

Christmas Week 2019* Retail Analysis



Value (£m)

£113m

(+53%)



Volume (tonnes)

9,264

(+28%)



Key Insights

Savvy cautious shoppers at Christmas, who shopped more often but had smaller basket sizes with each shop. Last minute mind-set as shoppers purchased their main Christmas shop between December 20th and December 23rd; quality, price and availability key considerations when choosing which retailer to shop with.



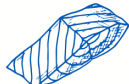
£39m

2,007t

in additional seafood value and volume sales over the 2019 Christmas week; seafood was still on the plate of many consumers over the Christmas holidays.

Winners (vol)

Chilled (+40%), frozen (+24%) and ambient (+6%) all saw consumer purchases increase in Christmas week, with growth coming from batter (+22%), breaded (+13%), dusted (+0.3%), fingers (+6%), natural (+63%), prepared (+21%), sauce (+32%)



Losers (vol)

Declines came from cakes (-5%), meals (-0.3%) and sushi (-6%)



Top Growth (vol)

All Species

Langoustine +170%
Lumpfish Roe +163%
Caviar +160%

Top 10 Species

Lobster +168%
CW Prawns +101%
WW Prawns +92%

Christmas 2020



Is on a Friday, last minute mind-set to continue. Key considerations range, availability promotions, online value and trading up. Shoppers are willing to trade up on seafood at Christmas.

Christmas Fortnight 2019* Retail Analysis



Value (£m)

£87m

(+20%)



Volume (tonnes)

7,493

(+3%)



Key Insights

Savvy cautious shoppers at Christmas, who shopped more often but had smaller basket sizes with each shop. Last minute mind-set as shoppers purchased their main Christmas shop between December 20th and December 23rd; quality, price and availability key considerations when choosing which retailer to shop with.

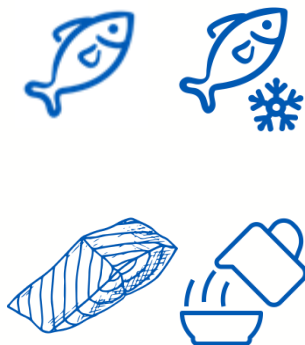


£14m

216t

in additional seafood value and volume sales over the 2019 Christmas period; seafood was still on the plate of many consumers over the Christmas holidays.

Winners (vol)



Chilled (+14%) and frozen (+0.1%) dominated with growth coming from natural (+29%) and sauce (+8%) segments.

Losers (vol)



Declines came from ambient (-16%), batter (-0.5%), breaded (-4%), cakes (-23%), dusted (-14%), fingers (-14%), meals (-18%), prepared (-2%) and sushi (-29%)

Top Growth (vol)



Lobster (+138%)
Scallops (+115%)

Christmas 2020



Is on a Friday, last minute mind-set to continue. Key considerations range, availability promotions, online value and trading up. Shoppers are willing to trade up on seafood at Christmas.