

Farmed Seafood Performance

ACIG 24th June 2020

seafish

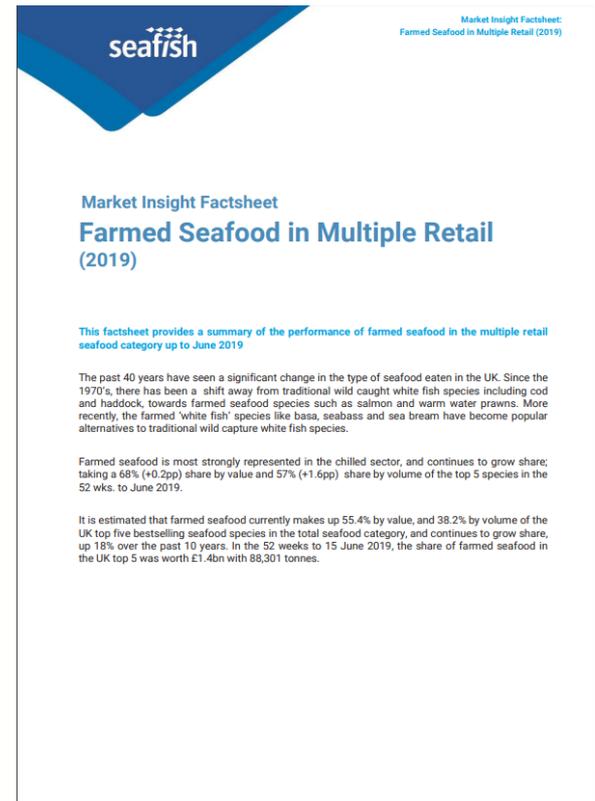
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Agenda

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



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>

The image shows a screenshot of an email header and content. The header is blue with the Seafish logo (the authority on seafood) and the text 'Market Insight E-Alert'. The main content area is white with a blue border. It contains a section titled 'New reports are now available' with instructions to click on hyperlinks and use the provided login details (Username: MarketData, Password: CrabCakes!). A note states that the system is case-sensitive and requires punctuation. Below this, there is a section for 'Special Reports - October' listing three reports: 'Q2 Category Insight Report', 'Humber Seafood Summit 2016', and 'Importance of the convenience and on-line channels to the UK grocery market'. The 'Foodservice' section is partially visible at the bottom.

SEAFISH Market Insight
the authority on seafood **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 the password with the exclamation marks !!

If you think this would be of interest to your colleagues, please [forward on this e-alert](#) them [subscribe](#) to receive next months directly.

Special Reports - October

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

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

- [Importance of the convenience and on-line channels to the UK grocery market](#) 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](#) - Seafish highlighting several key opportunities for seafood in foodservice.

[Seafood Menu Trends Across UK Restaurants](#) - Technomic research showing the

Category Insight Reports

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

Shopper Behaviour "Make your 'Quality Meat'"

INFORMATION	ORNSHAWTONS	INSIGHT	ACTION
<p>More consumers are looking for quality meat, with 82% of shoppers saying they will switch to a higher quality product if it is available. Meat has become a top priority for shoppers, with 75% of consumers saying they will switch to a higher quality product if it is available.</p>		<p>Shoppers are looking for quality meat, with 82% of shoppers saying they will switch to a higher quality product if it is available. Meat has become a top priority for shoppers, with 75% of consumers saying they will switch to a higher quality product if it is available.</p>	<p>Shoppers are looking for quality meat, with 82% of shoppers saying they will switch to a higher quality product if it is available. Meat has become a top priority for shoppers, with 75% of consumers saying they will switch to a higher quality product if it is available.</p>

UK Economy Shopper

INFORMATION

- The Consumer Prices in the CPI stands at 0.3% in Dec 14 (the point lowest rate on record since May 2009). Food inflation continues to fall (1.8% in Dec 14)
- UK CPI peaked at 5.3% in July 14, easing to 0.2% in December when annual inflation was -1.8%

UK economy grew by 2.6% in 2014, its slowest rate since 2007. Although slowing towards the end of the year.

Average payoverbook in 2014 for the first time in 5 years after a long period where inflation has eroded the value of pay.

18% of 1000 shoppers think they will be better off in the year ahead.

BUSINESS AS USUAL

SEAFISH
The Quality Standard

Key Category Insight December 2014

Meaningful, actionable insights are at the core of marketing plans. But, generating insight is not in the amount of data and information it

This report pulls together the key information and actions relevant to their own products, shape UK seafood category decisions: UK grocery and foodservice trends, barriers to be 14

What could a successful product strategy for be? It should be based around products which address the preparation of the product, ease of cooking and bring excitement to the category through exploiting on premium and offering consistent quality and

Products could target either the healthy end of the food for thought, or else, meeting the de

HALF PRICE

1. In times of low consumer confidence, making them vulnerable

2. Consumers have shifted their focus to value and are looking for ways to save money. This is a key opportunity for brands to offer value and meet the needs of consumers.

3. Packaging does it best, but consumer confidence is at an all-time high and shoppers believe the world is behind them.

4. In real terms, 100p is still worth more than the beginning of the recession. Despite making headlines, many shoppers are not looking to change their grocery shopping behavior.

5. The price per kilo of the last few years may not be relevant or even disconcerting to consumers, which allows brands to offer value and meet the needs of consumers.

6. Shoppers may still be looking for ways to save money, but the price per kilo is still a key factor in their purchasing decisions.

7. Spend on eating out sets to double.

8. In-house production used to reduce price as a barrier to purchase in e.g. alternative park views, energy-led brands or new owned value proposition.

9. Inflation has been top performing value growth, so focus on volume driving activities to grow sales.

10. Differentiate through exclusive products & innovative private label lines.

11. Using inspirational flavors and formats, convenience and fresh ingredients.

12. Feature modern in-house production using high-quality, value-conscious ingredients.

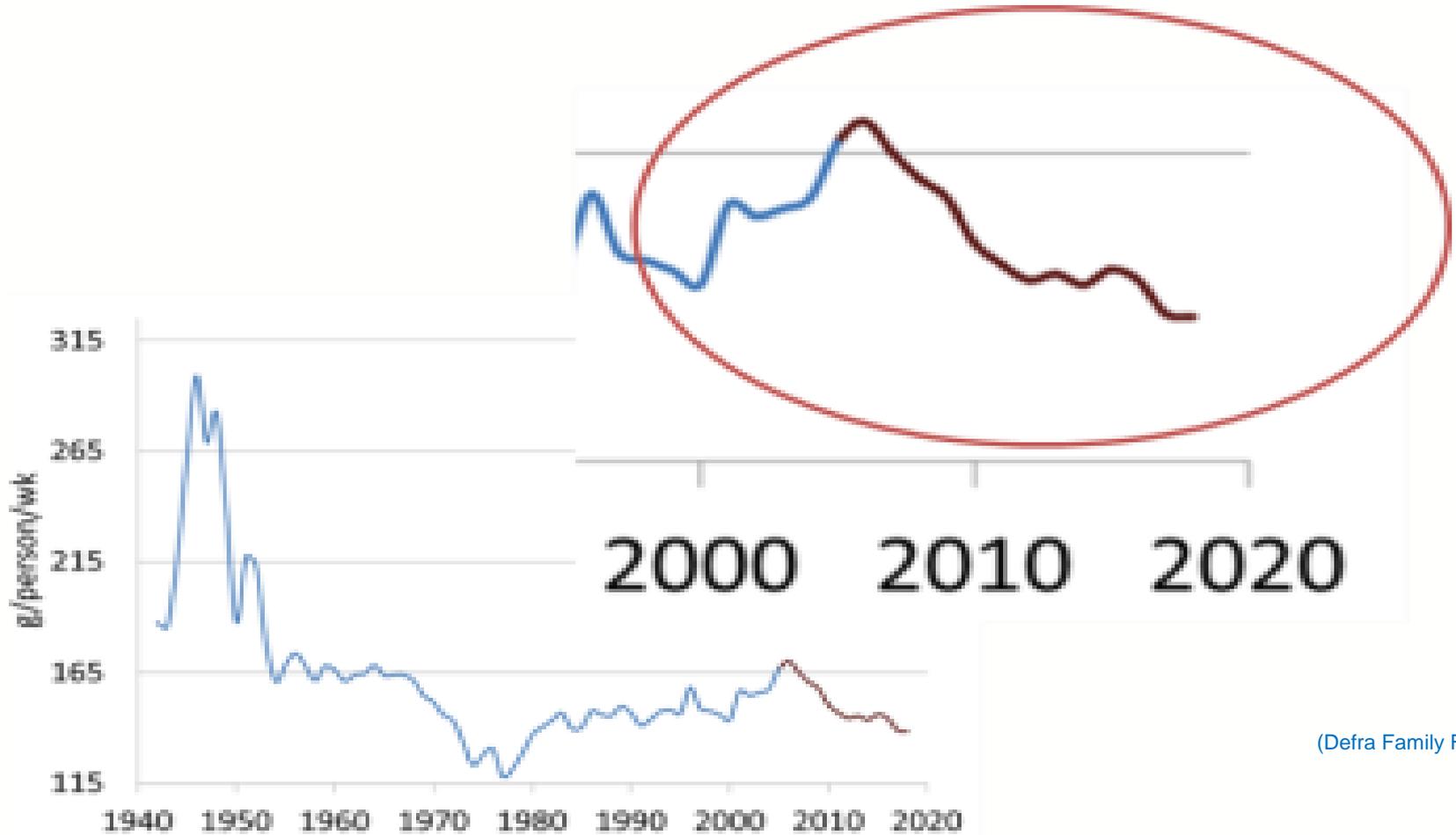
General Seafood Consumption



- Multiple Retail
- Foodservice
- Fishmongers

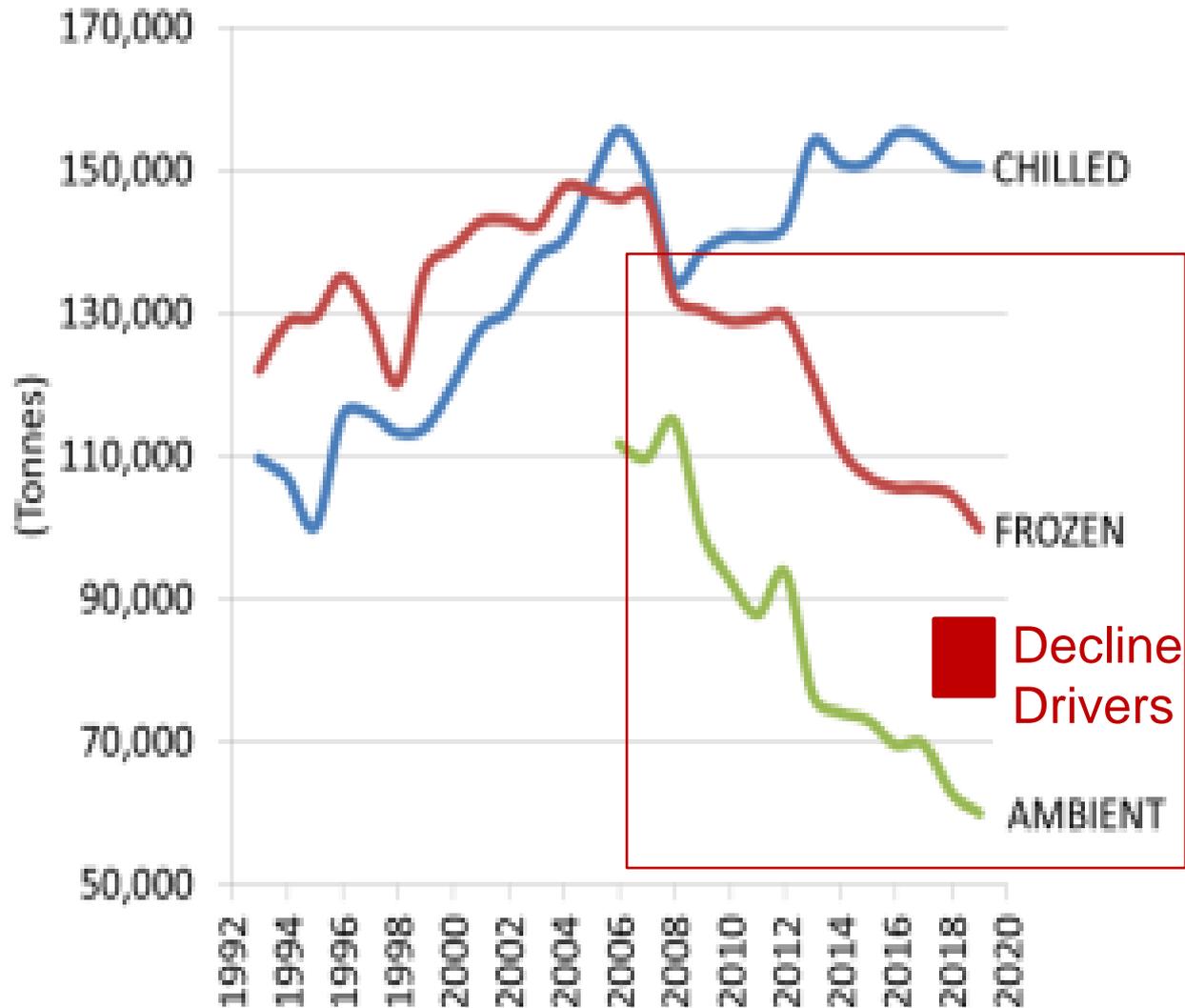


Long term Household Consumption of Seafood

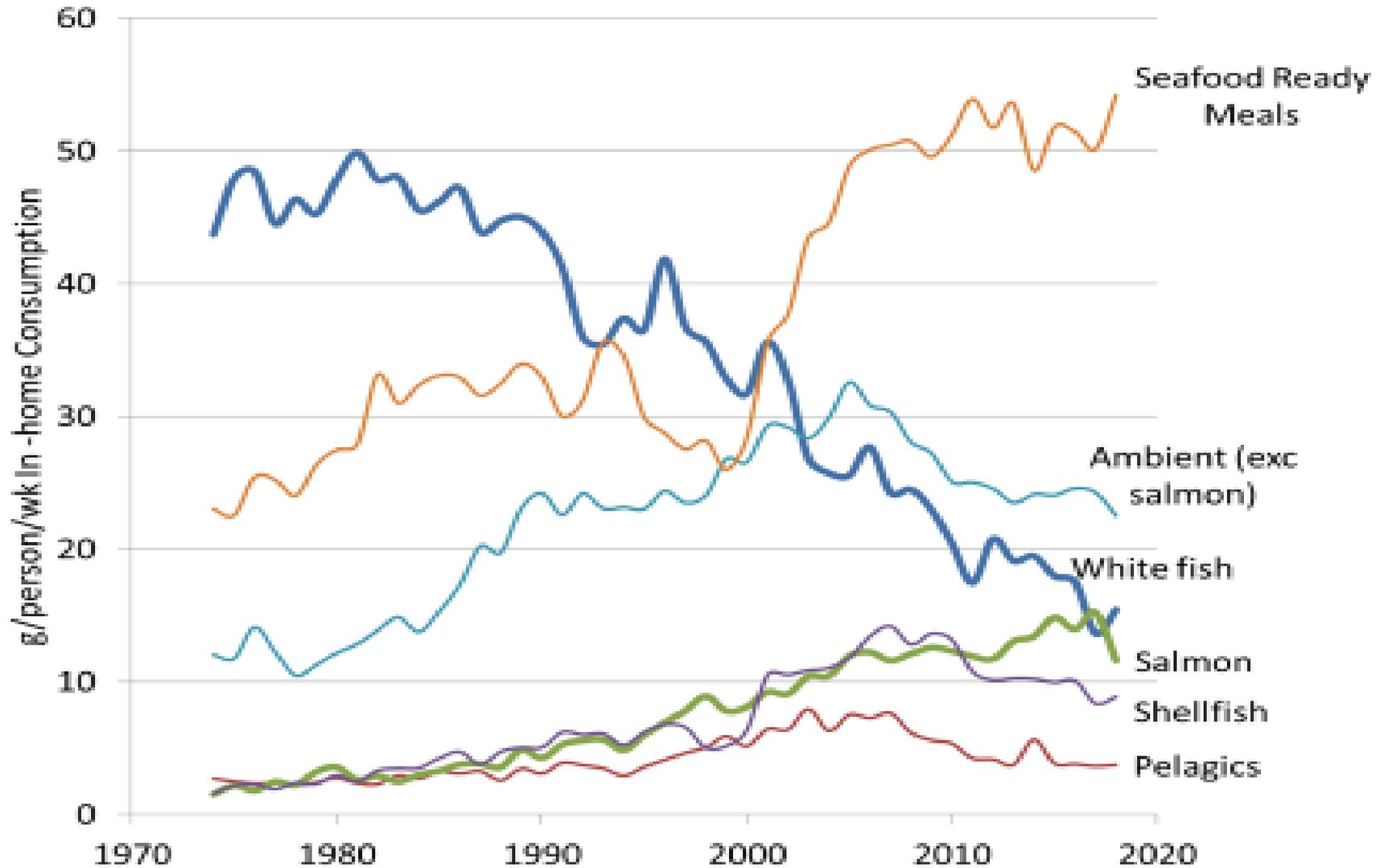


(Defra Family Food)

Chilled Grows Despite High Average Price



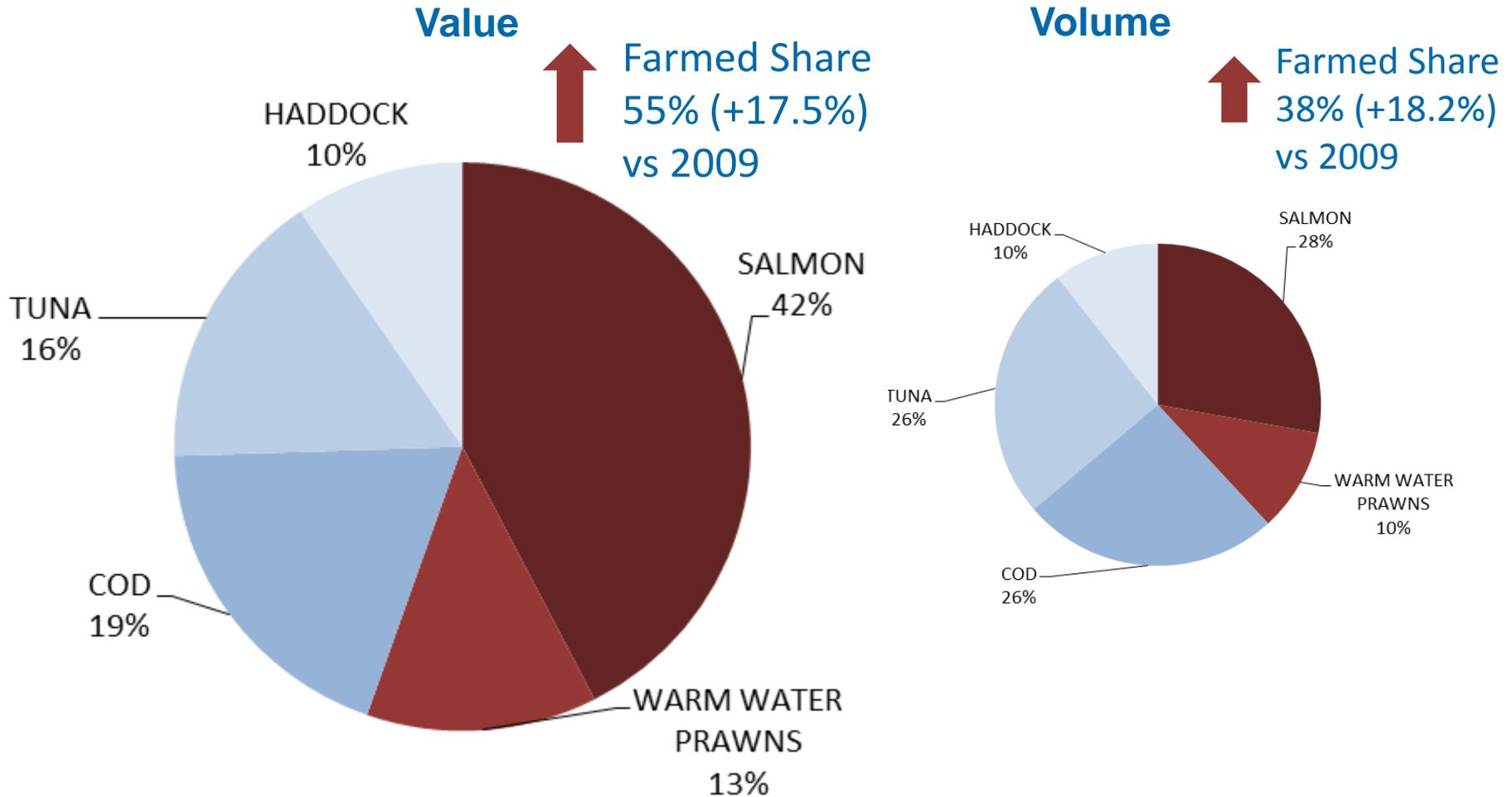
Growth in Expensive Farmed Species



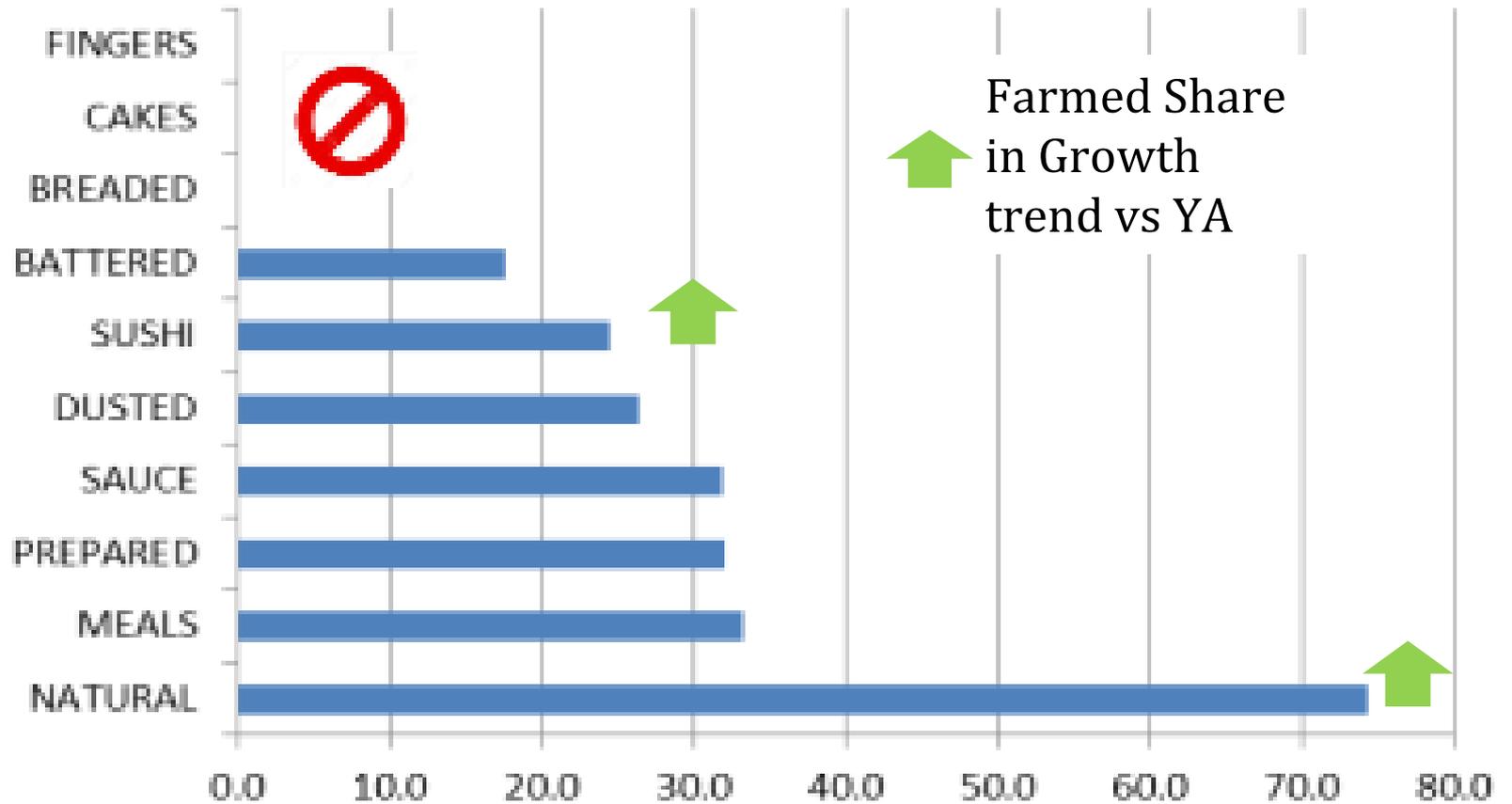
Farmed Seafood Performance



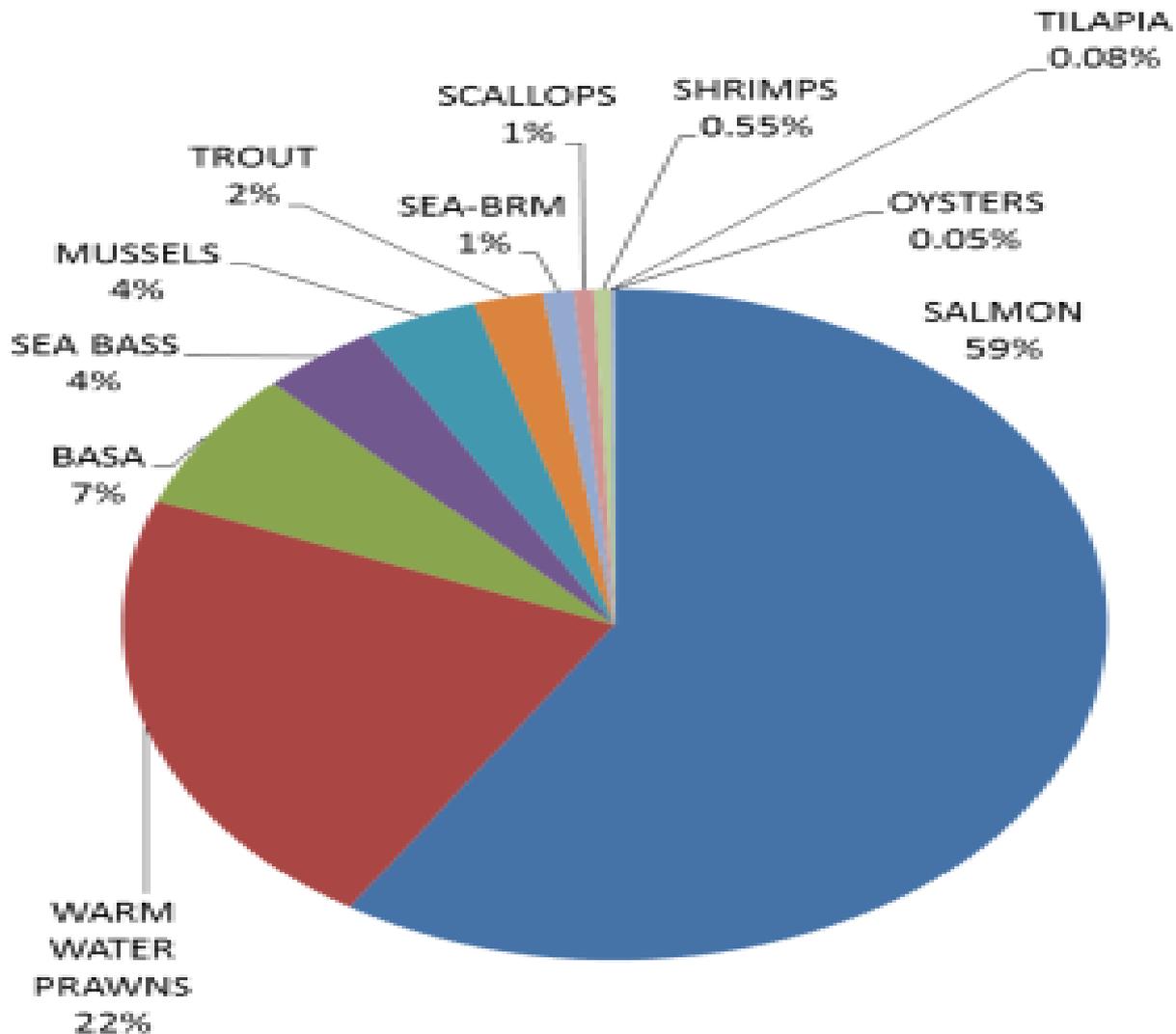
Farmed Seafood Takes £1.4bn share of UK top 5 Species



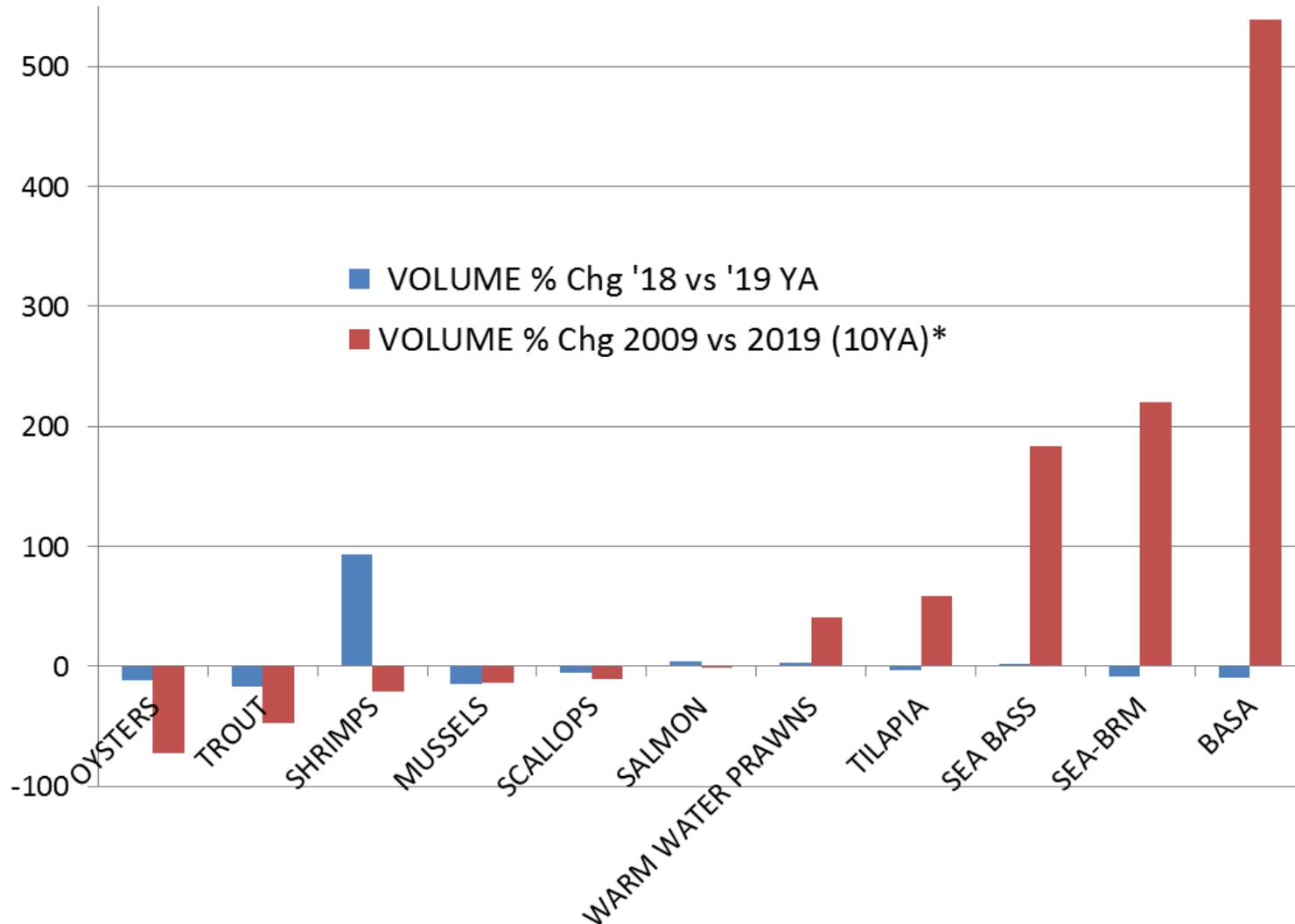
Farmed Seafood Segment Share (top 5)



Most Popular Farmed Species in Retail



Fastest Growing Farmed Species (Volume)



The farmed Seafood Shopper

Quality is of No1 importance to shoppers when purchasing fresh fish and seafood



Importance of different attributes in shoppers' purchase decisions – fresh fish and seafood

Mean score out of 10, where 1 is low importance and 10 is high importance



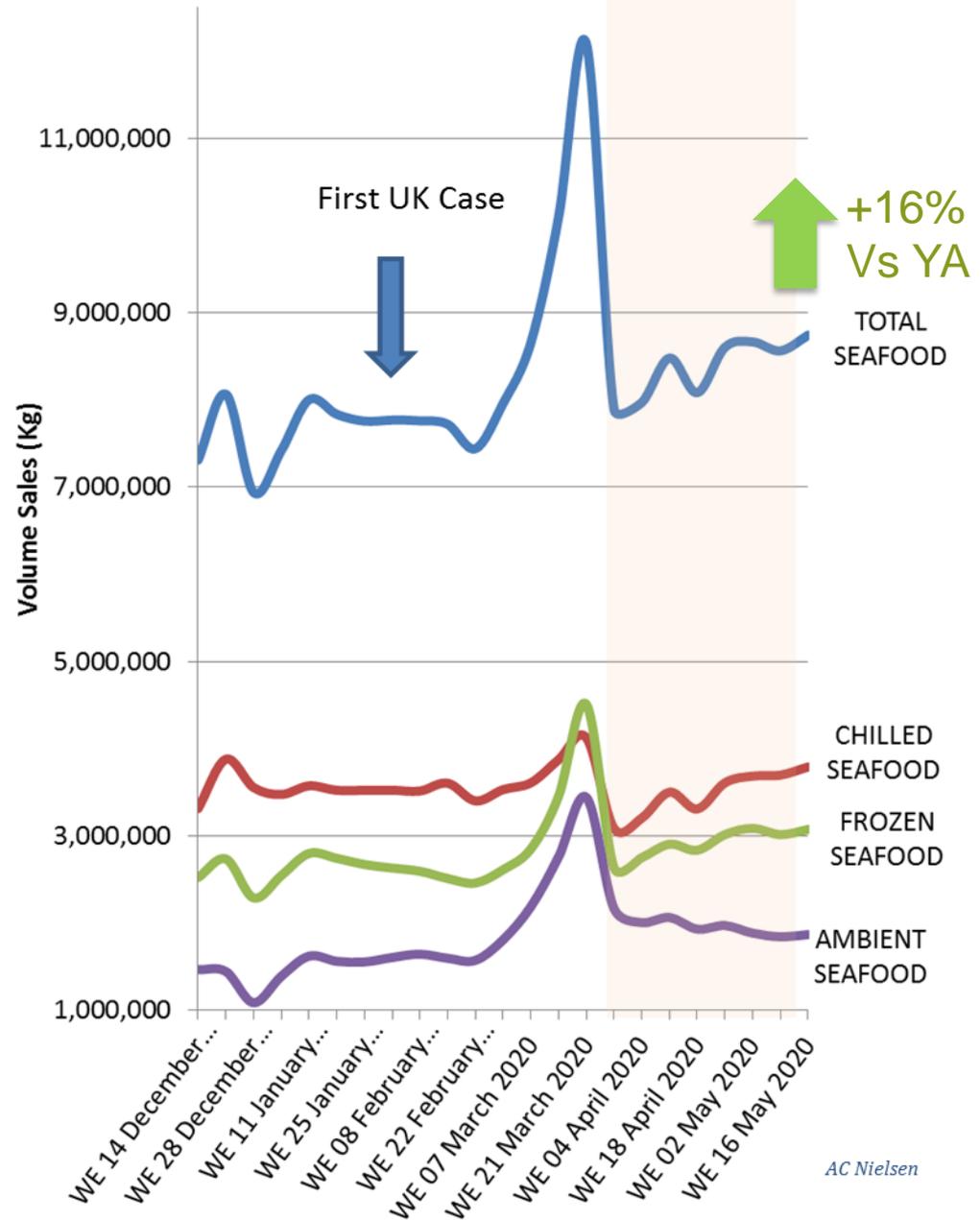
Impact of COVID



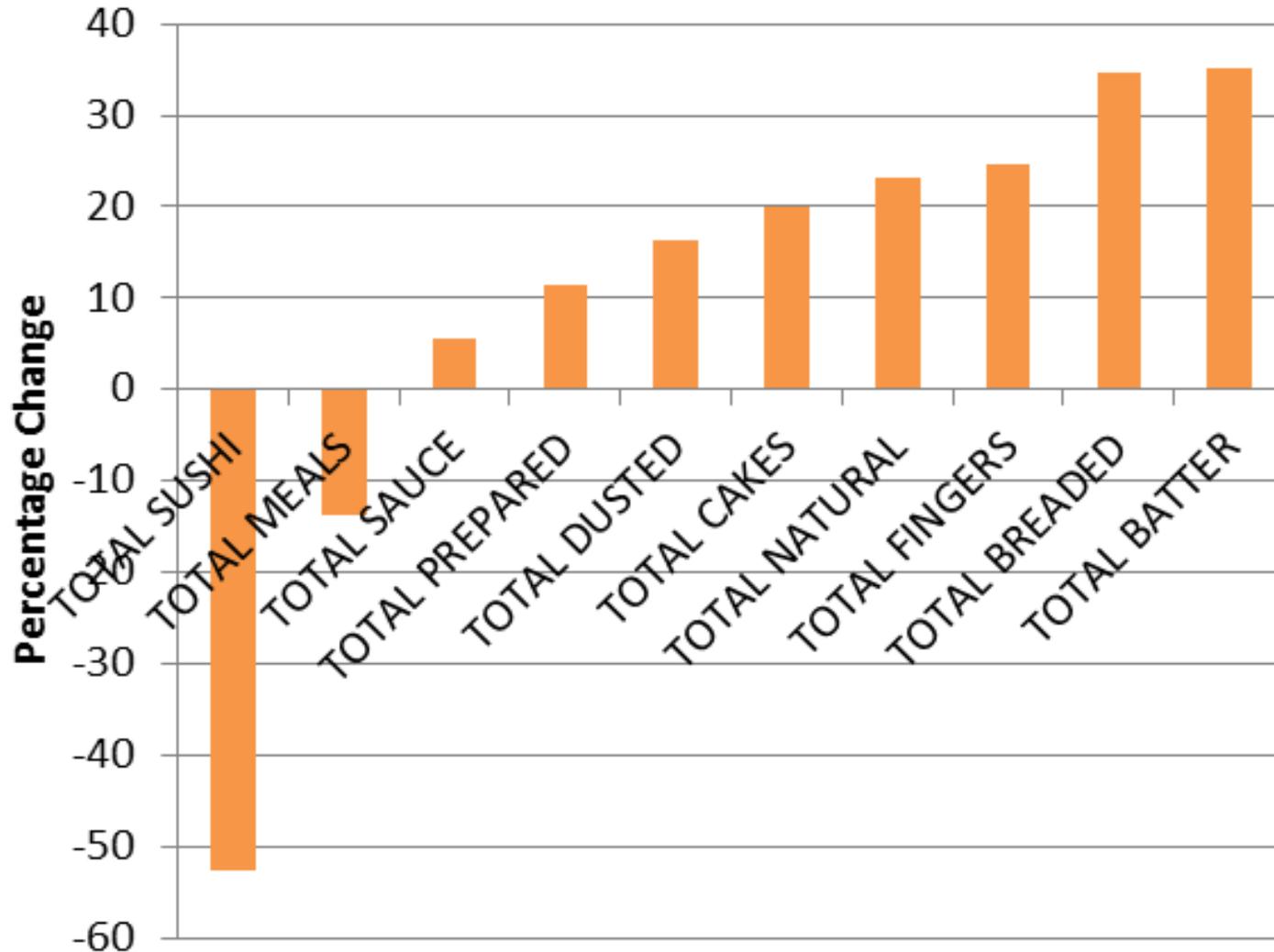
COVID-19 An Unexpected Boost for Retail Seafood Sales

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

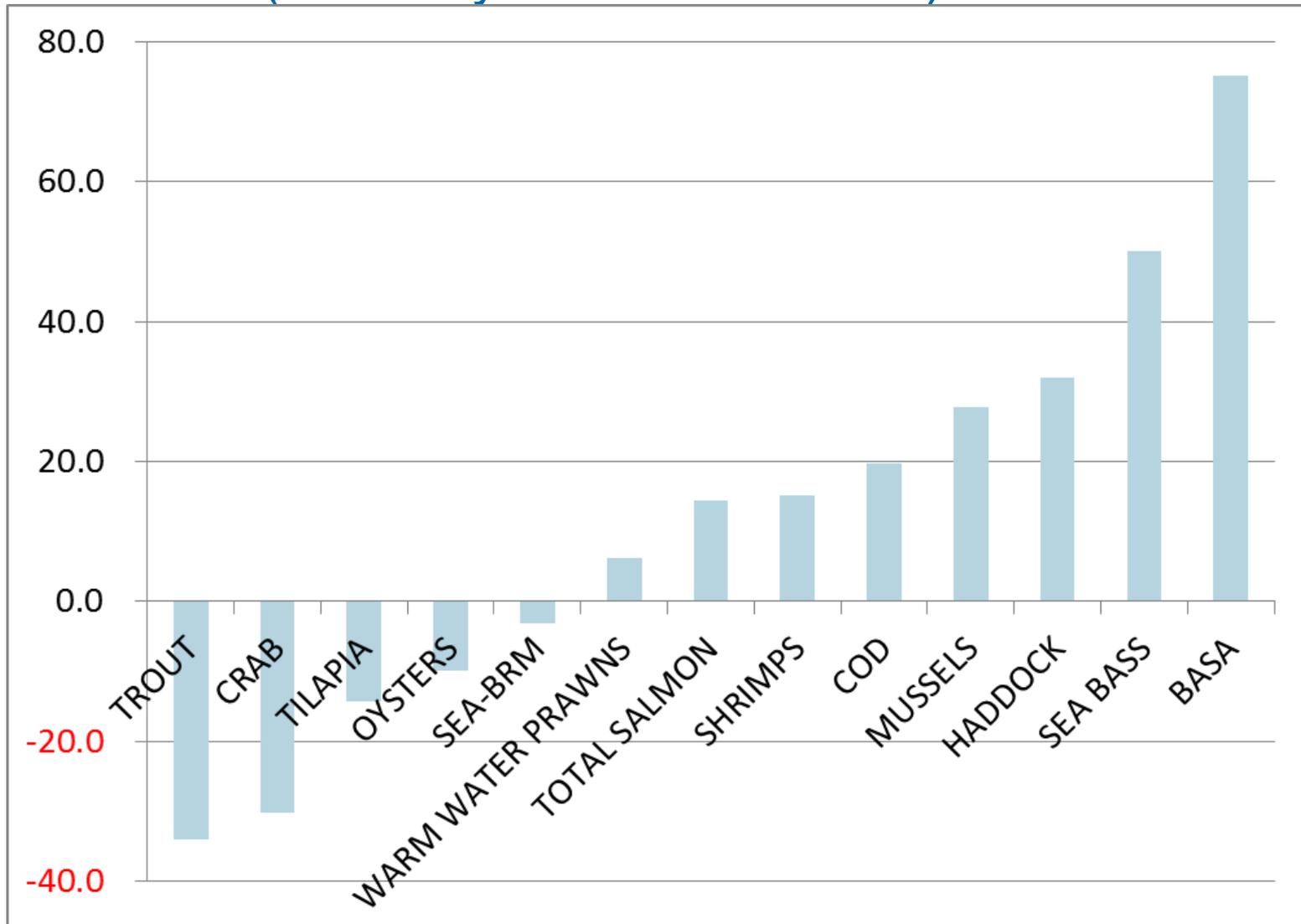
Weekly UK Retail Seafood Sales (Volume)



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



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



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

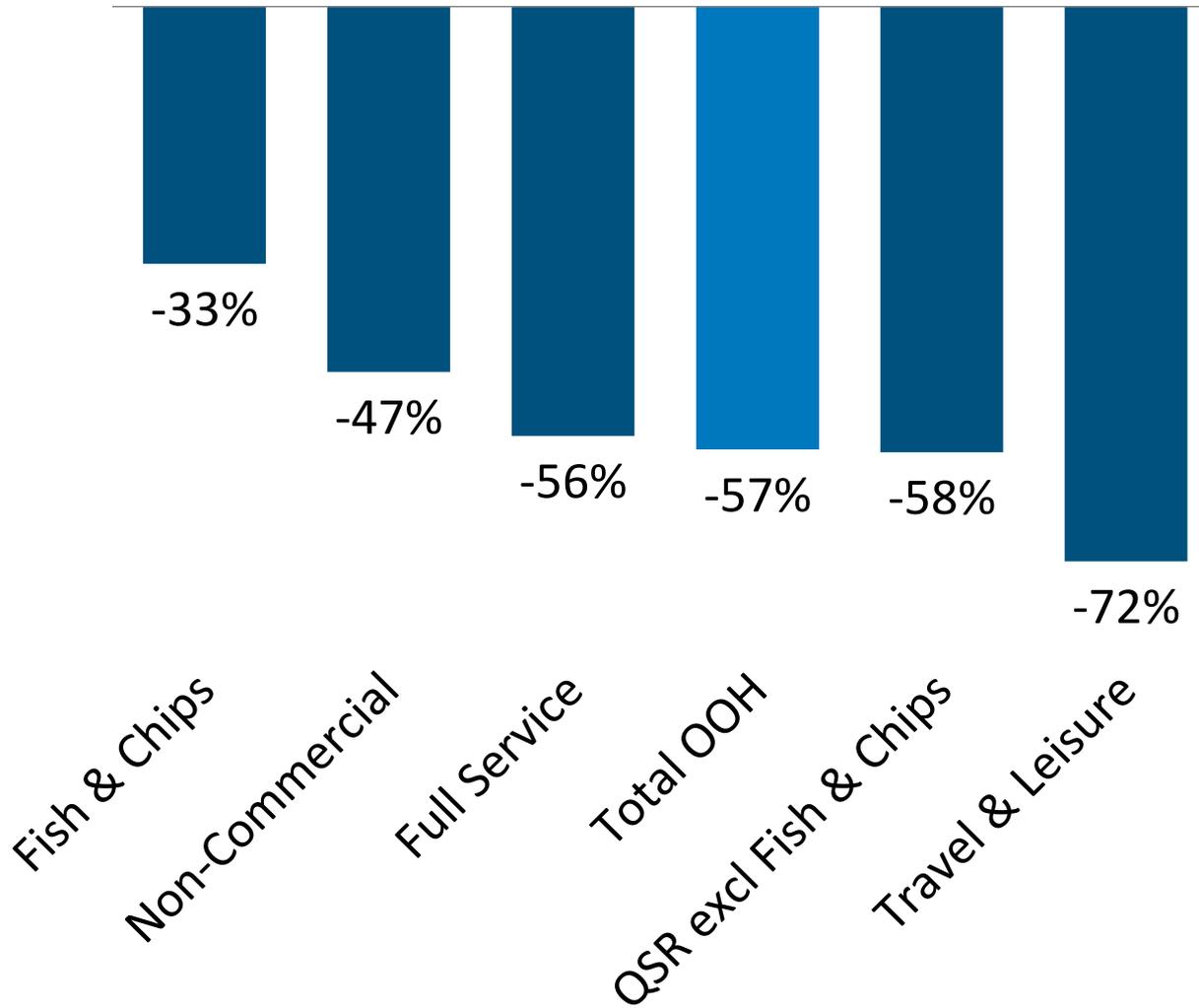
-83%

YoY Decline in
Seafood visits

Fish & Chips
as a
proportion of
Seafood visits

**2x
more**

Seafood visits by market segment

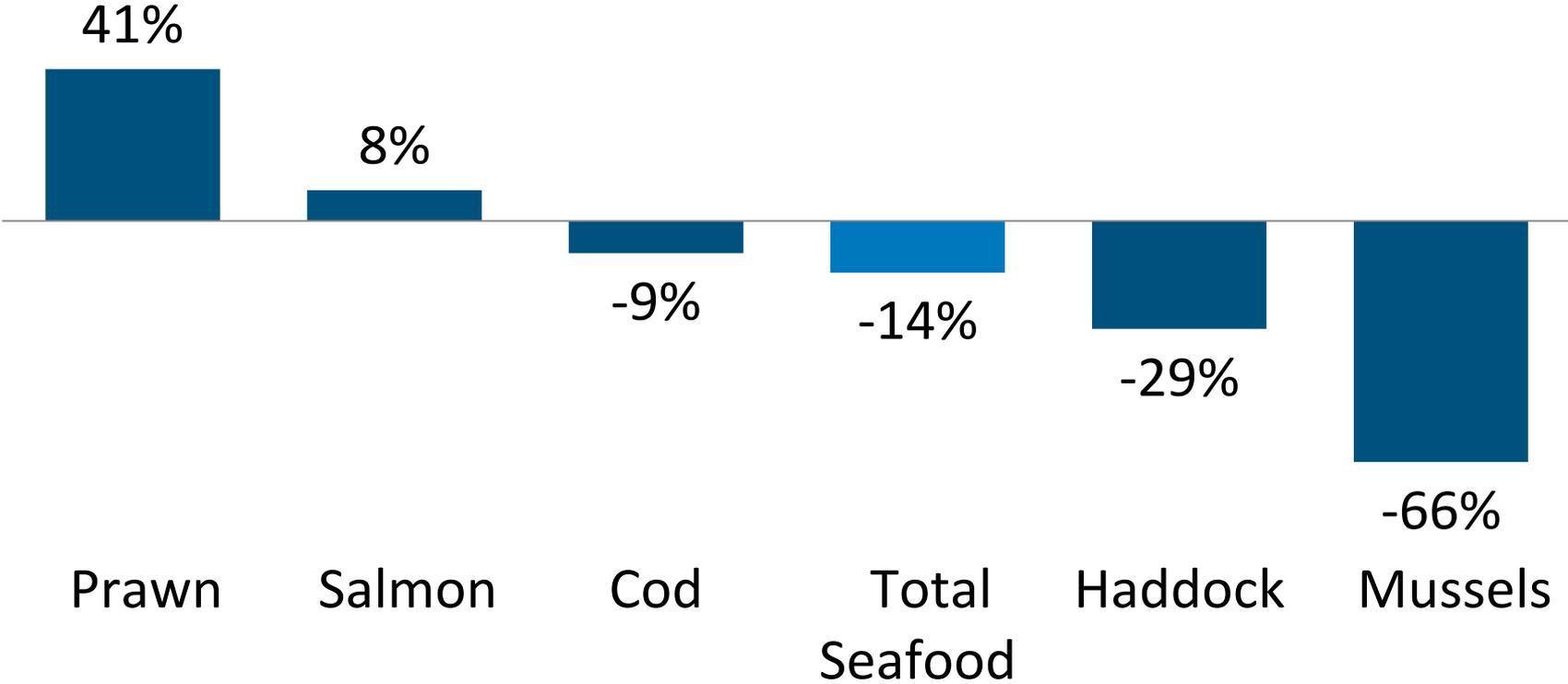


Source: The NPD Group/CREST© Monthly data



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

Seafood servings Q1 2020 vs Q1 2019



Source: The NPD Group/CREST© data

Any Questions

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