POWER of SEAFOOD 2022

TOP FINDINGS

FMI THE FOOD INDUSTRY ASSOCIATION

1 SEAFOOD RESONATES

Seafood was the leader in grocery sales in 2020 with +28.4% growth. Seafood sales growth have maintained this growth in 2021 and even grown another 0.9% with frozen (+2.7%) and fresh (+4.1%) leading the way. However, it is frequent seafood consumers who are driving this growth, not new seafood consumers.

2 HOME COOKING

Half of seafood consumers (49%) say they are cooking more meals with seafood during the pandemic. Seafood consumers are more comfortable cooking or preparing seafood at home and are using new and different methods, flavors, spices, sauces, recipes, devices and species to cook their seafood.

3 NEW AND DIFFERENT

Many seafood consumers (40%) have bought new or different seafood during the pandemic. Many seafood consumers are adventurous as they would like to try different types of seafood or already buy a variety of types of seafood. They also shop around at many types of stores to meet their seafood shopping needs.

4 HEALTH AND WELL-BEING

Health and nutrition have been priorities for consumers with the ongoing pandemic. Many consumers include seafood in their diets primarily because it is nutritious and healthy or is an important part of their overall pattern of healthy eating.

5 SUSTAINING SEAFOOD

Despite the pandemic, we see the size of the sustainable-focused segment has grown to be a sizable segment of shoppers (50%, up from 29% two years ago). Those who are focused on sustainability represent a young, affluent and progressive segment of seafood consumers.

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6 SUPERMARKETS' SHARE

A supermarket is still most likely to be the primary seafood store for seafood shoppers, but only 37% said so this year. This is down from 51% in 2019 and 60% in 2018. Shoppers are spreading their seafood purchases around to a variety of merchants, with online sales seeing a big increase.

7 KNOWLEDGE IS POWER

Americans have an appetite for more seafood knowledge including how to buy (70%), quality (79%), how to cook or prepare (76%), nutritional benefits (70%), and seafood sustainability (69%). This desire for knowledge is also present among non-seafood consumers, an opportunity for food retailers and the industry.

8 AFFLUENT AND LUCRATIVE CONSUMERS

Seafood consumers, particularly frequent seafood consumers, represent a valuable and lucrative segment of shoppers. They have higher incomes, are more educated, skew male and have larger households. When it comes to grocery shopping behavior, seafood consumers spend more, shop more in-store, and shop heavily online. When seafood is in the basket, the sale is about three times higher.

9 PLANNING THE PURCHASE

During the pandemic, shoppers are making a conscious effort to plan their food procurement efforts. Thus, most seafood purchases are typically planned by the shopper, as opposed to impulse purchases.

10 FARM-RAISED

How the seafood was caught or where it is from is important to seafood consumers. A growing segment of seafood consumers (26%) prefer farm-raised seafood citing a variety of sustainability reasons, along with their perception that farm-raised is healthier. Those who prefer farm-raised seafood are younger, more affluent and more likely to be frequent seafood consumers.