



Market Insight Seafood at Easter

(data to w/e 18.04.2020*)



Easter 2020 the UK seafood retail market was worth:



£81.0m

+10.3% (vs. year before)



8,487t

+6.4% (vs. week before)



£7.5m | 511t

in additional seafood value and volume sales during Easter week compared to the week prior. Seafood was still on the plate of many consumers over the Easter holidays.

| | | | | |
|----------------|---|--|---|--|
| Sectors |  | Chilled highest volume growth of all the segments (+9.3%) |  | Frozen (+5.6%) Ambient (+2.9%) |
| |  | Natural highest volume growth of all the segments (+14.2%) |   | Batter, breaded, dusted, meals, prepared, sauce Cakes, fingers, sushi |

| Species |
|--|
| Sea Bass 19.1% |
| Mussels 16.5% |
| Scampi 15.1% |
| highest volume growth of all the top 20 selling species by volume. |

*Source: Nielsen Scantrack - Easter week (we 11/04/2020) to the week prior (04/04/2020).