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Seafood is already a great protein. So why isn't it winning the protein boom?

ICWPF Prawn Conference London / 11.11.2026 /
Bjørn-Erik Stabell Country Director Norwegian Seafood Council

Photo: *Norwegian Seafood Council*

Cold-water prawns have a place in the protein boom

+9.6%

Growth in protein-based foods[1]

57%

UK shoppers following a higher-protein diet to some extent[2]

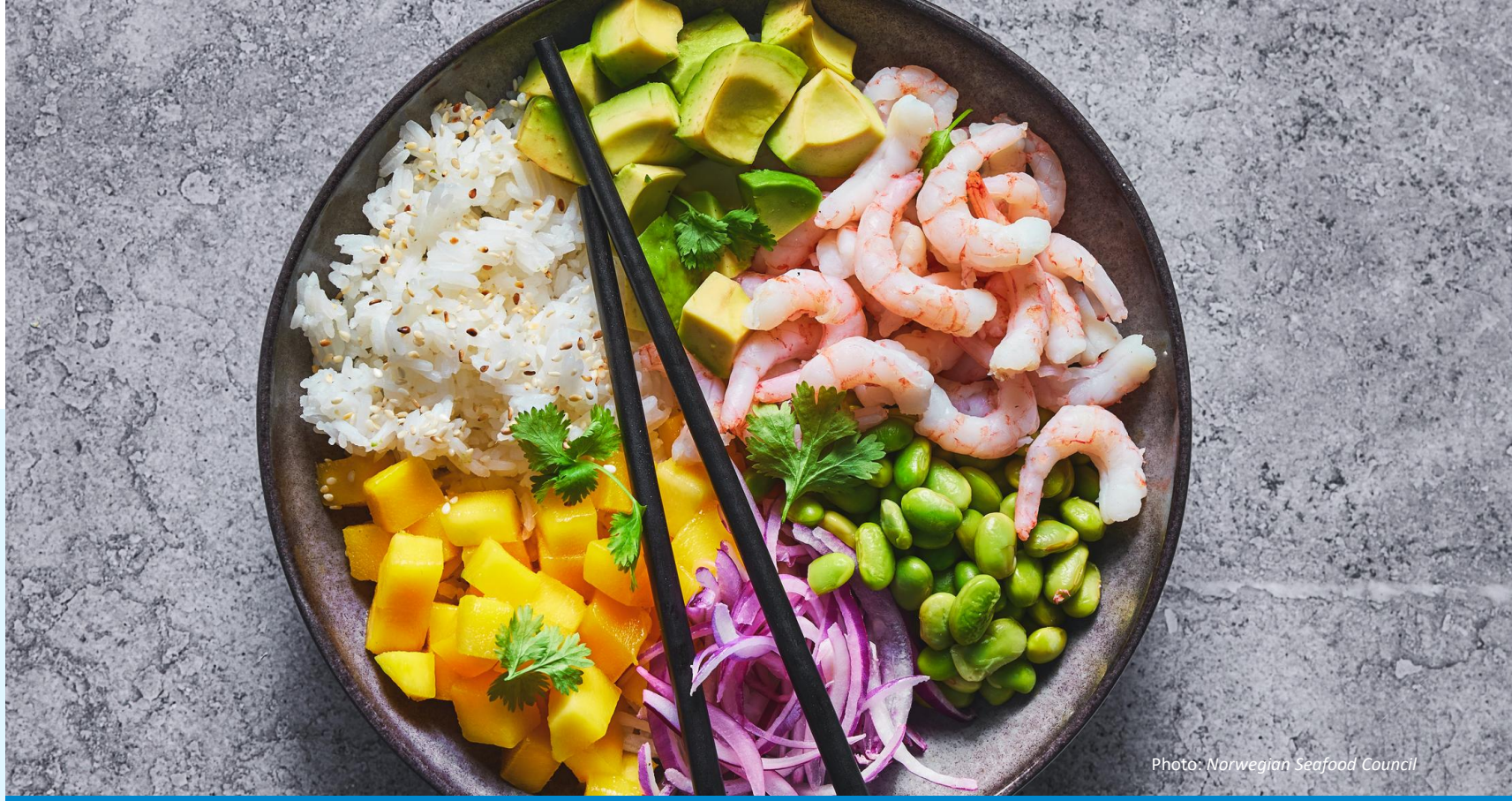


Photo: *Norwegian Seafood Council*

Total Prawns: £690m / +4% vs last year (NIQ Scantrack, Total UK, MAT to April 2026 vs LY)

Cold-water prawns already provide protein naturally. The opportunity is to make that benefit more visible and relevant to everyday meals.

Source: 1: *NIQ Scantrack 26 weeks to Jan 2026,* 2: *Euromonitor 2026.*

Health is a growing priority for shoppers – and seafood is well placed to deliver

89% of UK shoppers say it's important to look after their household's health[1]

- 53% Healthy nutrition is important[2]
- 57% Willing to pay more[2]
- 12% Have a GLP1 User[2]
- 25% Increasing protein consumption[3]



Photo: *Norwegian Seafood Council*

+22%[5]

Fish & seafood can help

Prawns deliver natural, high-quality protein for healthy, satisfying meals.[4]

+22% growth in fresh fish and seafood purchases when shoppers focus on health.[5]

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Source: 1: *NIQ Homescan July 2025,* 2: *NIQ Homescan July 2026,* 3: *NIQ, Homescan July 2026,* 4:*Worldpanel by Numerator Usage, Feb 2026,* 5: *IGD March 2026.*

The protein boom is creating growth across food categories. How can seafood capture its share of this growth?



High Protein Yoghurt: +15%
(vs +10% all yoghurt)[1]

- Innovative brand launches by power brands – e.g. Arla, Fage.
- Healthy snack
- Fuller for longer (Satiety)



Cottage Cheese: +51%[1]
(Protein a key purchase driver)

- New Recipes & innovation
- Protein highlighted on packs
- Versatility
- Healthier perception



High Protein Ready Meals:
+16%[1]

- Demand for convenient products with healthier cues.
- Value for money – delivers on satiety
- Better for you as one of your main meals
- New recipes e.g. world cuisines

+4.7%[2] Total Seafood

+3.4%[2] Total Shellfish

+4%[3] Total Prawns

?

Source: 1: *NIQ Scantrack Total Market MAT to 05/09/26 vs LY,* 2: *NIQ Scantrack MAT to May 2026 vs LY,* 3: *NIQ Scantrack , Total UK, MAT to April 2026 vs LY.*

The protein battle is about versatility and formats – and cold-water prawns are well positioned to play

- The UK over-indexes as a nation of snackers.[1]
- 30% say healthy snacking is a big concern when choosing food and drinks.[2]
- High protein snacking is growing by 3% YOY.[2]
- Consumers are looking for convenient products with healthier cues.[2]




Photo: *Norwegian Seafood Council*

The opportunity

Convenience and natural protein are strengths of cold-water prawns.

Chilled, cooked and peeled prawns can be ready to add to a meal.

Frozen formats offer another option, with clear thawing and serving guidance.

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Source: 1: *Worldpanel by Numerator, Usage 2023,* 2: *NIQ Homescan July 2026.*

Cold Water Prawns Nutritional Profile[1]

Nutrient	Reference Value
Protein	15.4g
Saturated fat	0.1g
Vitamin B12	2.3µg
Selenium	30µg
EPA+DHA omega-3	190mg

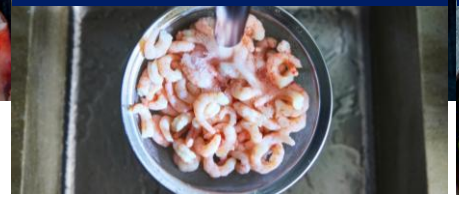
Photo: *Norwegian Seafood Council*

Prawns can provide a versatile and delicious protein packed meal that is convenient tasty and healthy

Cold-water prawns offer consumers…

- A complete protein
- Omega-3
- Vitamins such as Vitamin D, B12 and selenium
- Nutritious healthy & tasty food
- Strong provenance and responsible sourcing credentials
- A truly versatile ingredient

10g protein per 75g serving[2]



Cold-water prawns & Poke



Cold-water prawns are growing share of sushi[3]



World cuisine is growing – and cold-water prawns are perfect for this[4]



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Source: 1: *Seafish 2018,* 2: *Sainsbury's,* 3: *NIQ Scantrack, Total Chilled Sushi MAT to 09/05/26,* 4: *NIQ Scantrack 2026.*

The growth occasions are already visible

Breakfast	Lunch	Snack (food-to-go)	Dinner



Lunch/snack and
food-to-go opportunity



38% of lunch servings are chosen because they are easy or quick to prepare.[1]

UK value-added seafood innovation is concentrating on flavour, convenience and premiumisation.

Sushi retail sales have reached £228 million in the recent UK material.[2]

29% of dinner servings are chosen for ease or speed.[1]

Source: 1: *Worldpanel by Numerator, June 2026,* 2: *NIQ Scantrack, Total Chilled Sushi, MAT to 9 May 2026.*

Maximising the growth of prawns - three key factors worth exploring

Visibility



Make protein and nutrition benefits easier to recognise.

Ease & versatility



Inspire simple, delicious meals for everyday occasions.

Taste is the No.1 driver of meal choice.[2]

Value



Demonstrate taste, quality and value in every serving.

Source: 1: *POPAI UK,* 2: *Worldpanel Usage 2025.*

How can we win? Make the value easier to see

Product

Develop convenient solutions for everyday meals.

Packaging

Make protein, portions and preparation clear. Highlight origin on pack.

Placement

Increase visibility across relevant meal occasions.

Communication

Showcase healthy, delicious meals, highlighting the natural protein and nutritional benefits of prawns.

So we need to get the value right

No matter what competition is out there, value perception remains about benefits just as much as price

Win the battle here

$$\text{Value} = \frac{\text{Perceived benefits}}{\text{Cost}}$$

Not win the battle here

Photo: *Norwegian Seafood Council*


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Cold-water prawns already have much of what consumers are looking for. Let’s give people more delicious, easy ways to enjoy them!

Seafood should be a winner of the protein boom

- Seafood does not have a protein problem. We have a positioning and format problem.
- Consumers are already looking for protein. We do not need to create the demand - Natural protein and wider nutrition provide a strong starting point.
- Our job is to make seafood easier to choose, easier to understand and easier to eat - Cooked and peeled prawns already offer convenience.
- Clear benefits, appealing meals and a compelling value proposition can help encourage more frequent consumption.

If we do that, seafood should not merely participate in the protein boom. It should be one of its winners.

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