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The UK Market and Opportunities for Cold Water Prawns

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Agenda

- Seafish market insight service
- Long term seafood trends & opportunities for CWP in Retail and Foodservice

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Market Insight Service

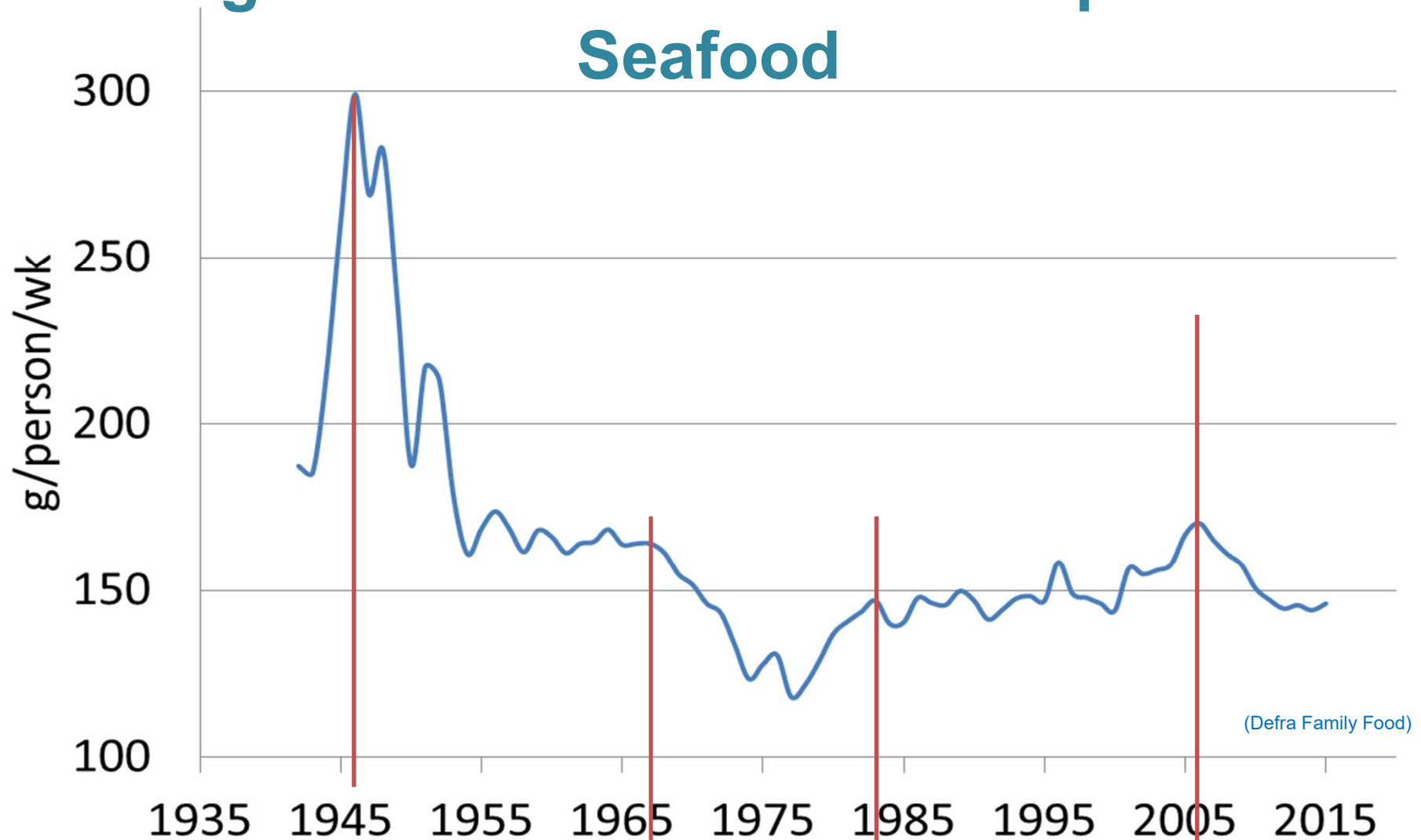
- Retail
- Foodservice
- Trade
- Category & Shopper Insight
- [Register for market e-alert](#)

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



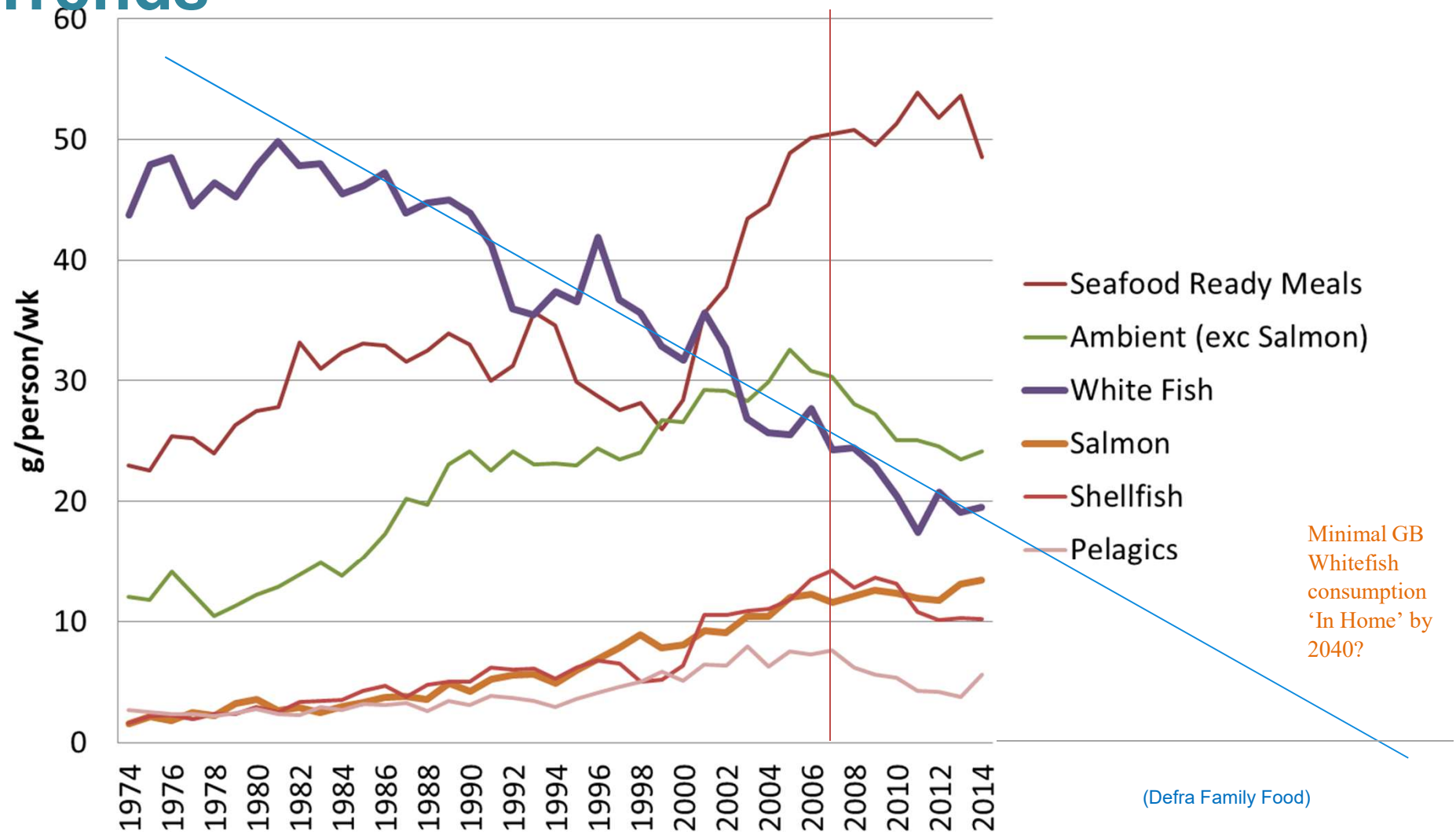
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Long term Household Consumption of Seafood



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Medium Term GB 'In Home' Seafood Species Trends



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SEAFOOD RETAIL TRENDS

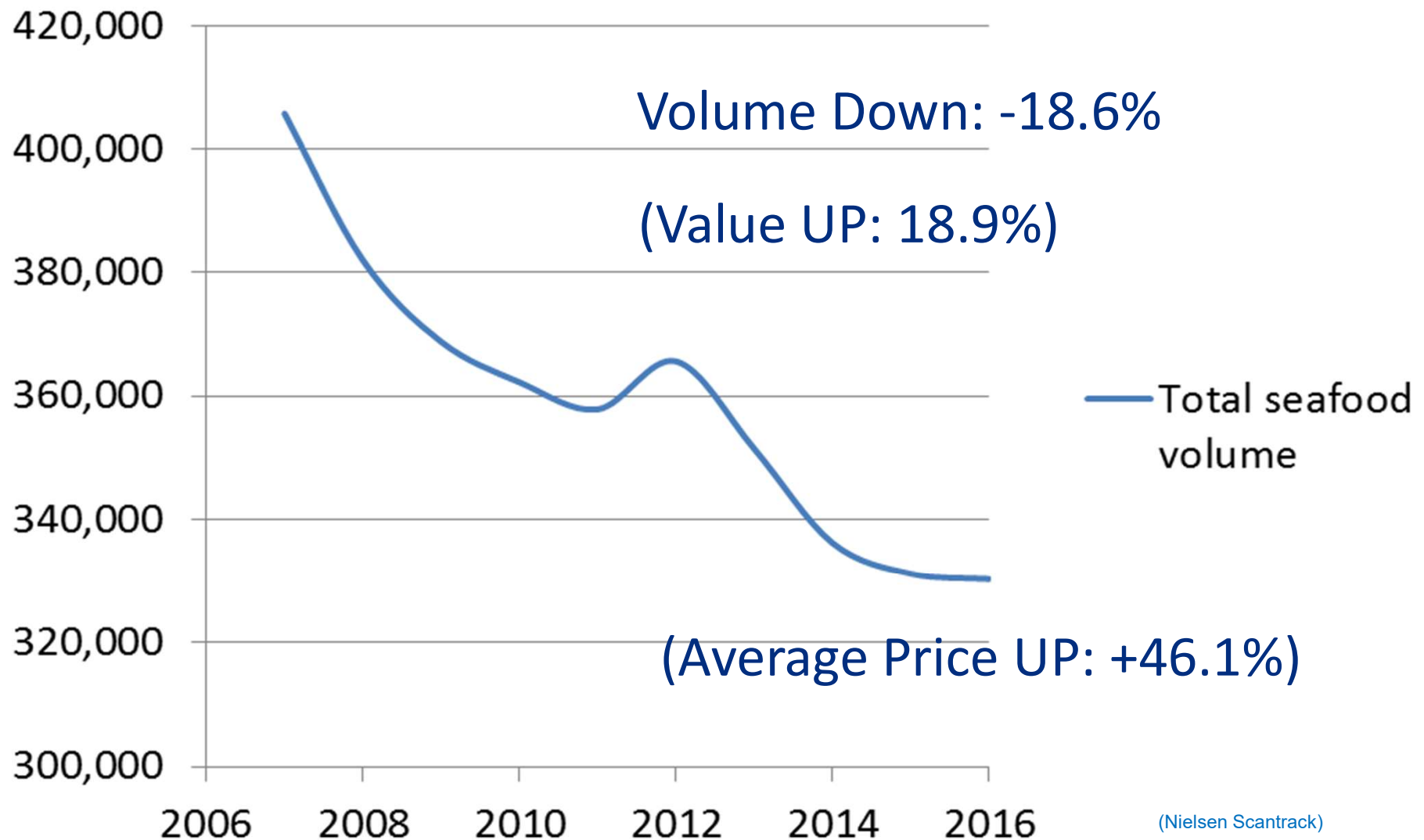
Total UK Grocery:
£179bn (+0.6%) YA

Total GB Seafood:
£3.18bn(+2.3%) YA
325,000 tonnes (-1.1%) YA



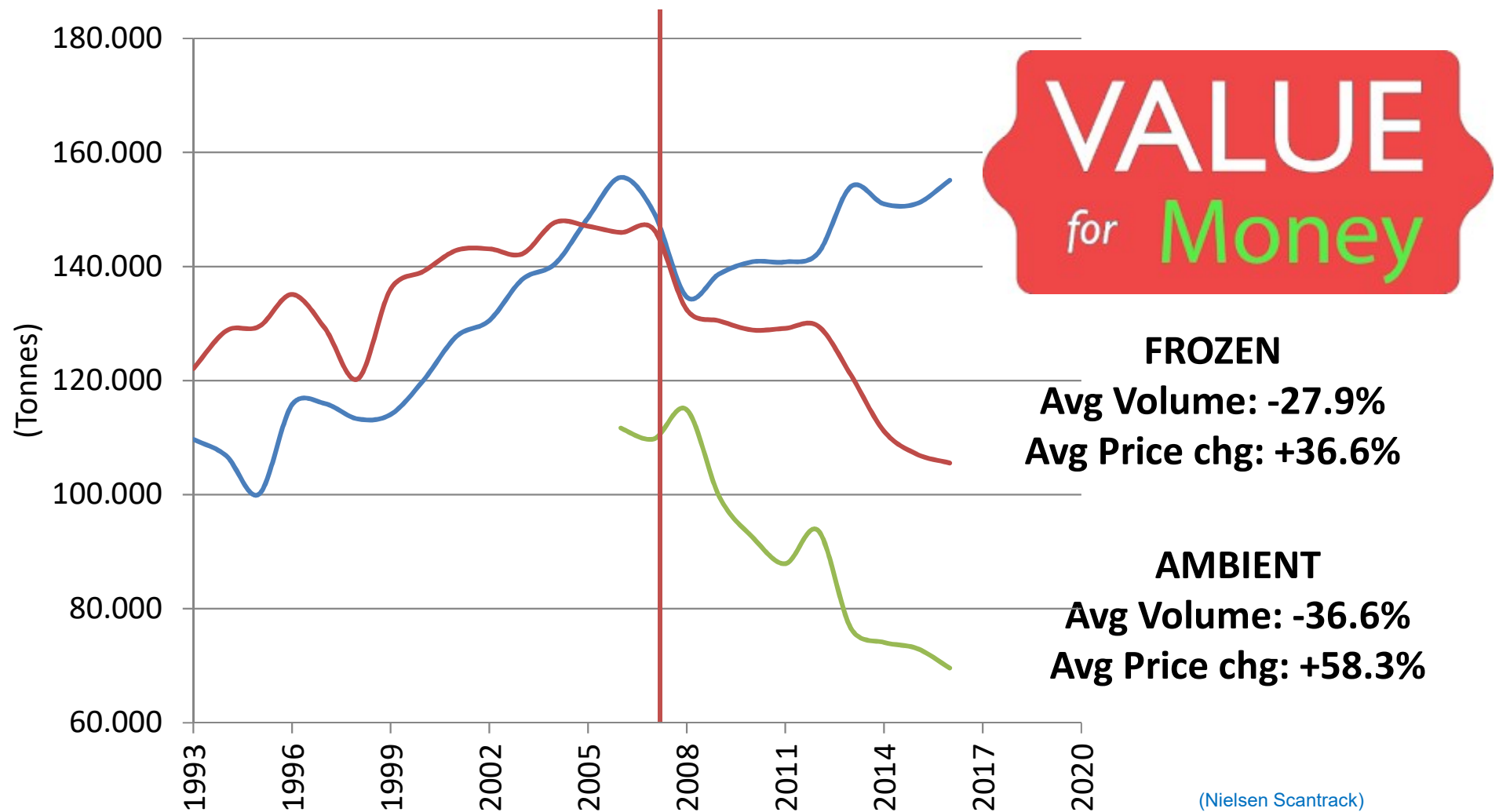
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Austerity Total Seafood Retail Volume Trends



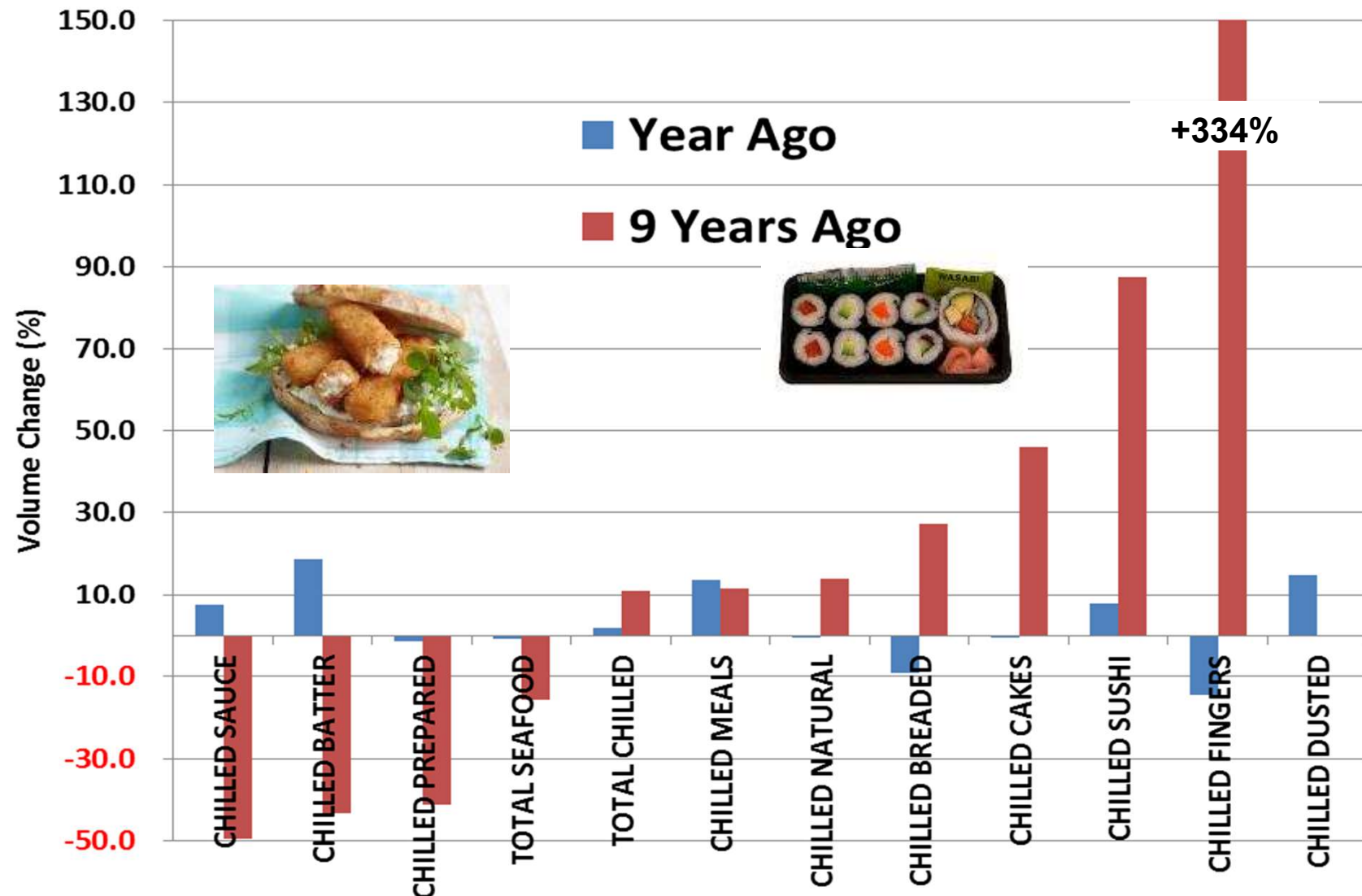
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Austerity Seafood Sector Volume Trends



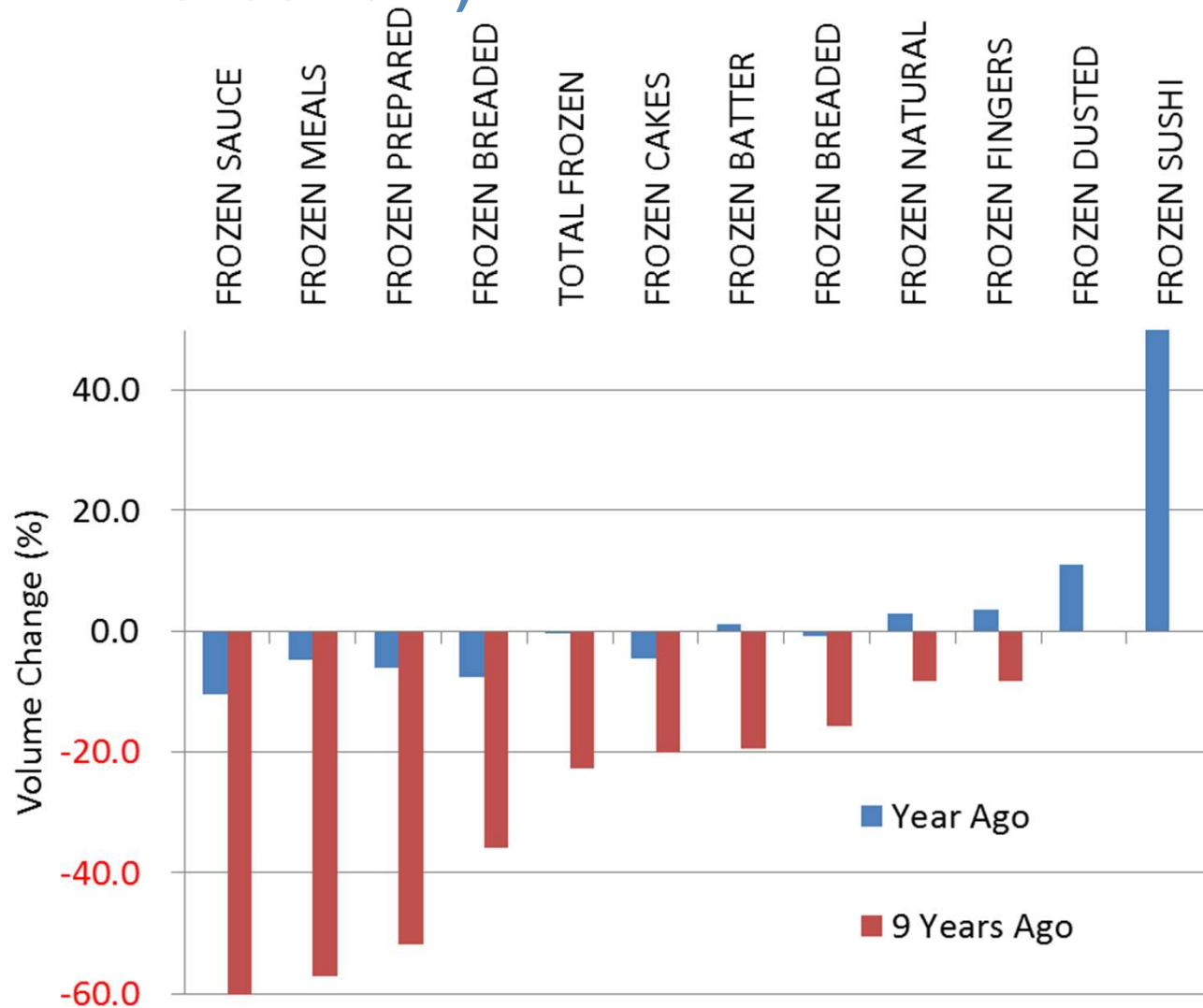
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CHILLED SEGMENT Long (9YA) & Short Term (YA) Total Seafood Volume Trends 2017



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FROZEN SEGMENT (9YA) & Short Term (YA) Volume Trends 2017)



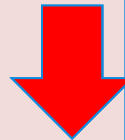
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Cold Water vs Warm Water

CHILLED

YA 9YA

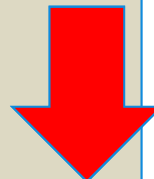
Value: £125m **-2.4%** +1.5%
Vol : 8,977 t **-7.1%** **-34.2%**
£13.93/kg (+54%)



YA 9YA

FROZEN

Value: £51m **-1.3%** **-19.2%**
Vol : 4,554 t **-3.2%** **-52.2%**
£11.12/kg (+69%)



VS

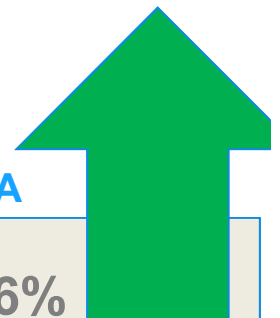
YA 9YA

Value: £191m +11.5% +31.6%
Vol : 12,172 t +18.4% +14.7%
£15.67/kg (+15%)



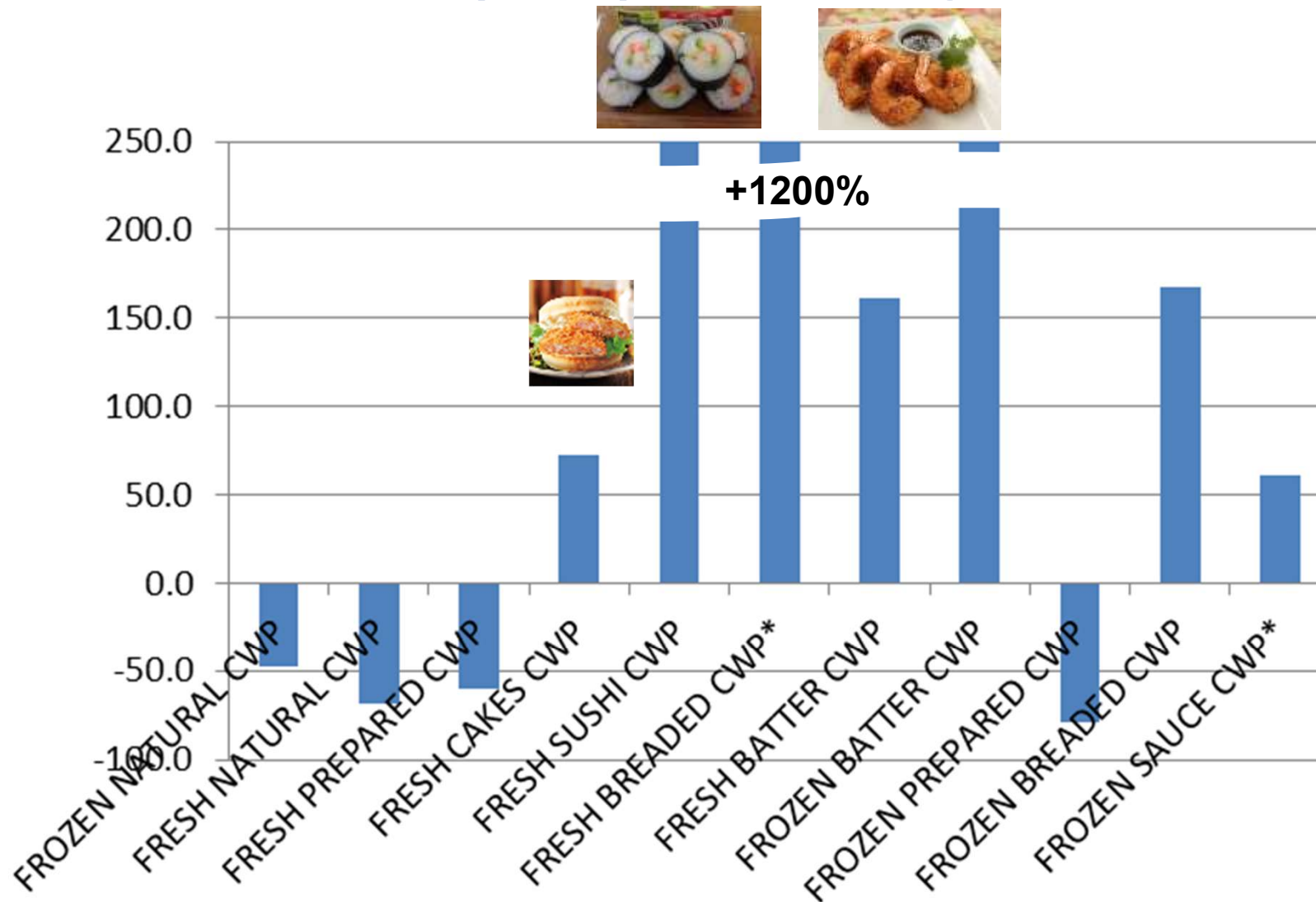
YA 9YA

Value: £76m +4.5% +90.6%
Vol : 6,403 t +5.2% +55.5%
£11.81/kg (+23%)



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LONG TERM (9YA) CWP Segment Trends



FROZEN PRAWN SHOPPER JOURNEY



Engaged;
sustainability origin &
quality key but don't
see frozen as fresh &
ease of cook concern
– tackle this



Specific product and meal
known in advance of store
so must target reasons to
buy pre store around
dishes.



Target quicker trips
geared around
specific meal
occasions as need to
talk directly to this
reason to buy



Wont consider other
frozen but perhaps
chilled to a degree so
virtues of frozen must
be addressed.



Value and product
specificity are key
drivers, so further
highlighting need to
target shopper pre
store



Target Adult special
occasion including
use as ingredient
tapping into ease,
enjoyment, taste &
health.



Price & quality
competing factors, so
address this in plan
positioning frozen as
meeting both
requirements.



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FOODSERVICE

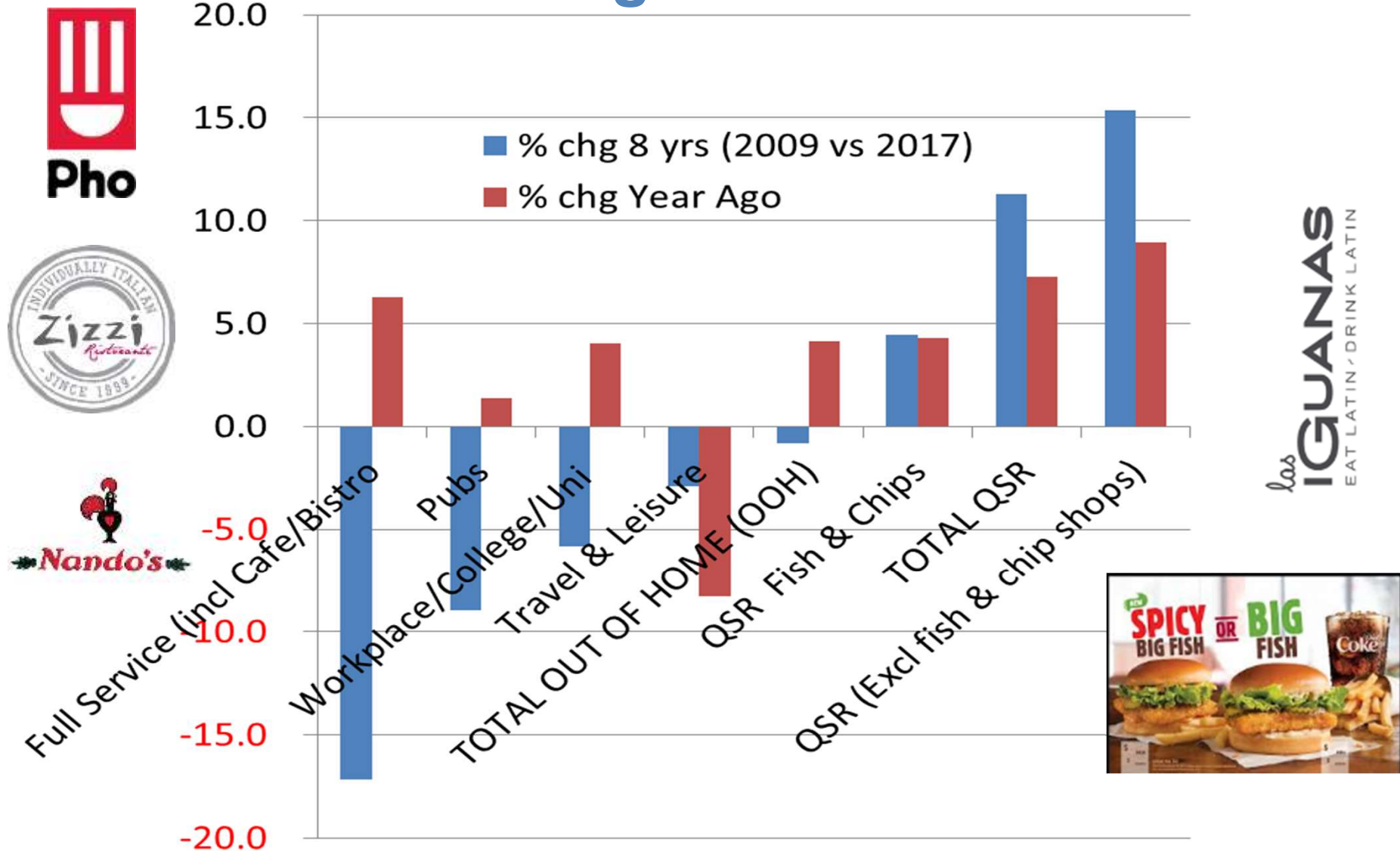
Total GB Out of Home:
27.4bn servings (+1.1%)
£54.4bn (+2.8%)

GB Seafood:
1048m servings (+4.1%)
£3.38bn (+6.1%)



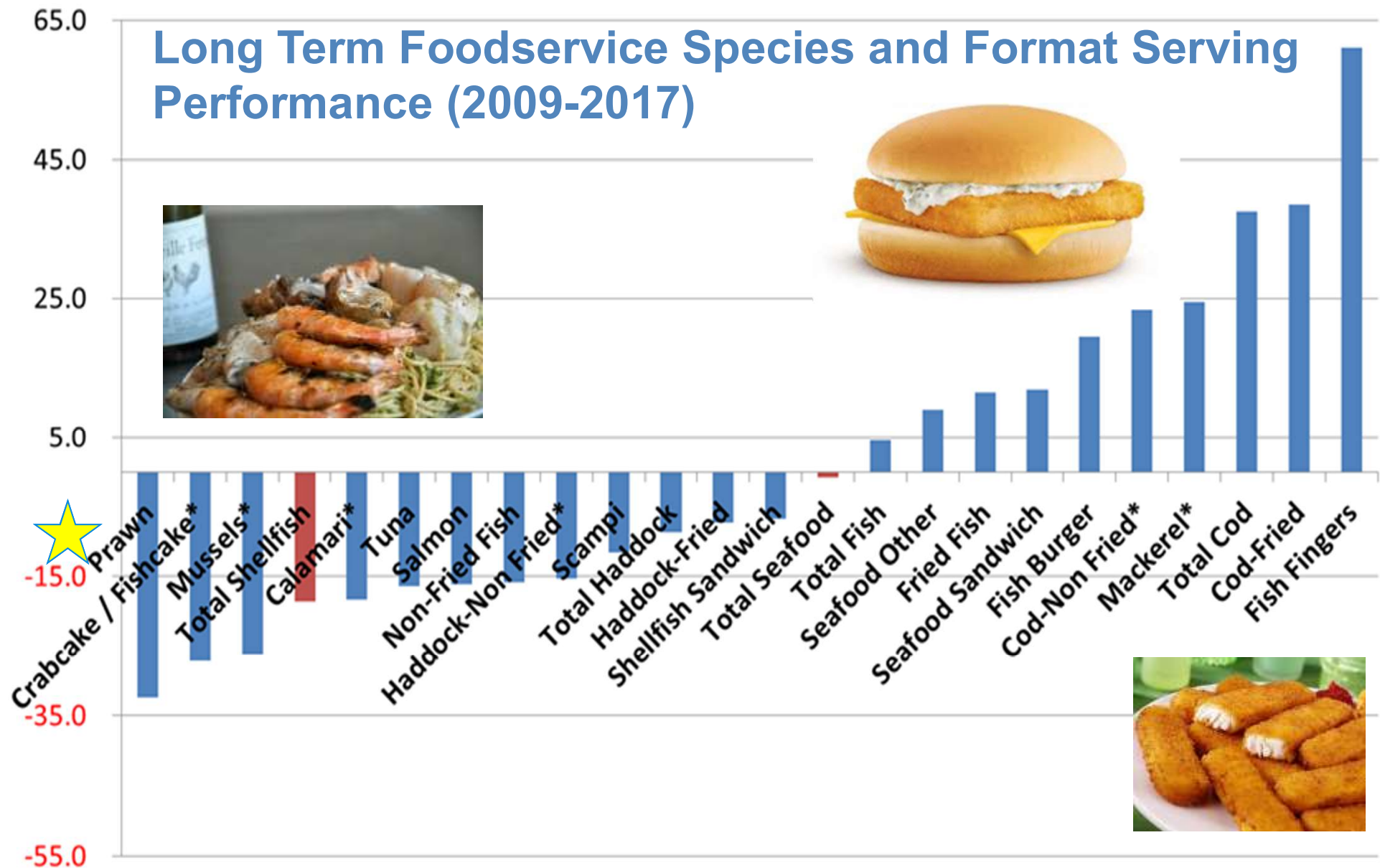
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Seafood Serving Channel Performance



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Long Term Foodservice Species and Format Serving Performance (2009-2017)



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Foods Service Trends

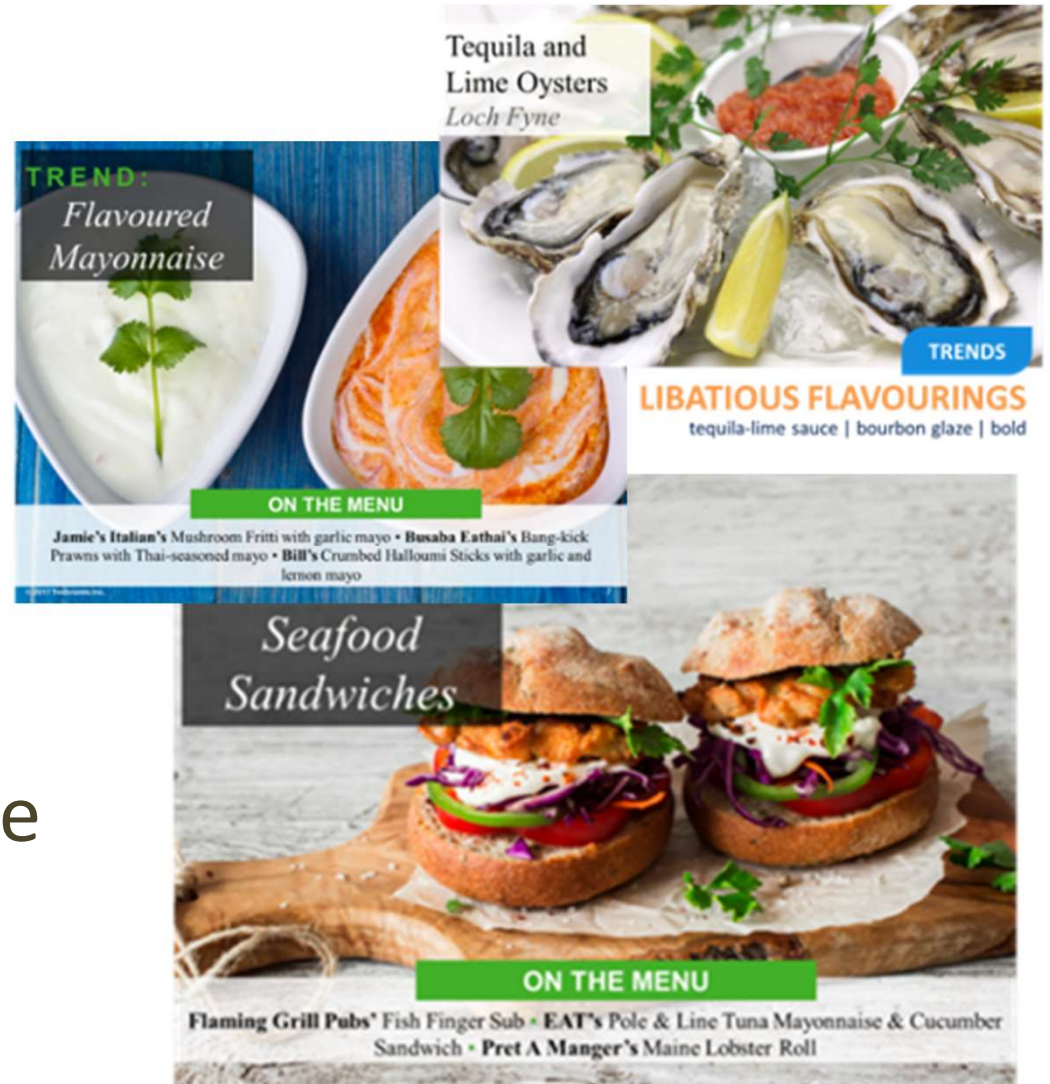
- American & South American
- Eastern & Far Eastern
- Portable Street Food
- Breaded starters
- Small plates taster dishes



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Emerging Foodservice Trends

- Libatious
- Mediterranean
- Moroccan
- Non fried fish
- Small Plates
- Gourmet Seafood sandwiches
- Spiked Mayonnaise



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Opportunities for Cold Water Prawns

- Larger sizes premium dishes
- Glaze-less 'wok ready'
- Smaller Creative solutions
 - Reformed WWP
 - Reformed lobster tails
 - Prawn burgers
 - Prawn toast
 - Prawn balls



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ANY QUESTIONS?