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The UK Market and Opportunities for Cold Water Prawns

ICWPF Nov 9th 2017

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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

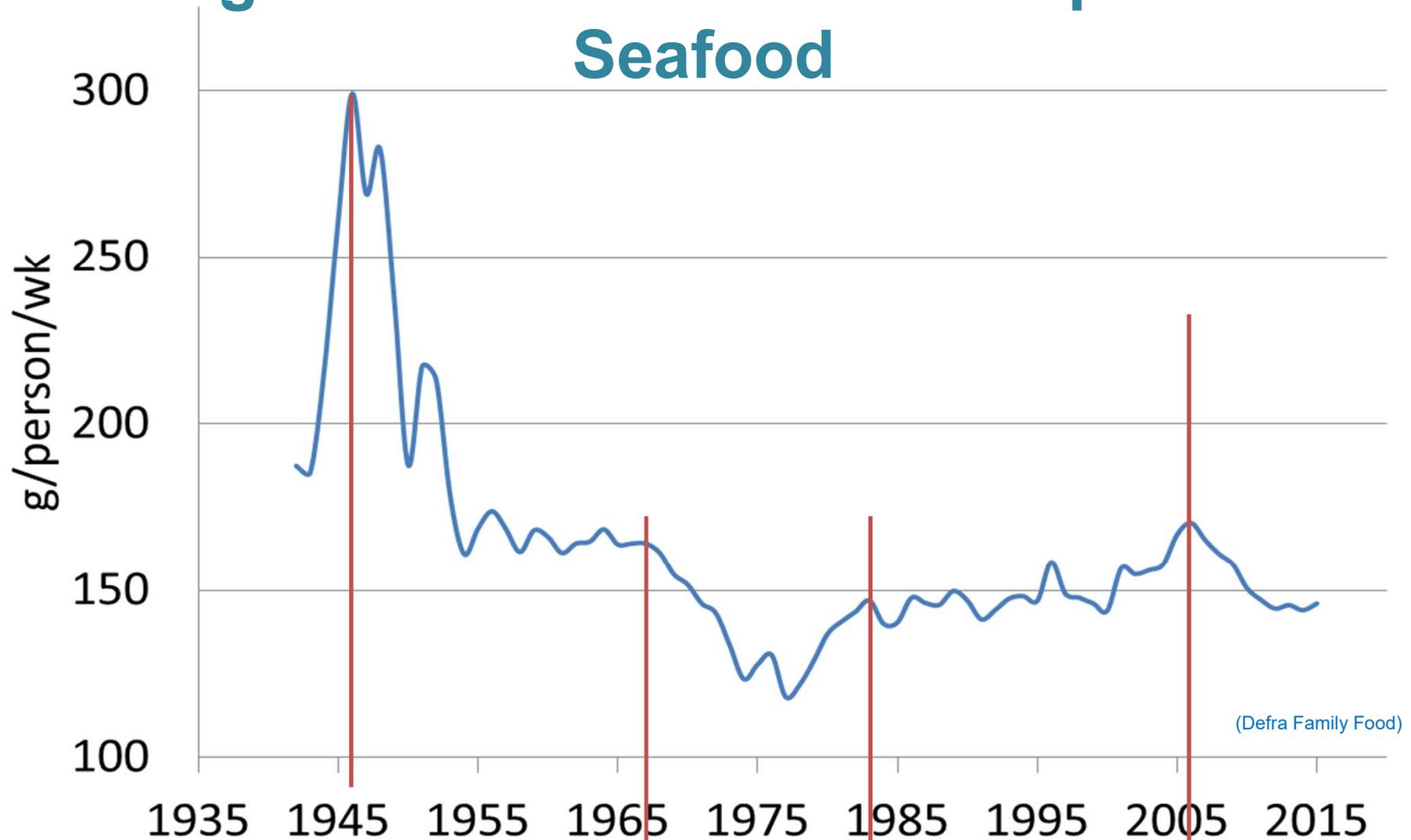
- Retail
- Foodservice
- Trade
- Category & Shopper Insight
- [Register for market e-alert](#)

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



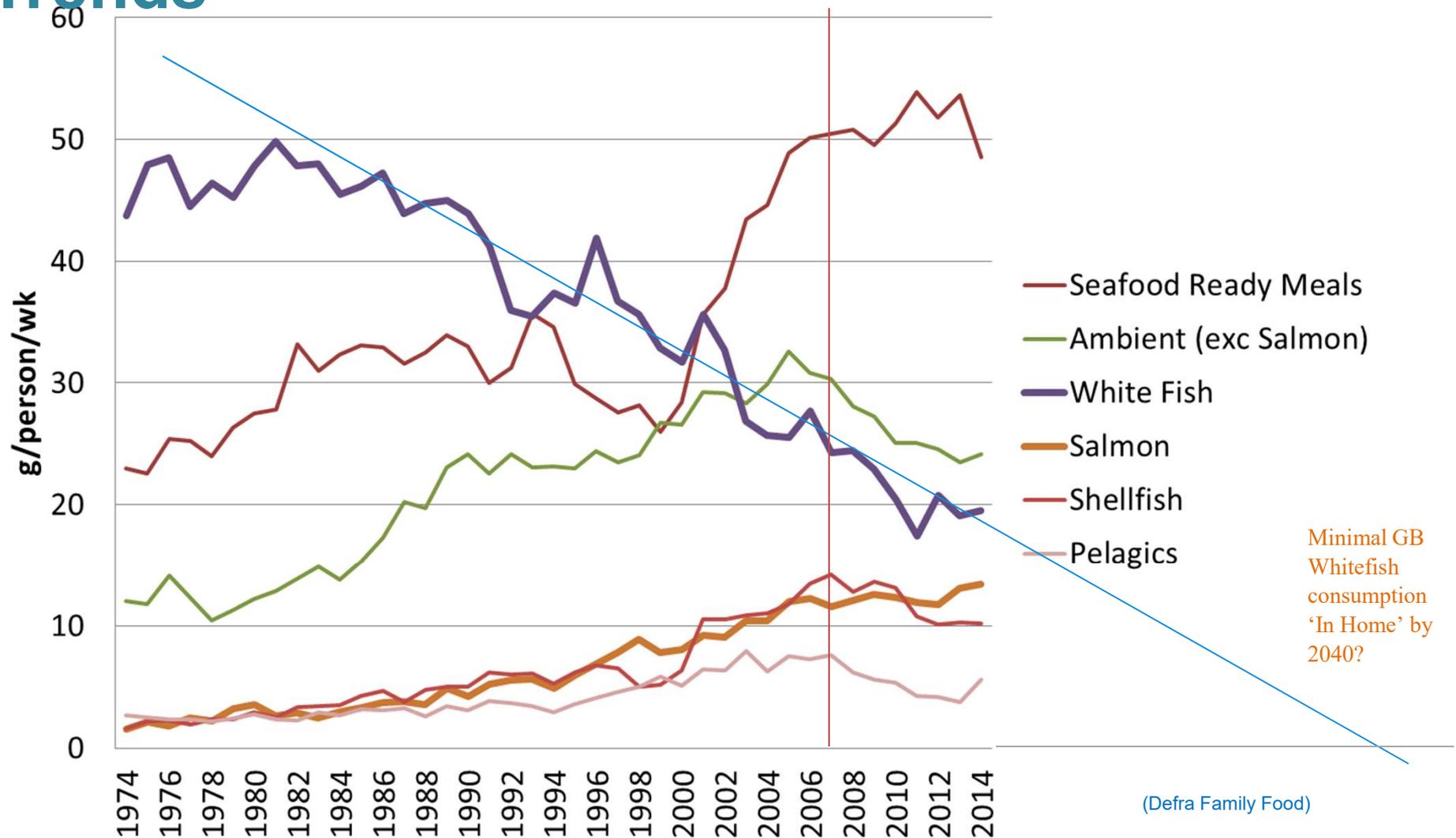
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Long term Household Consumption of Seafood



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Medium Term GB 'In Home' Seafood Species Trends



(Defra Family Food)

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SEAFOOD RETAIL TRENDS

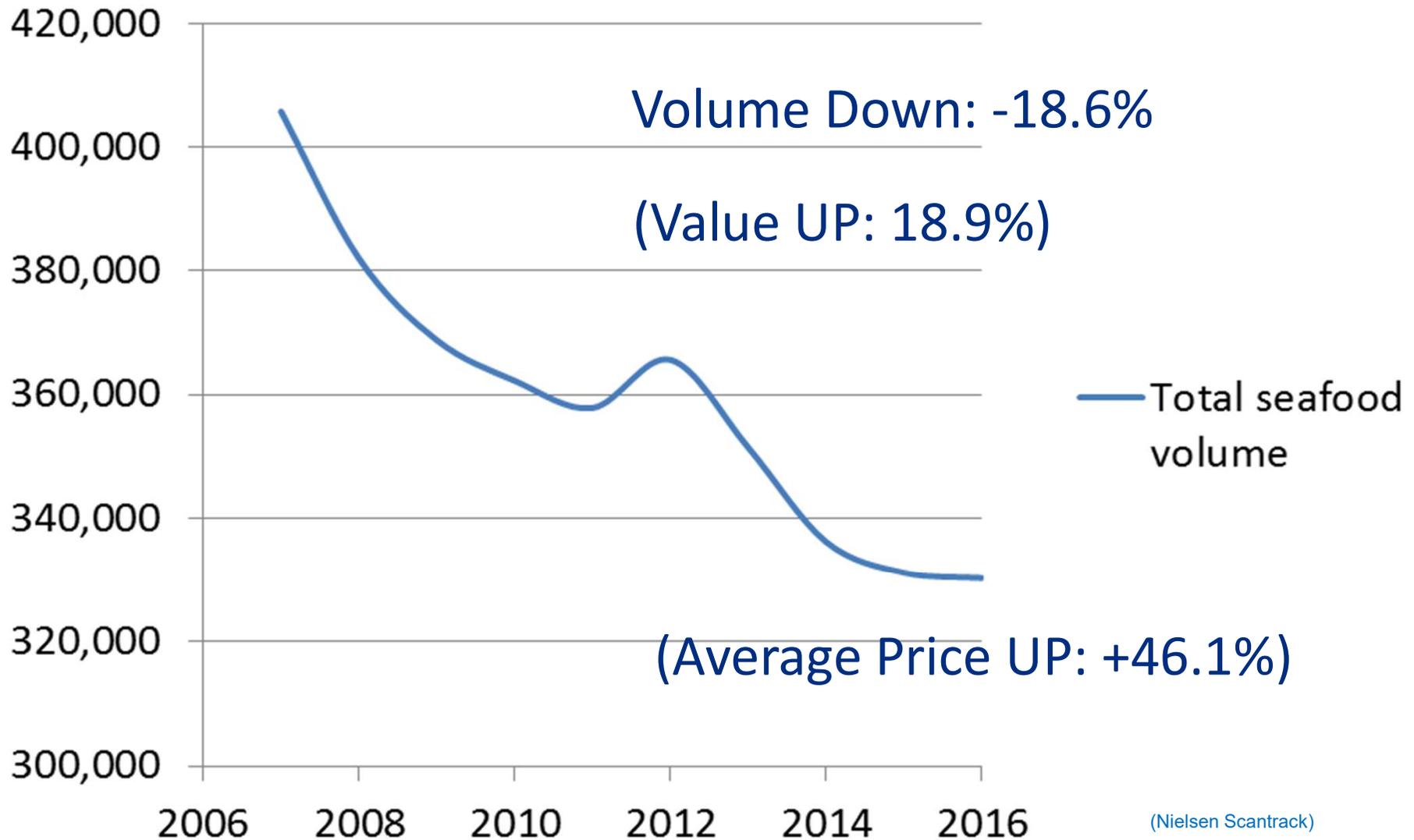
Total UK Grocery:
£179bn (+0.6%) YA

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



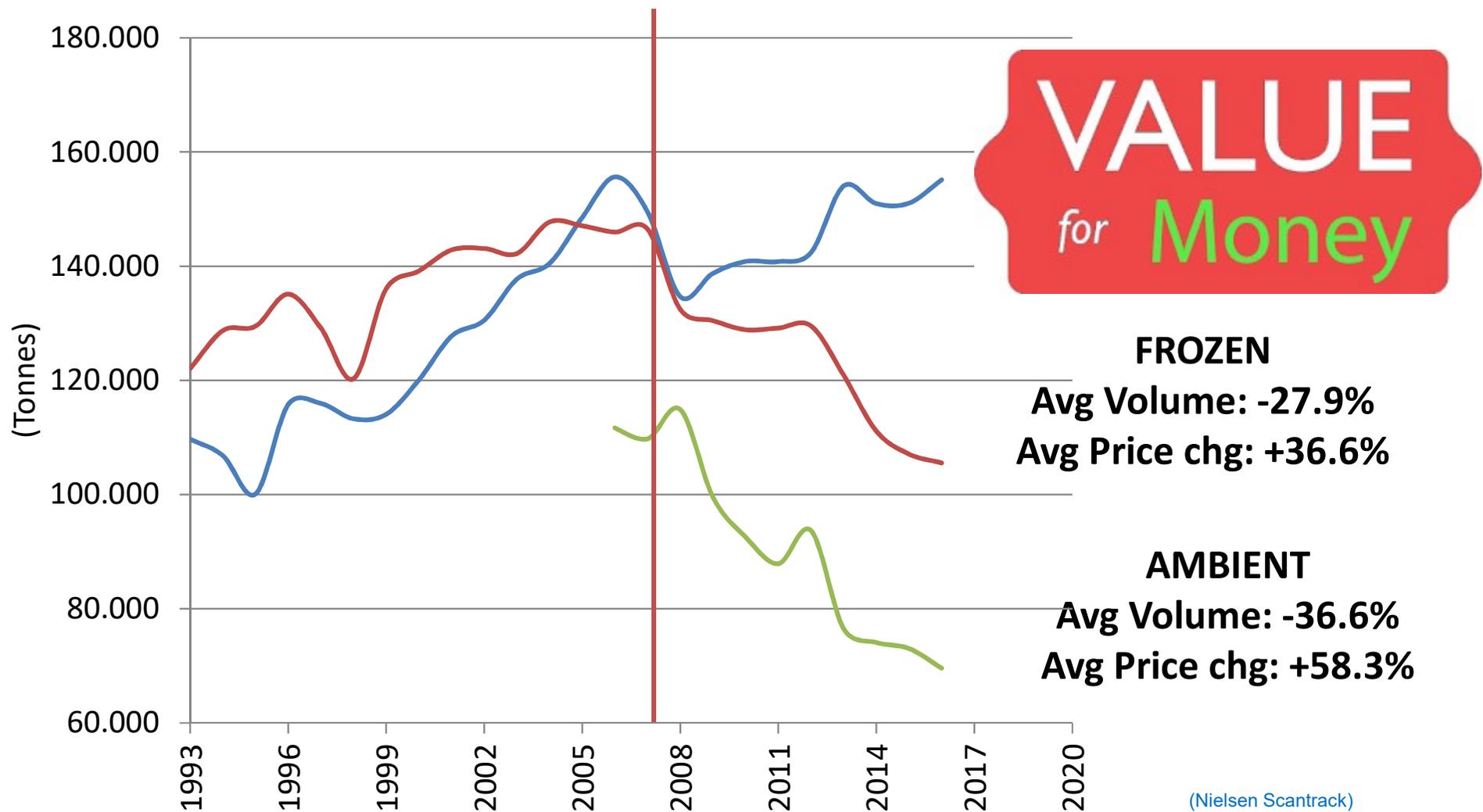
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Austerity Total Seafood Retail Volume Trends



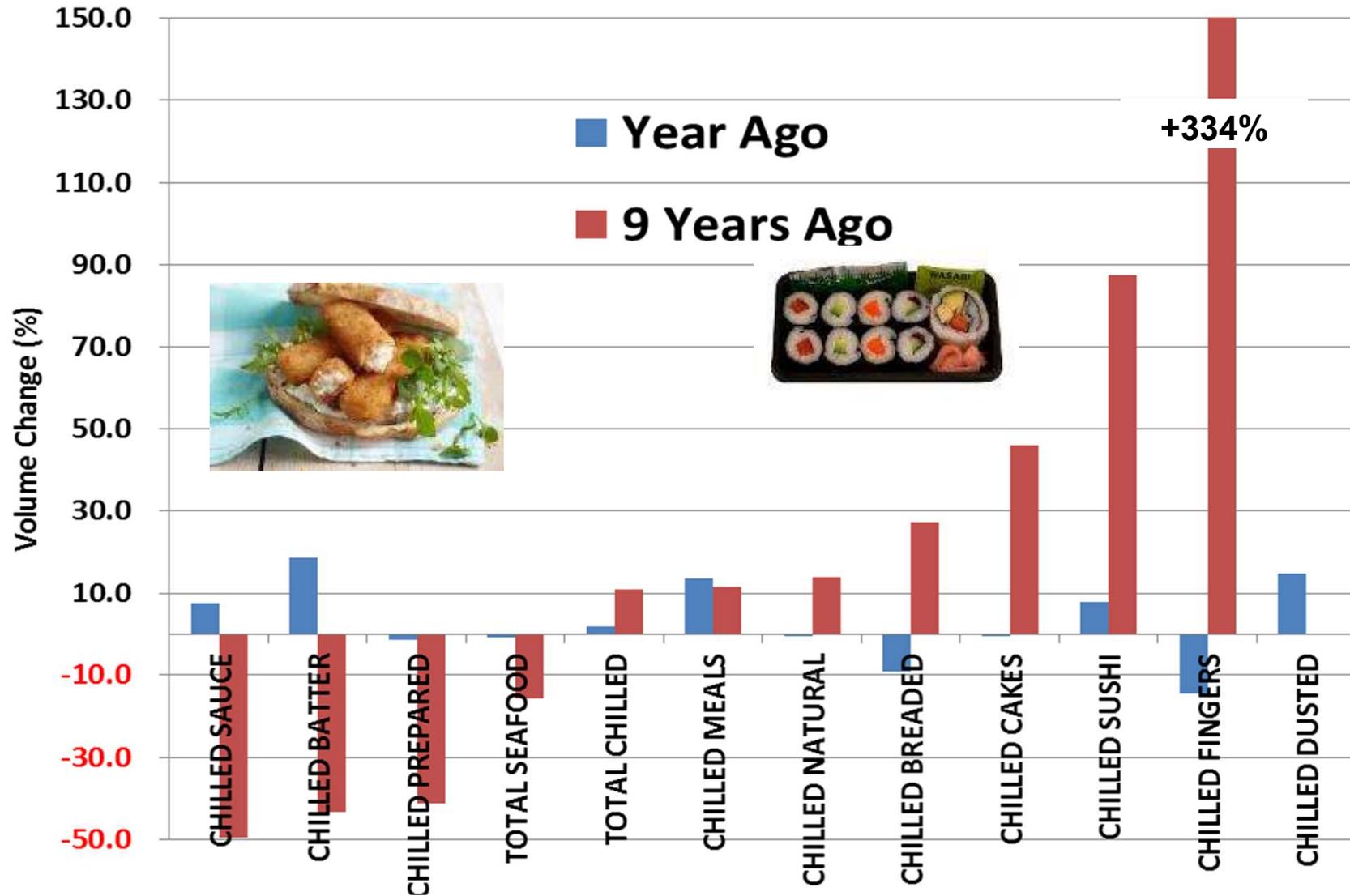
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Austerity Seafood Sector Volume Trends



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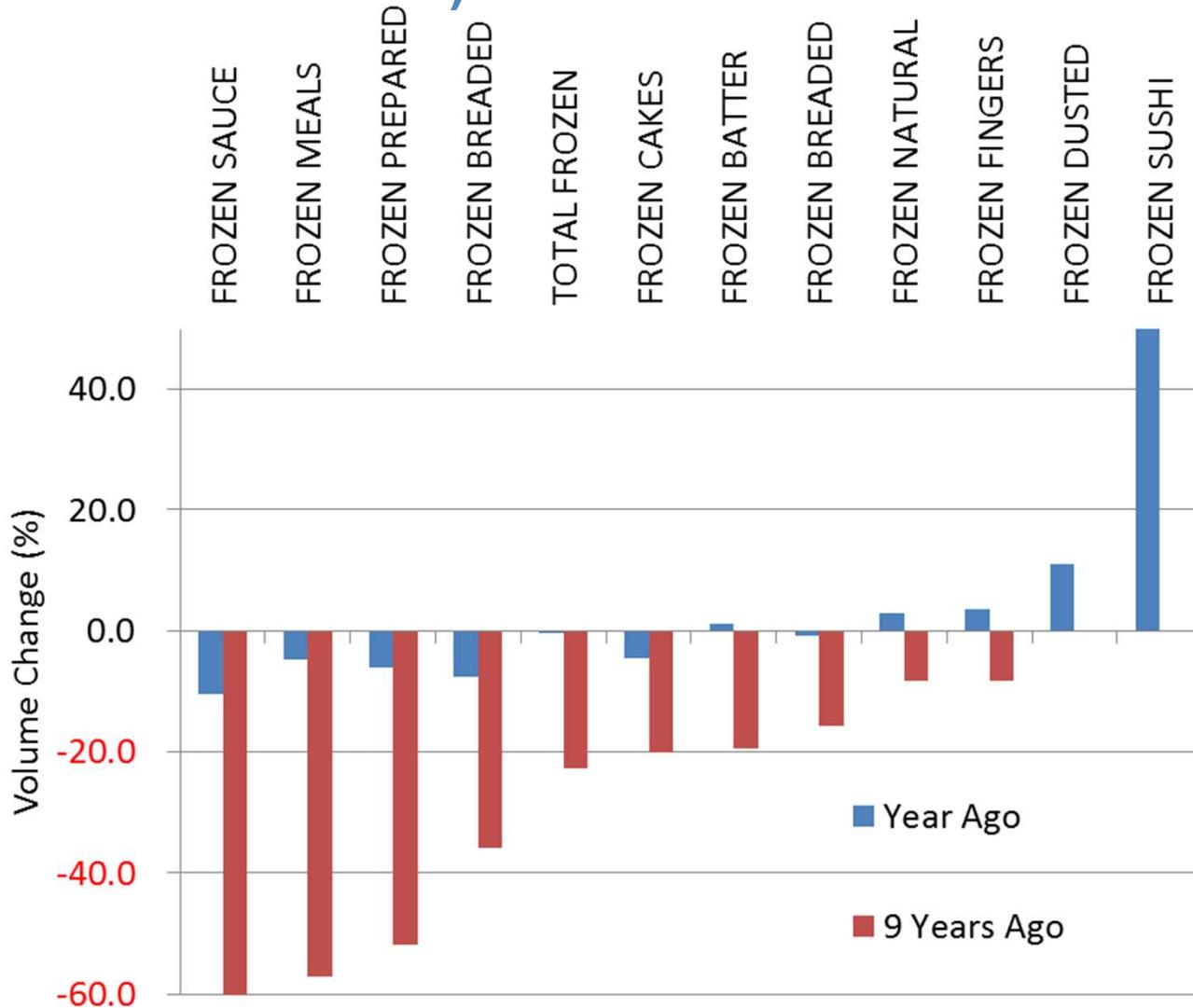
CHILLED SEGMENT Long (9YA) & Short Term (YA) Total Seafood Volume Trends 2017



(Nielsen Scantrack - 9yrs/52wks to 25.3.17)

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



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Cold Water vs Warm Water

CHILLED

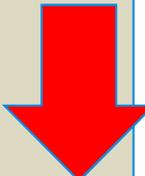
YA 9YA
Value: £125m **-2.4%** +1.5%
Vol : 8,977 t **-7.1%** **-34.2%**
£13.93/kg (+54%)



YA 9YA

FROZEN

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



VS

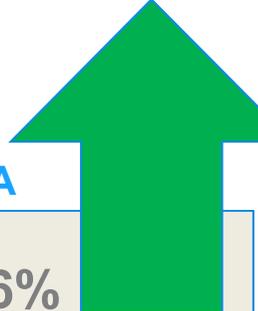


YA 9YA

YA 9YA
Value: £191m +11.5% +31.6%
Vol : 12,172 t +18.4% +14.7%
£15.67/kg (+15%)

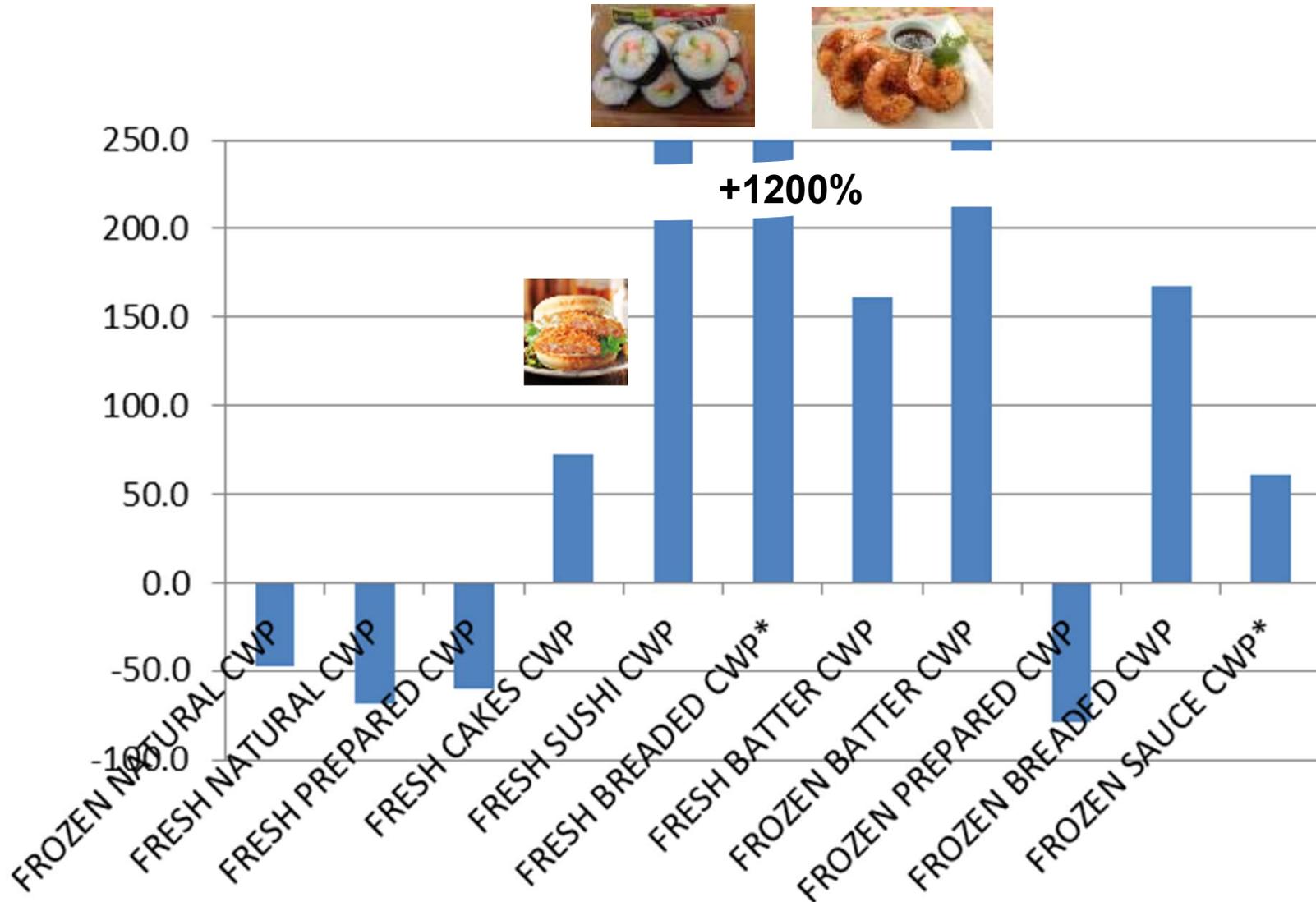


Value: £76m +4.5% +90.6%
Vol : 6,403 t +5.2% +55.5%
£11.81/kg (+23%)



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LONG TERM (9YA) CWP Segment Trends



FROZEN PRAWN SHOPPER JOURNEY



MINDSET

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.



INFLUENCE



MISSION

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.



AT FIXTURE



DRIVERS

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.



CONSUMPTION



TRIGGERS

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



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FOODSERVICE

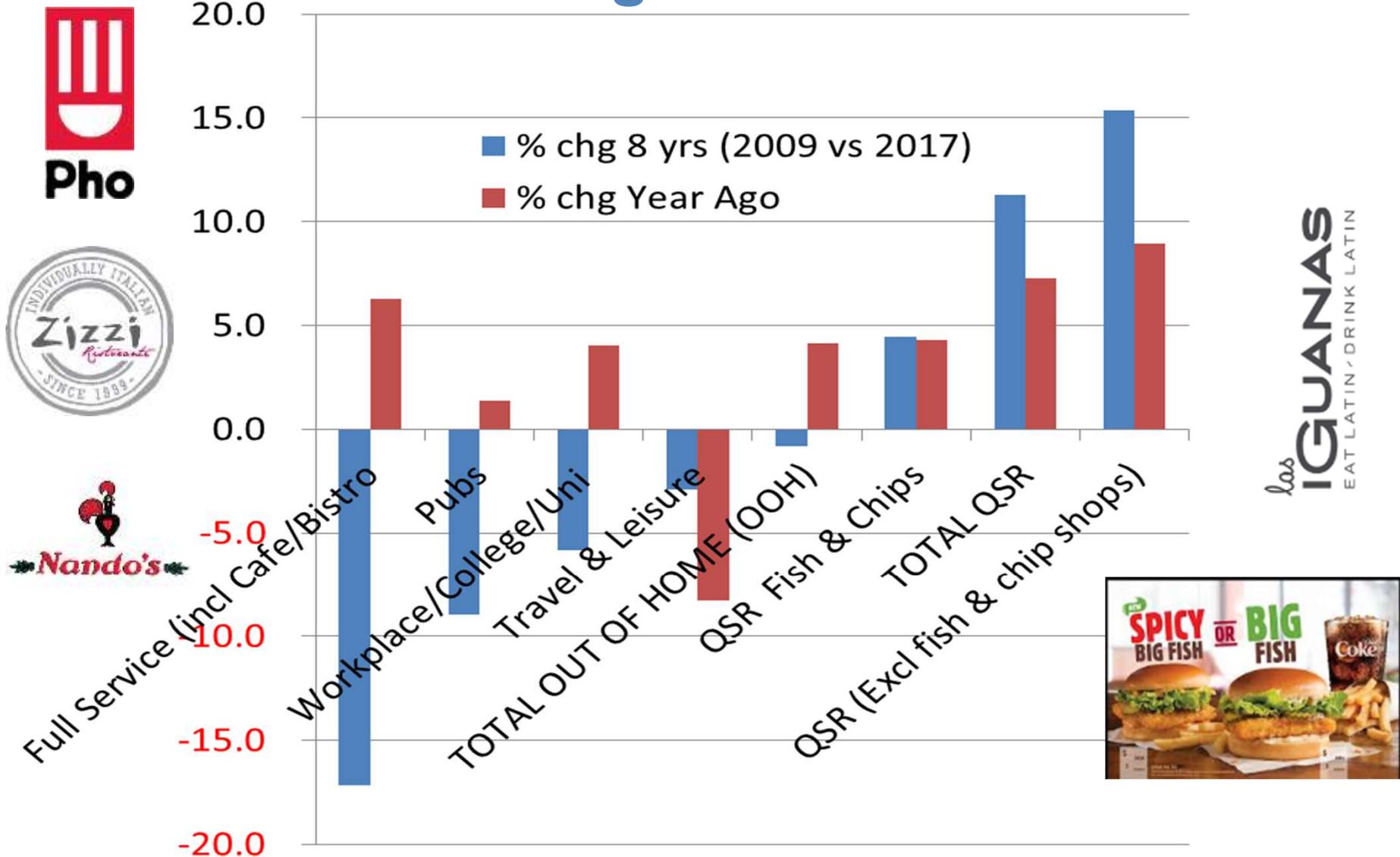
Total GB Out of Home:
27.4bn servings (+1.1%)
£54.4bn (+2.8%)

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



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Seafood Serving Channel Performance



Pho

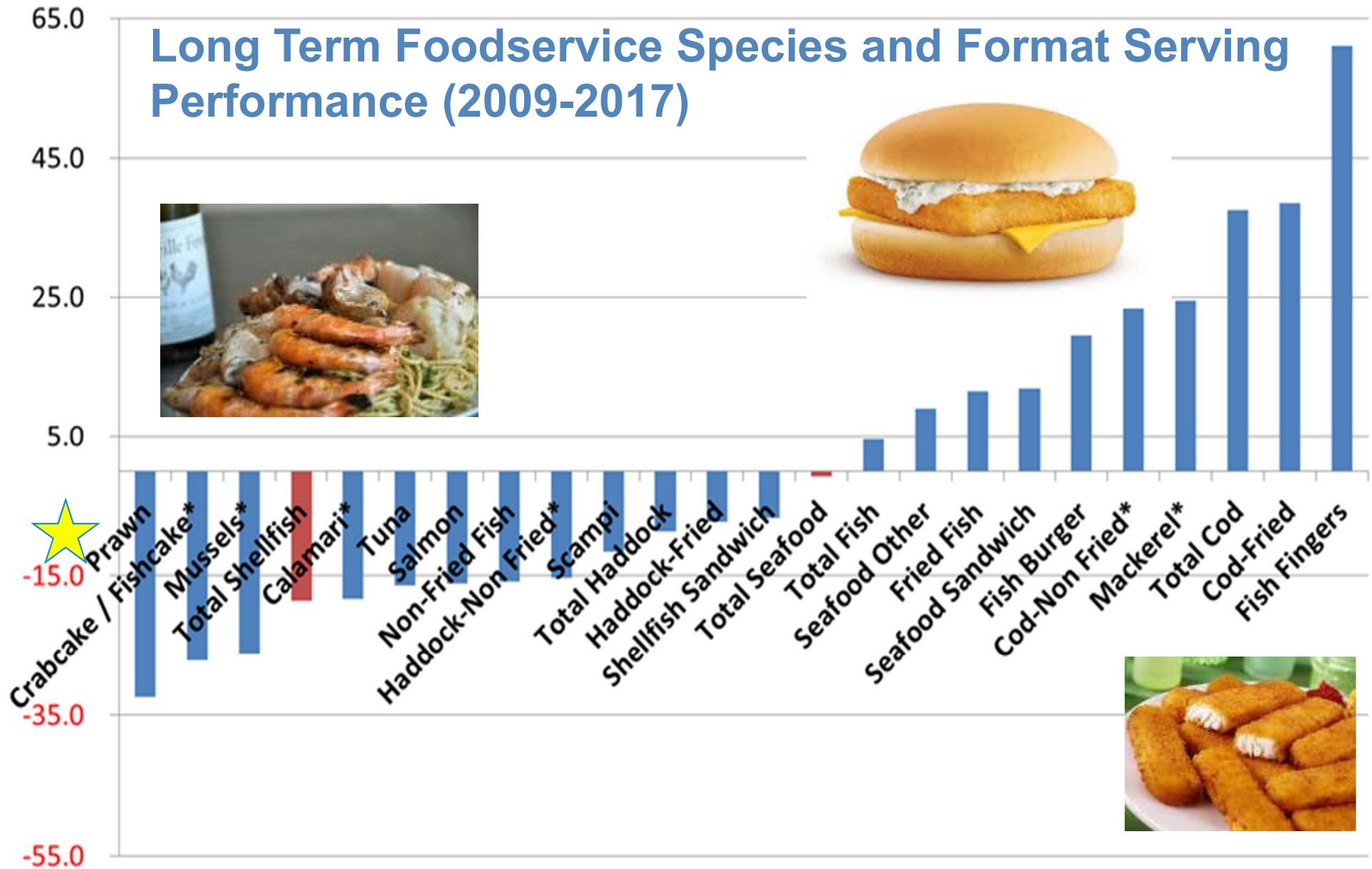


las **IGUANAS**
EAT LATIN • DRINK LATIN



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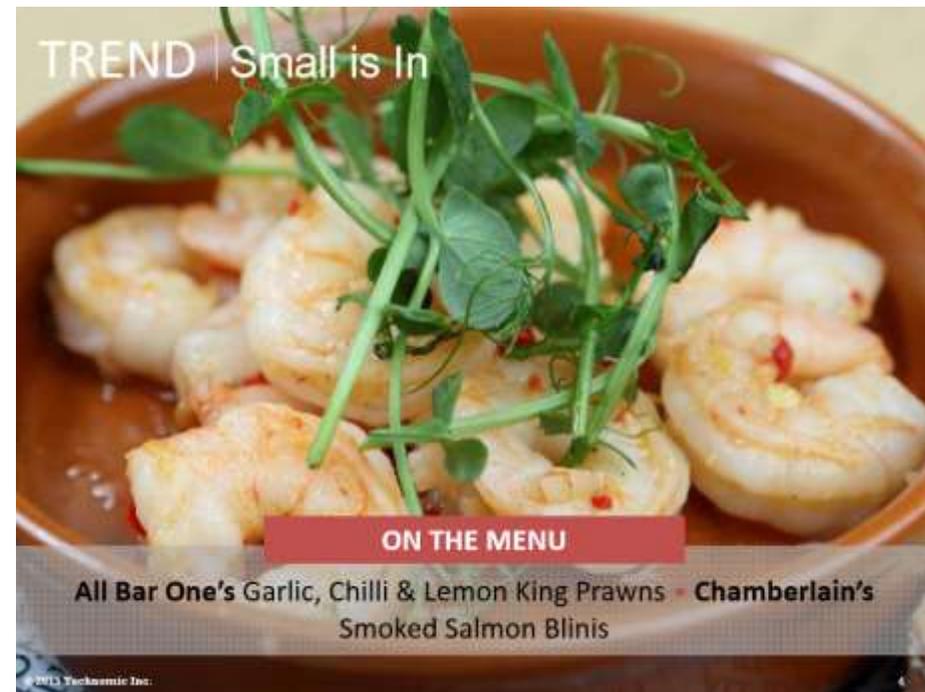
Long Term Foodservice Species and Format Serving Performance (2009-2017)



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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?