

PrimeFish 2nd Annual Meeting #PF2Y

Science-based Competitiveness
and Policy Making for the
European Seafood Sector

Vilanova i la Geltrú · Spain · 6 April



PrimeFish



Horizon 2020
Programme

THE SEAFOOD MARKET TRENDS: PRODUCTS AND CONSUMERS

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Objectives

- **To analyse the impact of consumer behaviour, market trends, innovation and product development in the seafood market**
- **To identify the recent trends in the fish consumption motivations and patterns in the main markets of Europe**

Activities carried out

- **Industry study cases**
- **Qualitative studies**
- **Quantitative studies**
 - **Household purchases in Finland and France**
 - **Impacts of increased fish consumption**
 - **Frequency of purchases**
 - **Demand stimulation/manipulation and negative press**
- **Choice modelling**

Industry study cases

- **Main characteristics of seafood innovations Main characteristics of successful launches**
- **Innovative strategies used in seafood market sector (packaging, recipes, labels)**
- **Successes and failures in innovative product development**

Qualitative studies

- 30 individual in-depth interviews in each of the evaluated countries
- Consumer and non-consumers respondents
- Positive or negative perceptions and attitudes towards seafood consumption

Quantitative studies

- ❑ Full and partial system of demand
- ❑ Socio-demographic characteristics of the fish demand
- ❑ Economic, health and environmental impacts of increased fish consumption
- ❑ If and how often the consumers buy certain seafood products
- ❑ Manipulation through health, label and certification claims and negative press reports
- ❑ 800 representative responses per studied country

Quantitative studies

- **Manipulation through health, label and certification claims and negative press reports**
- **800 representative responses per studied country**

Choice modelling

- ❑ **Multi-attribute valuation techniques**
- ❑ **Respondents have to rank a set of alternatives**
- ❑ **Profile attributes derived from previous tasks**
- ❑ **Labels, health claims, willingness to pay etc.**
- ❑ **500 respondent per studied country**

Main outcomes

- **Industry study cases report: a collection of marketing successes and failures in the word based on clever product innovations and/or marketing activities (AVAILABLE SOON !)**
- **Qualitative research report: analysis interviews aimed mainly at identifying the main positive and negative drivers of fish/seafood consumption (AVAILABLE SOON !)**
- **Report on the development of fish consumption and demand in France and Finland (AVAILABLE SOON !)**
- **Report on the impacts of increased fish consumption on economic, health and environmental attributes (AVAILABLE SOON !)**

Main outcomes

- ❑ Report on frequencies of consumer purchases (**AVAILABLE SOON !**)
- ❑ Report on the social awareness, attempts to stimulate fish consumption and negative press (**AVAILABLE NEXT YEAR!**)
- ❑ Choice modelling report on innovative features and the consumers' willingness to pay (**AVAILABLE NEXT YEAR!**)
- ❑ Manuscript to a peer-reviewed journal on frequencies and consumer patterns (**AVAILABLE NEXT YEAR!**)
- ❑ Manuscript to a peer-reviewed journal on the effects of health and environmental factors on fish consumption (**AVAILABLE NEXT YEAR!**)



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Thank you all for your attention!



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