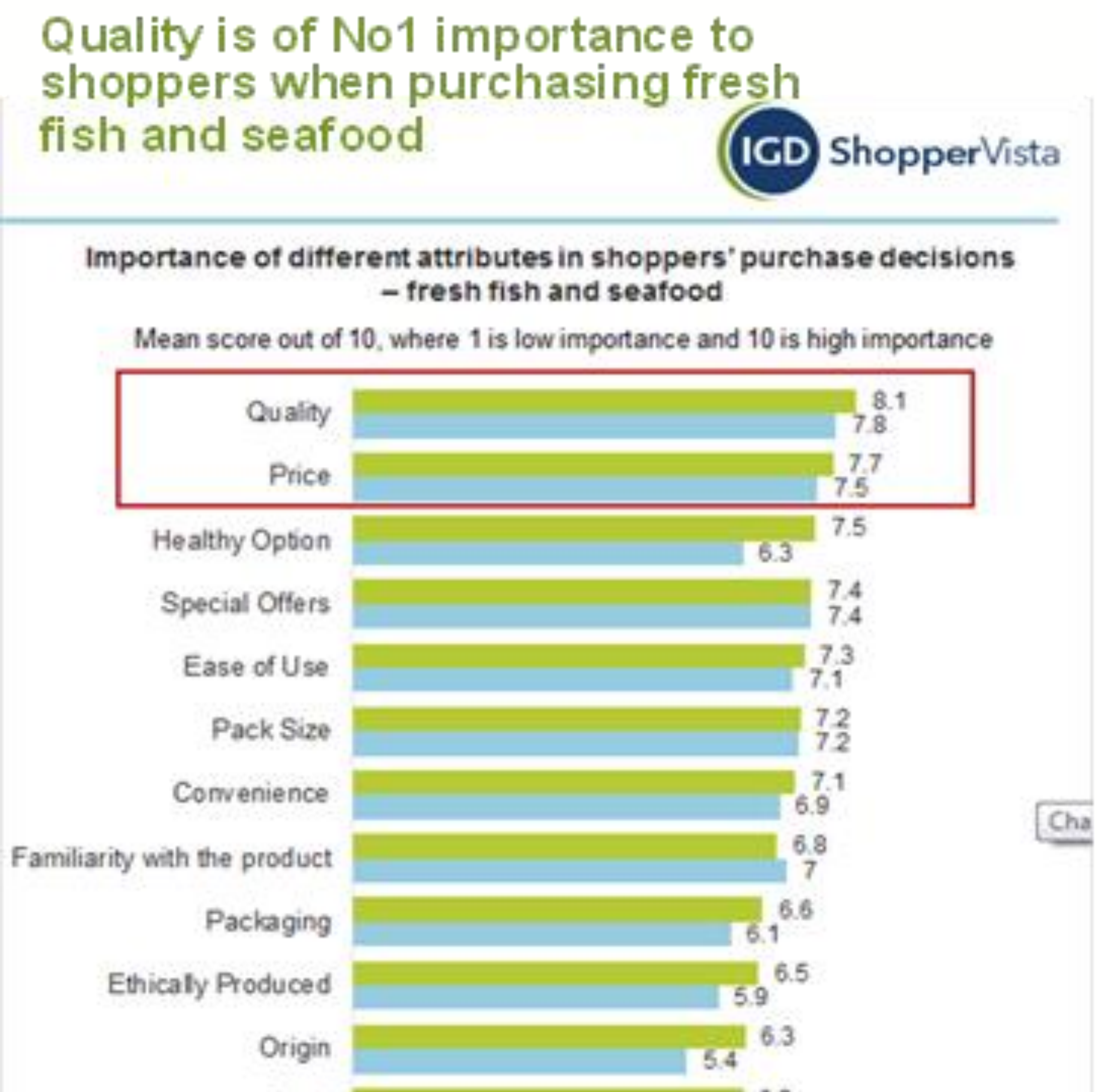
Most Popular Farmed Species in Retail



Fastest Growing Farmed Species (Volume)



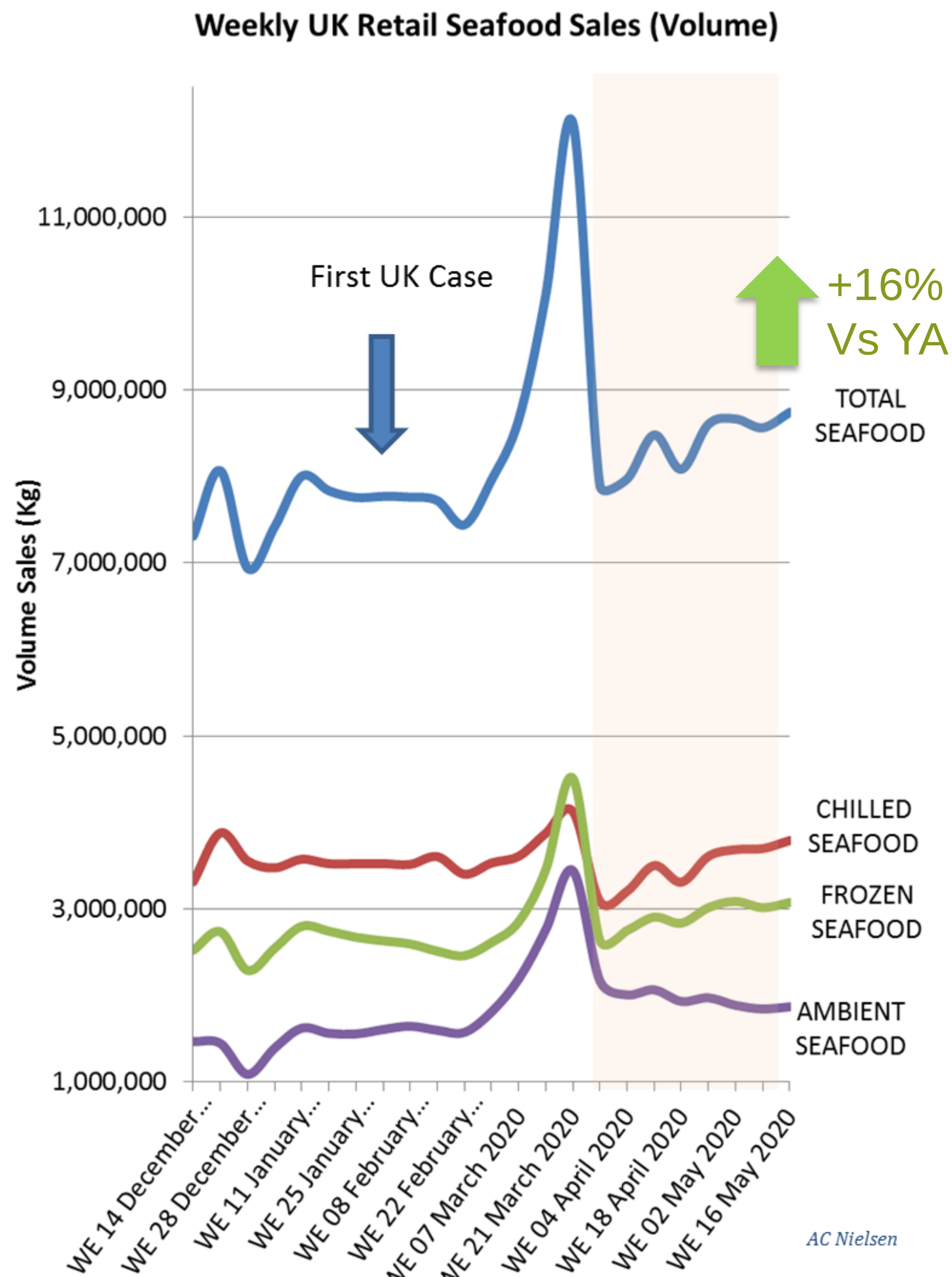
The farmed Seafood Shopper



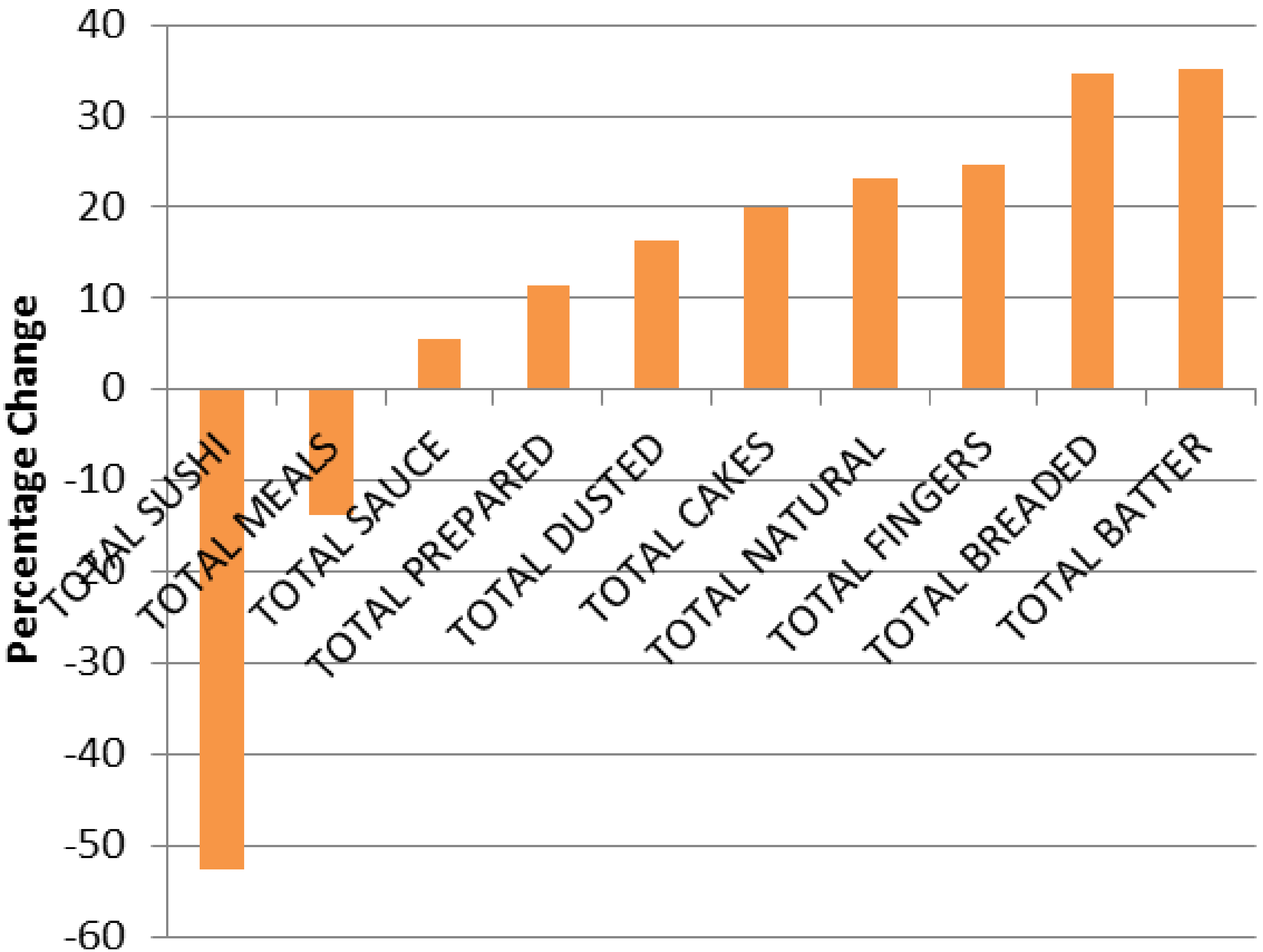
Impact of COVID

COVID-19 An Unexpected Boost for Retail Seafood Sales

	Peak Increase	Post Peak	VS last year
TOTAL SEAFOOD	56%	13%	16%
TOTAL CHILLLED SEAFOOD	17%	8%	9%
TOTAL FROZEN SEAFOOD	71%	17%	29%
TOTAL AMBIENT SEAFOOD	114%	16%	12%



Post Panic Buy Segment performance (WE May16th 2020 vs YA)



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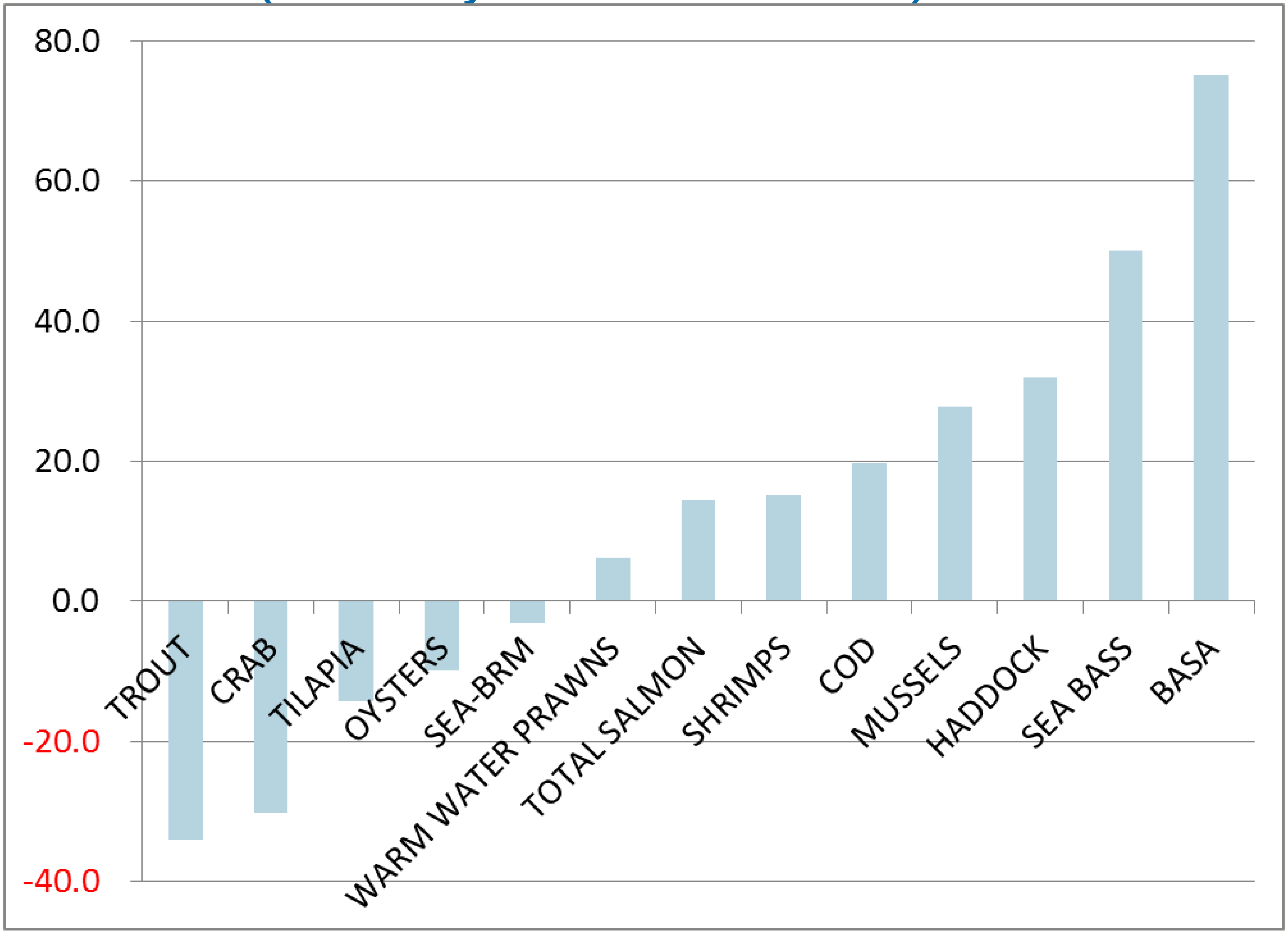


COVID-19 Impact on Retail and shopper

- Financial confidence remains low
- More focused on saving money
- Shopping around less
- Average number of stores used drops
- Main shops increasing – larger baskets
- Less shopping in discount stores and more using online (still less than 0.5% increase in channel share)
- More older shoppers mainly using online
- Speed and ease shop instore continue to be important

April 2020

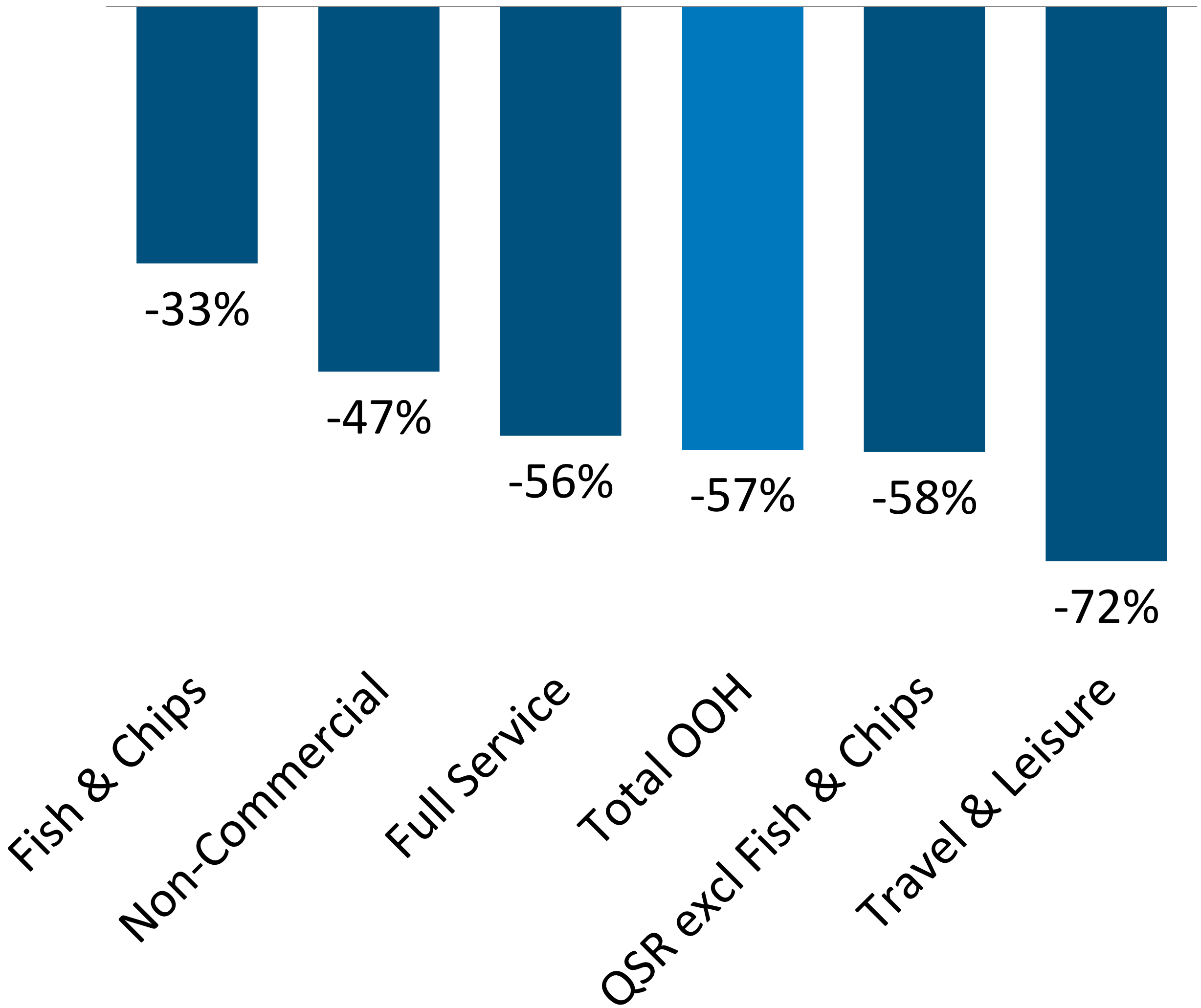
-83%

YoY Decline in Seafood visits

Fish & Chips as a proportion of Seafood visits

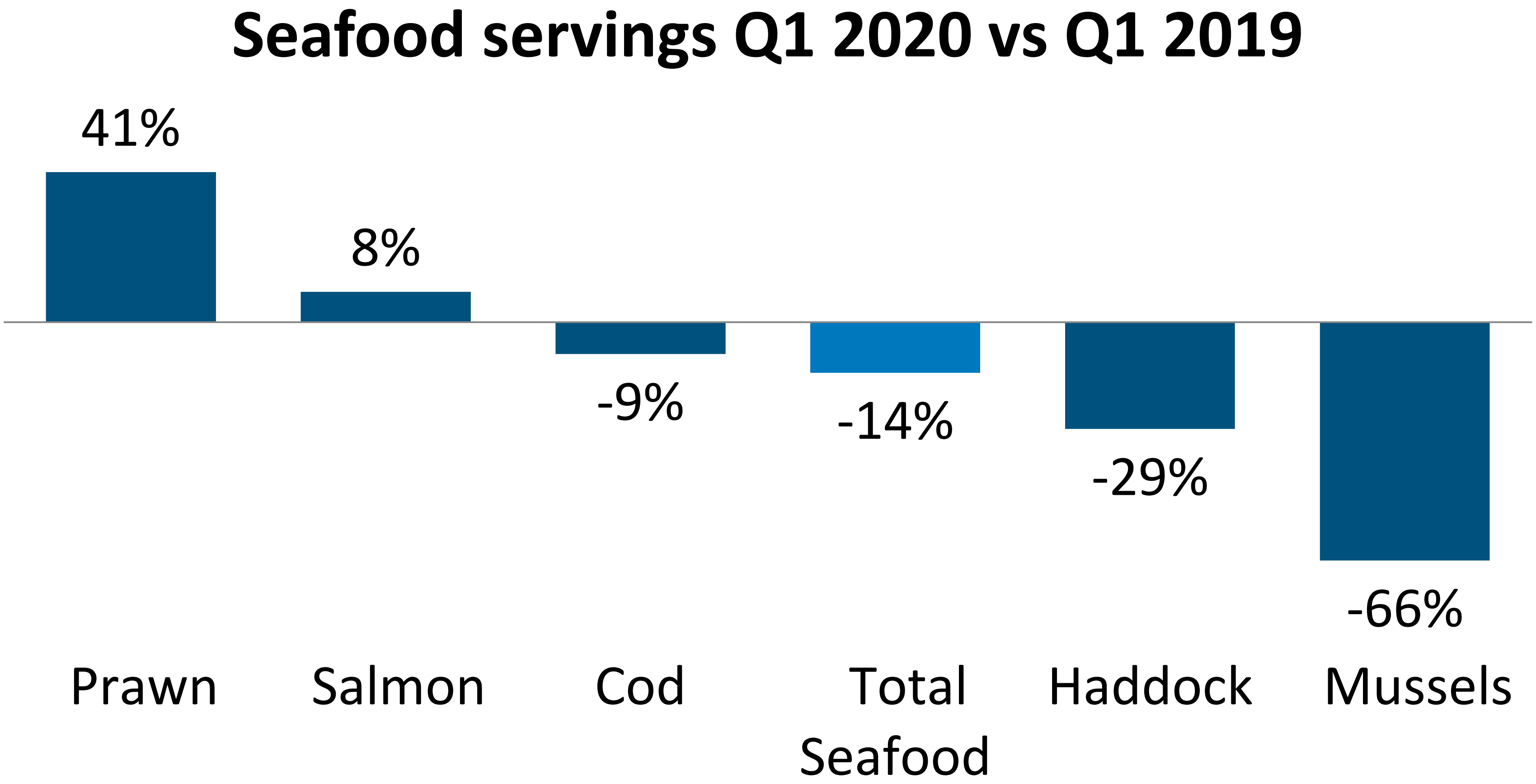
2x more

Seafood visits by market segment



Source: The NPD Group/CREST© Monthly data

The decline in seafood servings has not been even across the different species



Source: The NPD Group/CREST© data

Any Questions

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Farmed Seafood Species Performance to 2019

	Value Sales £ ('000)					Volume Sales (tonnes)					Price per Kg		
	2017 52wks to 15.6.17	2018 52wks to 15.6.18	2019 52wks to 15.6.19	% Chg '18 vs '19	% Chg 2009 vs 2019 (10YA)*	2017 52wks to 15.6.17	2018 52wks to 15.6.18	2019 52wks to 15.6.19	% Chg '18 vs '19	% Chg 2009 vs 2019 (10YA)*	Avg Price 2019	% Chg '18 vs '19	% Chg 2009 vs 2019 (10YA)*
TOTAL SEAFOOD	3,657,583	3,808,127	3,813,921	0.2	20.9	402,521	395,995	392,356	-0.9	-18.0	£9.72	1.1	43.6
SALMON	1,018,725	1,057,303	1,069,358	1	48.5	67,725	62,059	64,347	3.7	-0.8	£16.62	-2.5	49.8
WARM WATER PRAWNS	319,264	321,756	326,479	1	59.6	23,833	23,125	23,954	3.6	40.7	£13.63	-2.0	13.5
SEA BASS	64,665	67,459	67,375	-0	173.0	4,035	4,140	4,232	2.2	183.8	£15.92	-2.3	-3.8
BASA	58,903	62,966	58,651	-7	593.6	8,303	8,124	7,382	-9.1	538.8	£7.94	2.5	8.6
TROUT	35,677	39,146	35,385	-10	-21.3	2,983	2,977	2,463	-17.3	-47.4	£14.37	9.2	49.6
MUSSELS	26,338	26,469	23,223	-12	-3.3	4,675	4,728	4,043	-14.5	-13.3	£5.74	2.6	11.6
SCALLOPS	17,300	16,650	17,538	5.3	9.1	816	784	740	-5.6	-10.1	£23.69	11.6	21.5
SEA-BRM	17,161	17,222	15,314	-11.1	203.5	1,125	1,175	1,080	-8.1	220.6	£14.18	-3.3	-5.3
SHRIMPS	4,539	6,316	10,234	62.0	16.9	159	310	600	93.5	-20.5	£17.07	-16.3	47.2
OYSTERS	1,339	1,281	1,280	-0.1	-13.0	65	57	50	-11.4	-72.4	£25.41	12.8	369.3
TILAPIA	629	600	904	50.6	-47.0	91	87	85	-3.0	58.7	£10.65	55.2	32.1