Consumer Trends in Seafood

Global Frozen Food Market by Product

Market Share

- Fish and Seafood: 22%
- Ready-to-Eat Meals: 35%
- Meat and Poultry: 27%
- Soup: 3%
- Fruits & Vegetables: 7%
- Potato Products: 6%
- Fruits & Vegetables: 7%

Growth

- Fish and Seafood: 6.36%
- Meat and Poultry: 6.49%
- Ready-to-Eat Meals: 5.03%

Areas of Opportunity

Home cooking made simple

Home cooking — believed to be healthier, quicker, and more affordable — is on the rise. Many home cooks, however, lack experience, especially in cooking seafood, and they have high expectations of restaurant-like quality, flavors, and variety. Products that can resolve this tension and make high-quality home cooking easy are positioned to gain market share. Solutions that are healthy and affordable, such as pre-seasoned seafood, partially prepared meal options, full-meal kits, and seasoning kits/sauces, have gained notable traction.

Category makeover

The frozen-food aisle — traditionally a mainstay of highly processed pizzas, microwaveable meals, and breaded fish sticks — is getting a makeover. New brands have correctly spotted trends toward healthy nutrition, sustainability, and food adventurousness, and are launching premium frozen products that are tasty, convenient, and based on traceable ingredients. Similarly, new products are disrupting the smoked seafood category, with new species, interesting flavors, and innovative packaging.

Feeding a protein obsession

Seafood is uniquely positioned to satisfy America’s new “clean protein” obsession. In a Mintel survey, consumers said they eat seafood “for heart health” (37%), “to increase their omega-3 consumption” (37%), and because it’s “healthier than other proteins” (34%). Prominent trends in meat consumption are on the verge of spilling over into seafood as well, giving beef and poultry a run for their money. New salmon or squid jerkies are tasty, healthier alternatives to beef jerky. Likewise, fishbone broth could tap into the recent health craze for collagen- and protein-rich bone broths.

Algae is the new kale

High in protein, antioxidants, omega-3, and numerous vitamins and minerals, algae are a veritable superfood that fit well in healthy, protein-rich, clean diets. Spirulina, chlorella, and other algae powders are increasingly being used as boosters in juices and smoothies — even in pasta. Seaweed, no longer confined to sushi, is becoming popular as fresh salad, dried snacks, and as a salt alternative for fries, chips, and popcorn (e.g., Furikake).

*CPG = Consumer Packaged Goods

Sources:

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