Welcome to the
Seafish Market Insight Retail Webinar

Retail and seafood in 2020, and beyond

Thursday 4th March 2021

This meeting will run from 10:30 – 11:30

Here to give the UK seafood sector
the support it needs to thrive.

Seafish Market Insight Webinar

- Everyone is muted by default, during the presentation
- Please use the chat box throughout to ask questions, or comment, and please identify yourself when asking a question
- There will be a Q&A session at the end, and we will be monitoring the chat box for the questions being raised
- A PDF of the presentation will available on the portal and a link will be sent out to you afterwards with the feedback survey

Agenda & summary

– Retail in 2020 and beyond

– Seafood in 2020

– Opportunities for seafood

– Q&A

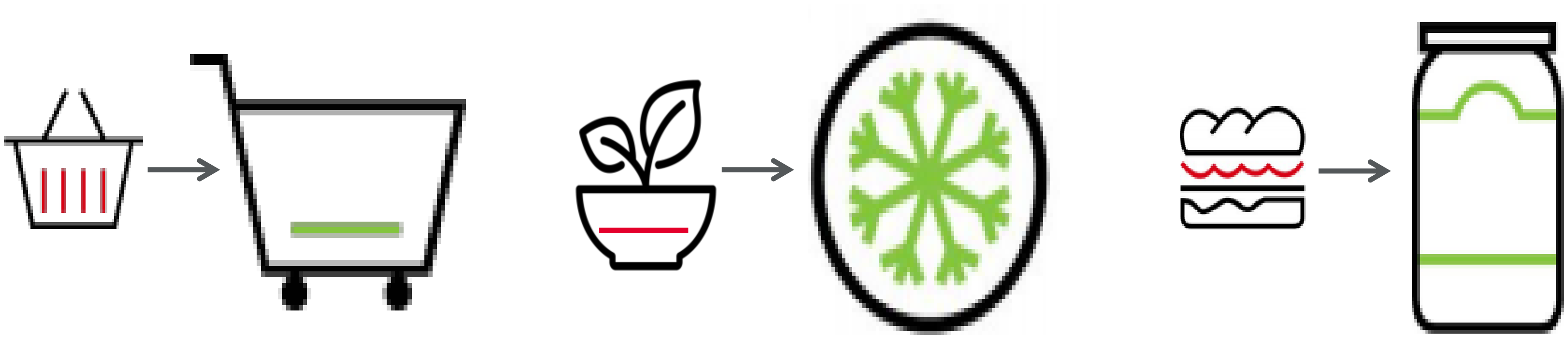
Retail in 2020 and beyond

Growth in 2020 was 3x higher than in 2019

Value sales	Growth %
£119bn	**+9.2%**

Source: NielsenIQ, 14th January 2021, State of the Nation

Big shift in shopper missions and choices



Big shop	Stock-up	Top-up
Basket sizes increased as shopped frequency decreased	Stocking up on produce with a longer self life lead to rise in frozen sales	On-the-go missions quickly became the top-up shop

Source: NielsenIQ, 14th January 2021, State of the Nation

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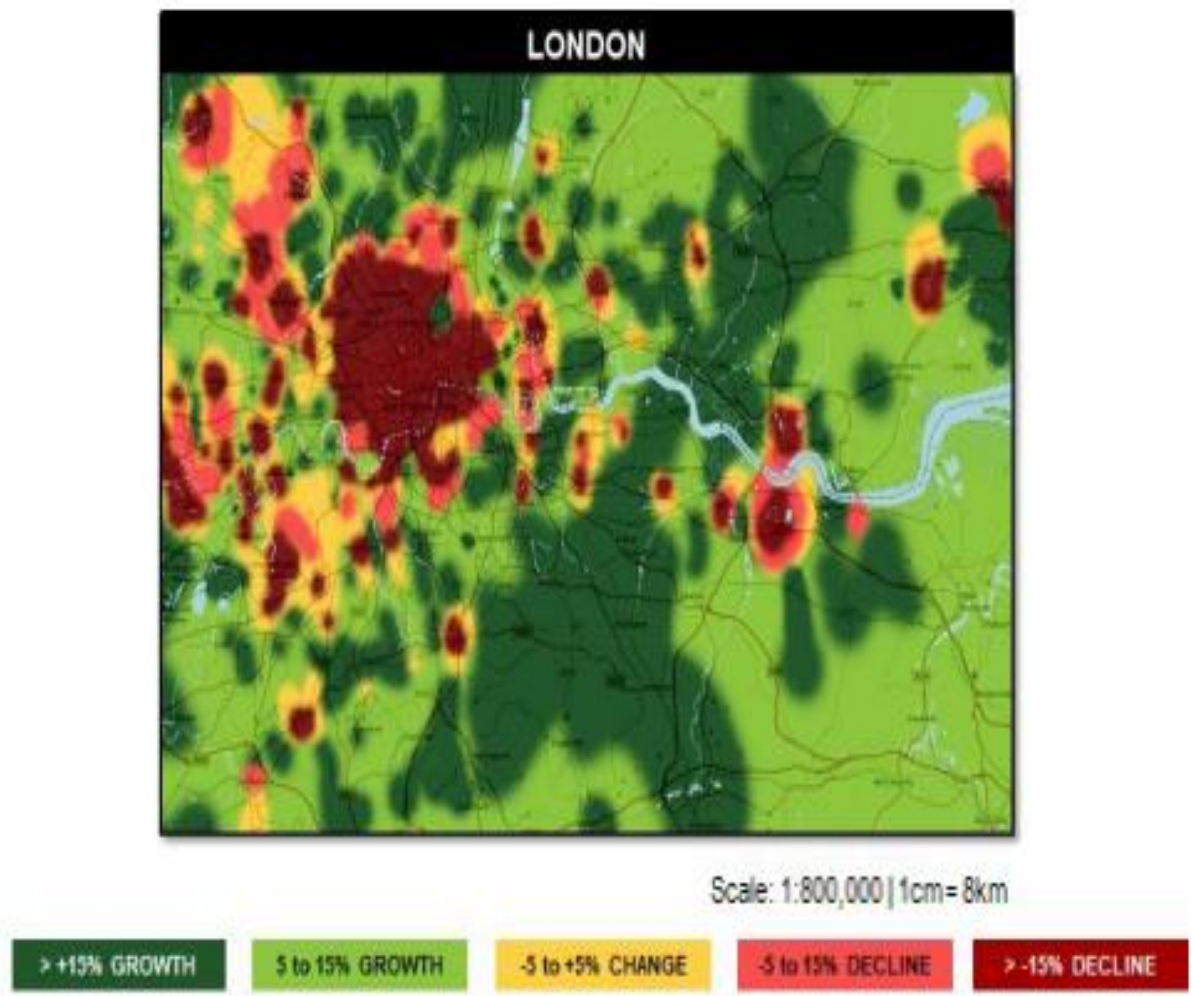
Restrictions changed the location of the shop



Source: NielsenIQ, 14th January 2021, State of the Nation

Online sales growth 79% in 2020

3.4 million	128%	47%
new households in 2020	increased capacity (Feb – Dec 2020)	of households will shop online the same or more in the next 6 months

15%
Projected online share by **2023** growing **£1.5bn** per year

Source: NielsenIQ, 14th January 2021, State of the Nation

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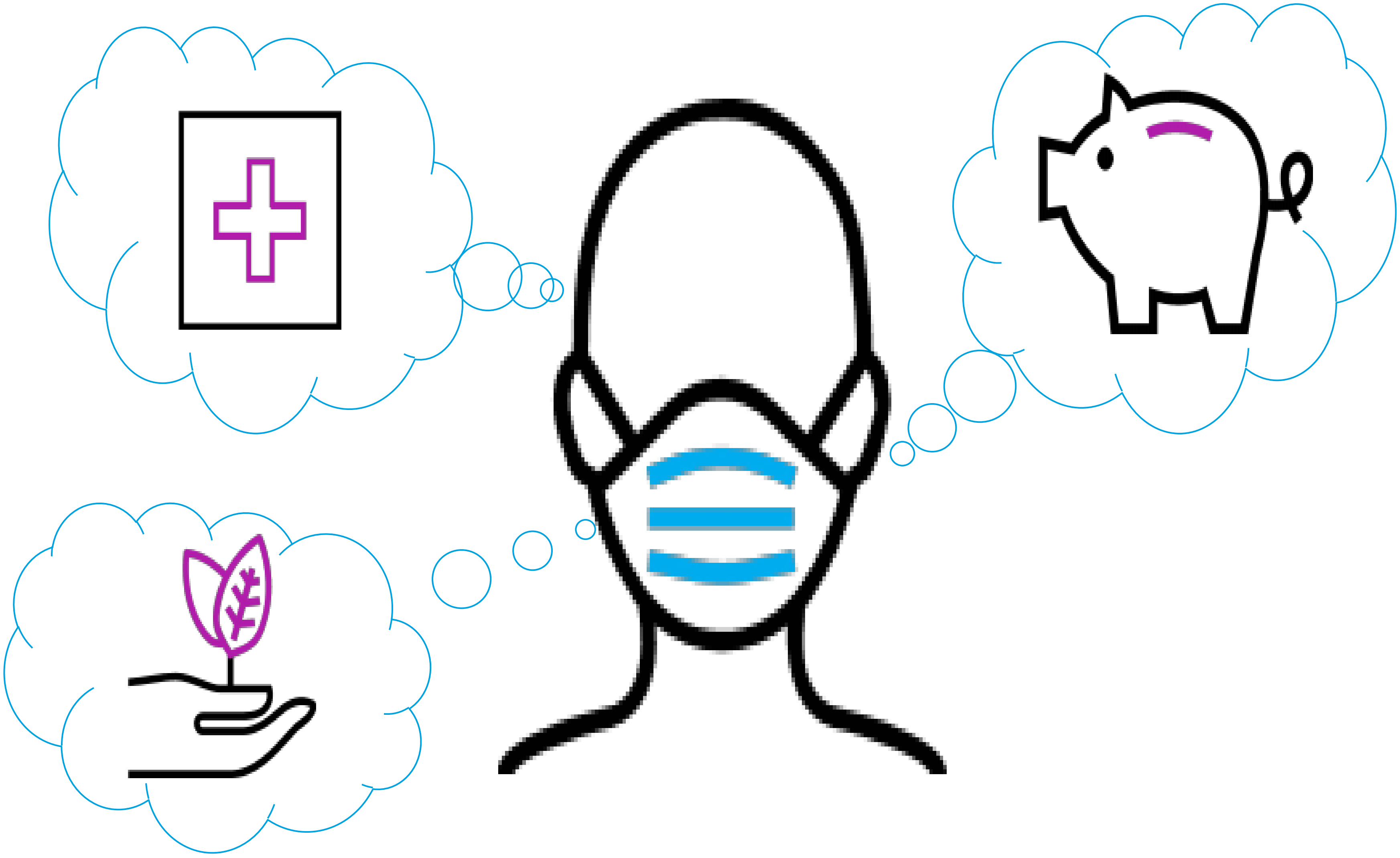
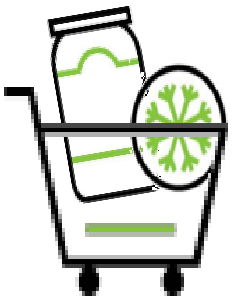
Wealth, health and sustainability



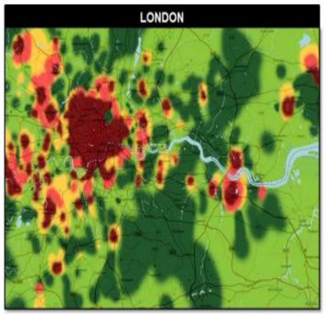
Source: NielsenIQ, 14th January 2021, State of the Nation

Challenges and opportunities

Mission

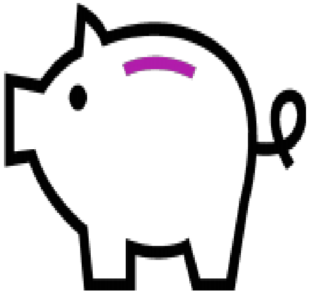


Location

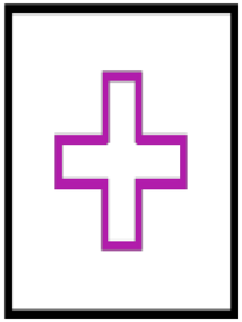


Channel

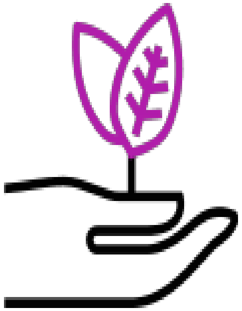
Wealth



Health



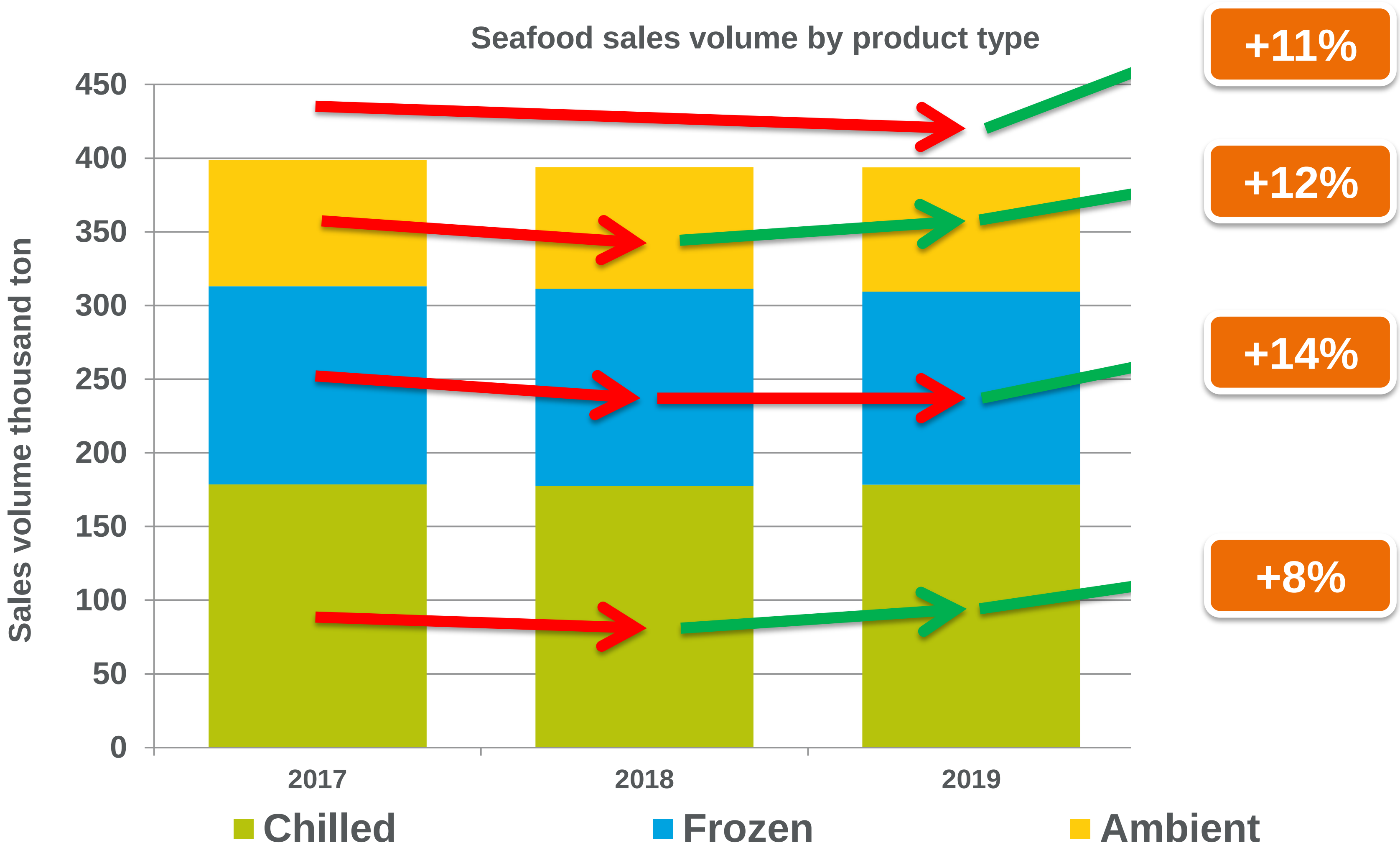
Sustainability



Source: NielsenIQ, 14th January 2021, State of the Nation

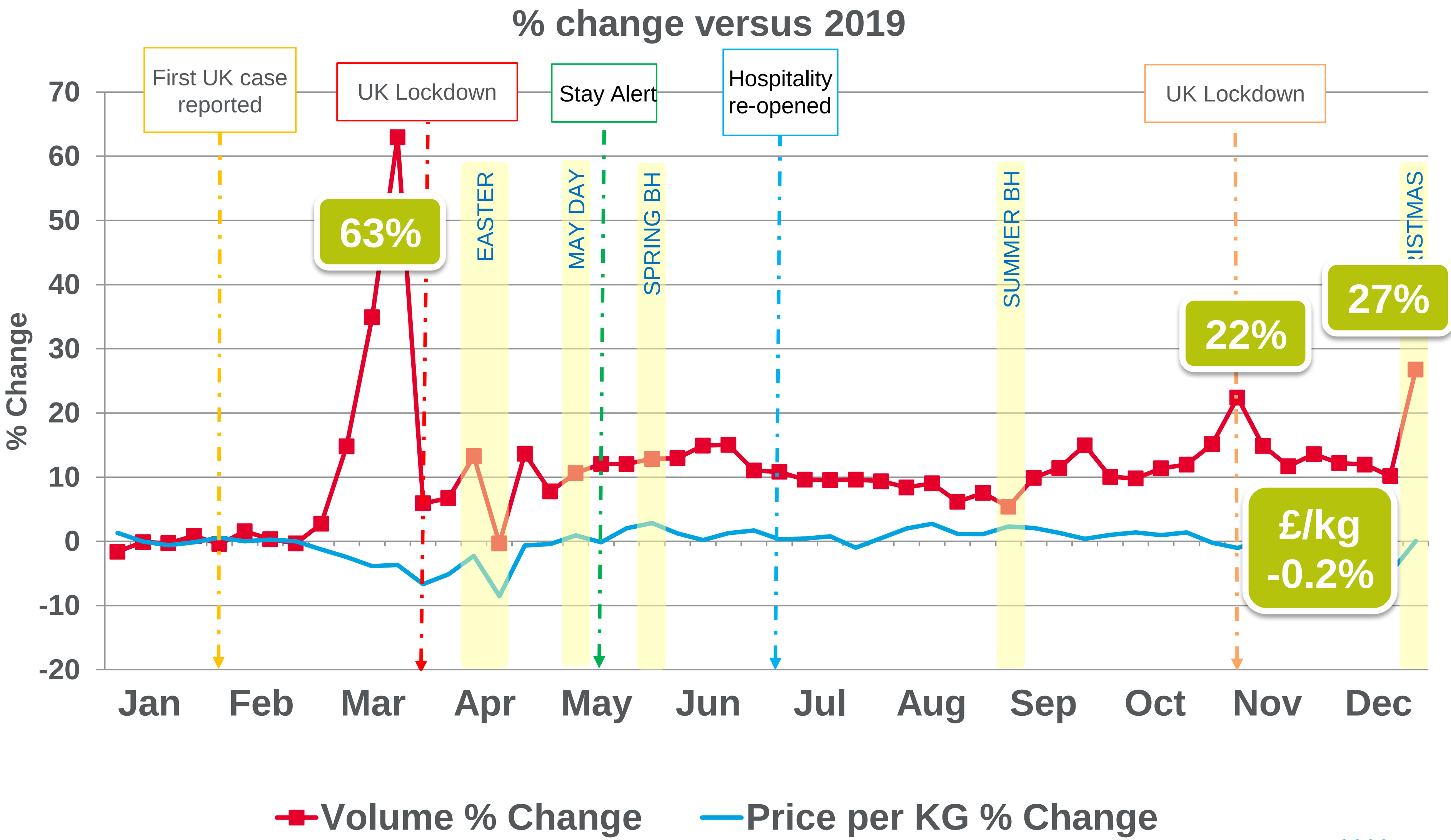
Seafood in 2020

After slowing decline, 2020 retail **volume** up by 11%



Sources: NielsenIQ ScanTrack UK including discounters

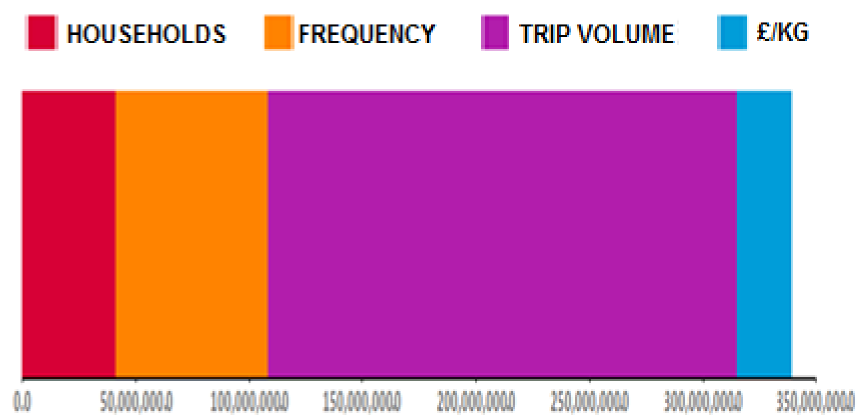
Retail sales fluctuated with different alert levels



Sources: NielsenIQ ScanTrack UK including discounters

Trip volume and purchase frequency were key

Penetration	97	0%
Frequency	31	2%
Trip volume	0.5	6%
£/kg	£9.08	1%



Source: NielsenIQ HomeScan GB MAT 26.12.20

Multiple retail **value** also up by 11% in 2020

Value:
£4.3bn (+11%)

Volume:
436k t (+11%)

Average price:
£9.77/kg (-0%)

Source: NielsenIQ ScanTrack UK including discounters MAT 26.12.20

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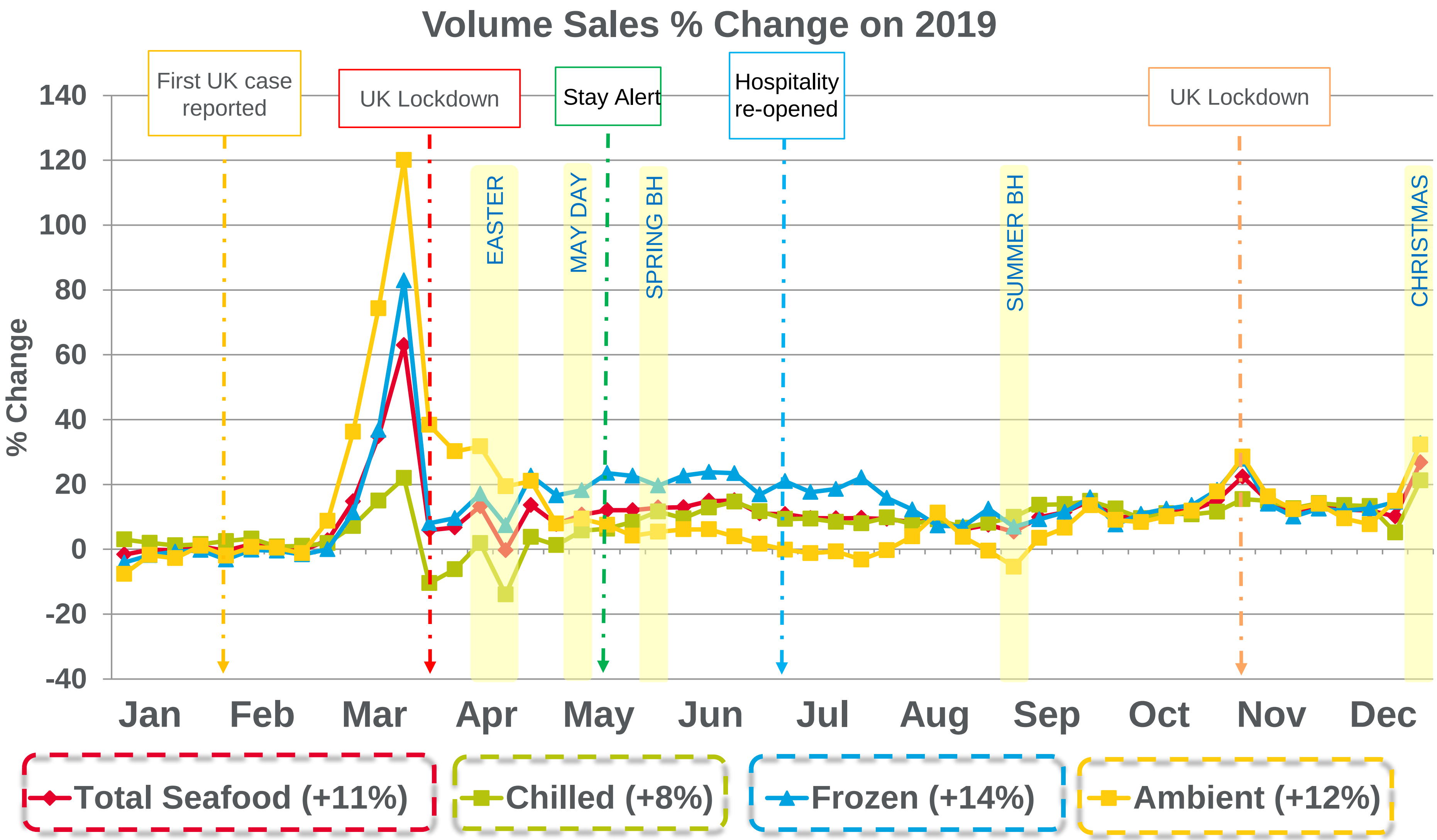
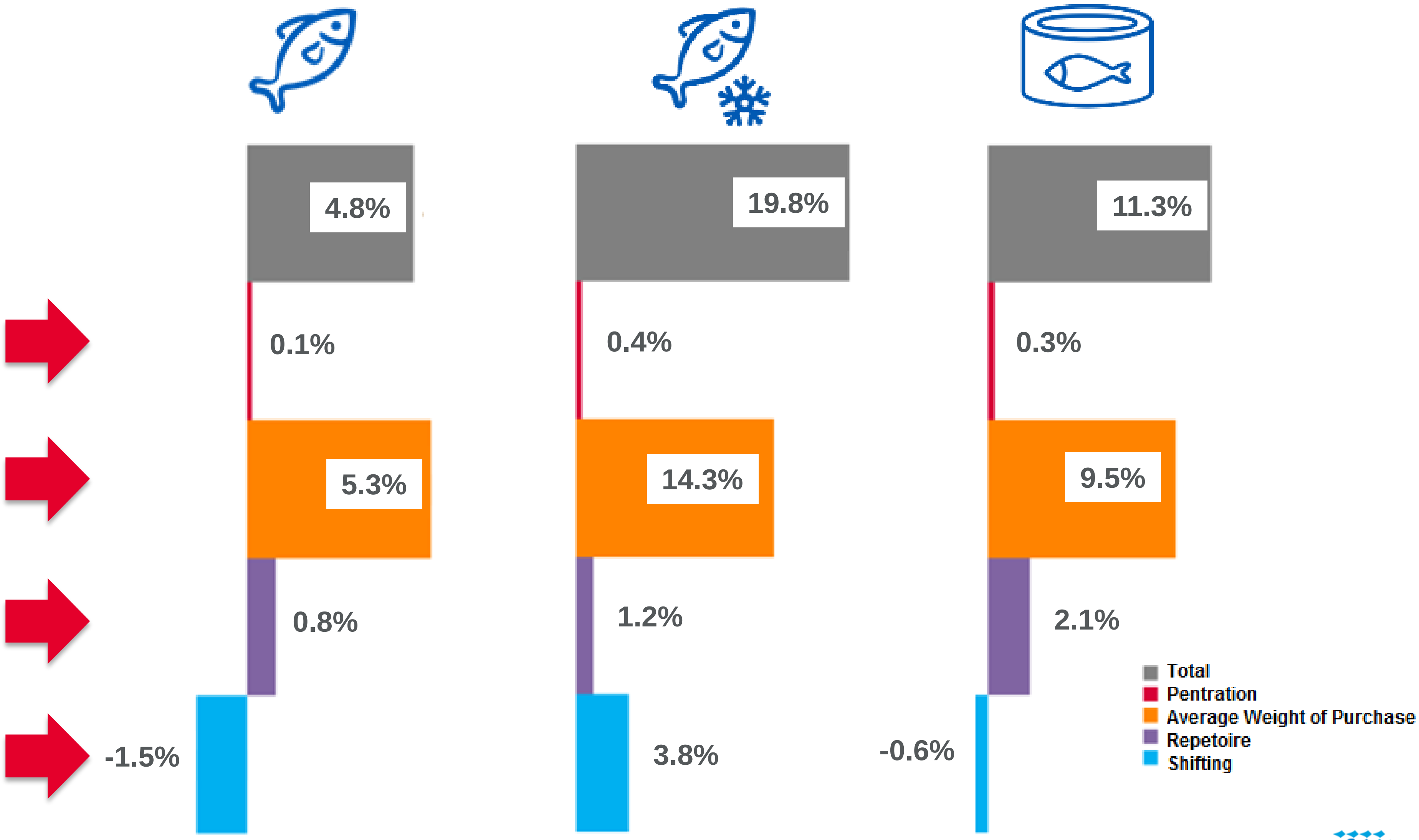
Sector and segment trends

Sector performance differences reduced by year end



Sources: NielsenIQ ScanTrack UK including discounters

Shoppers buying more was the key growth driver



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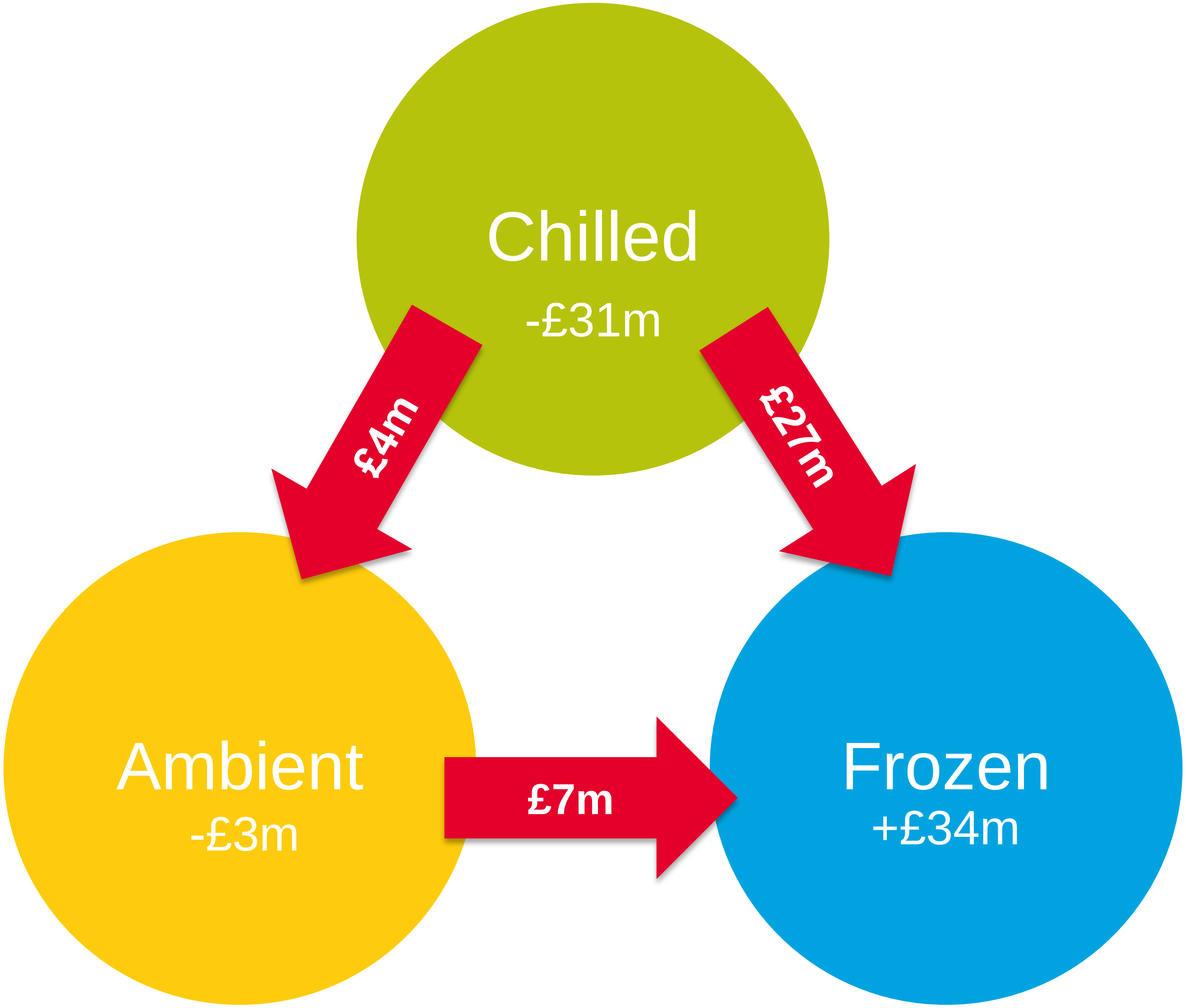
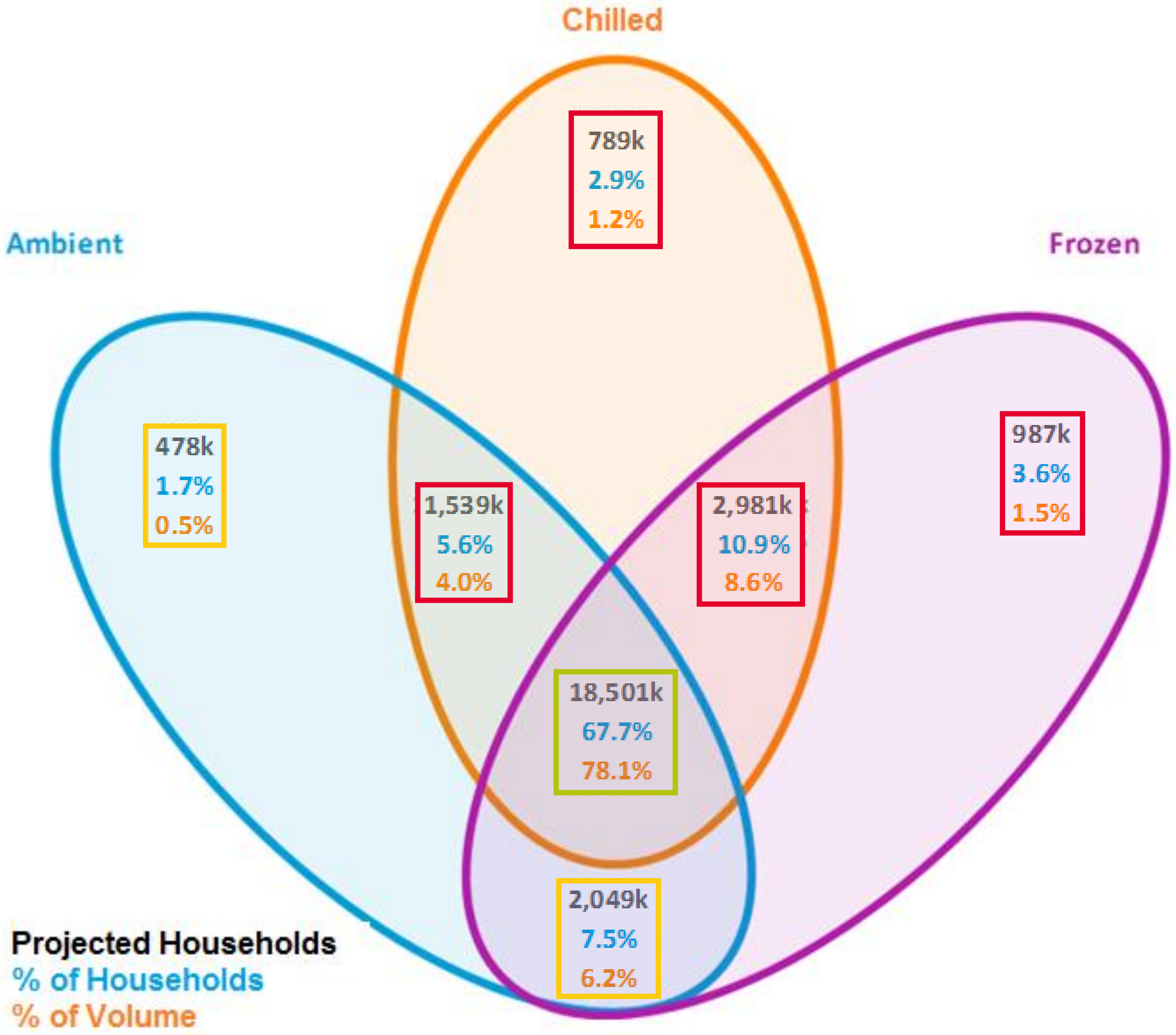
Source: NielsenIQ HomeScan GB 52 we 26.12.20



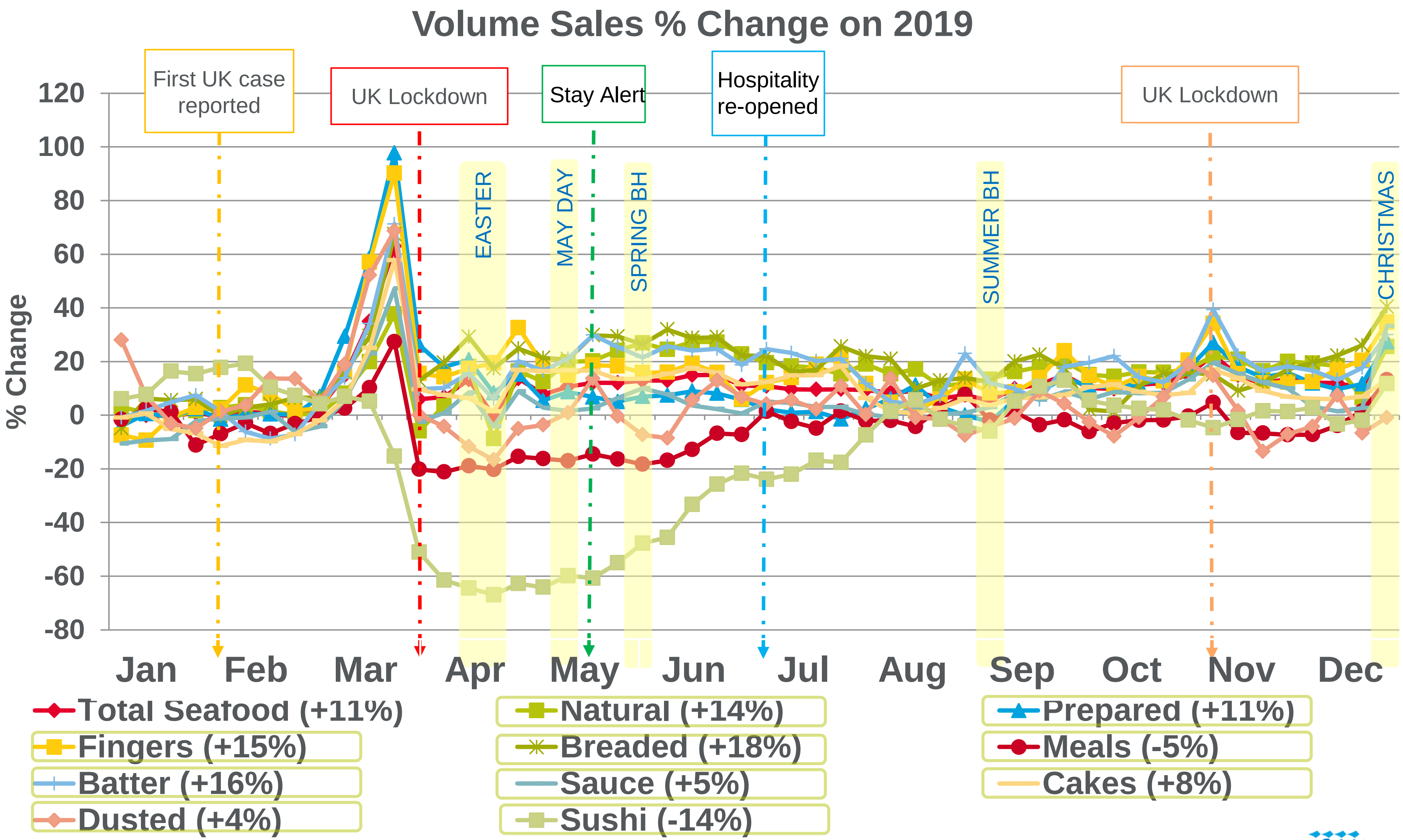
Source: NielsenIQ HomeScan GB 52 we 26.12.20

More people are cross shopping three sectors



Source: NielsenIQ HomeScan GB 52 we 26.12.20

Segment performance reflected increase in family meals



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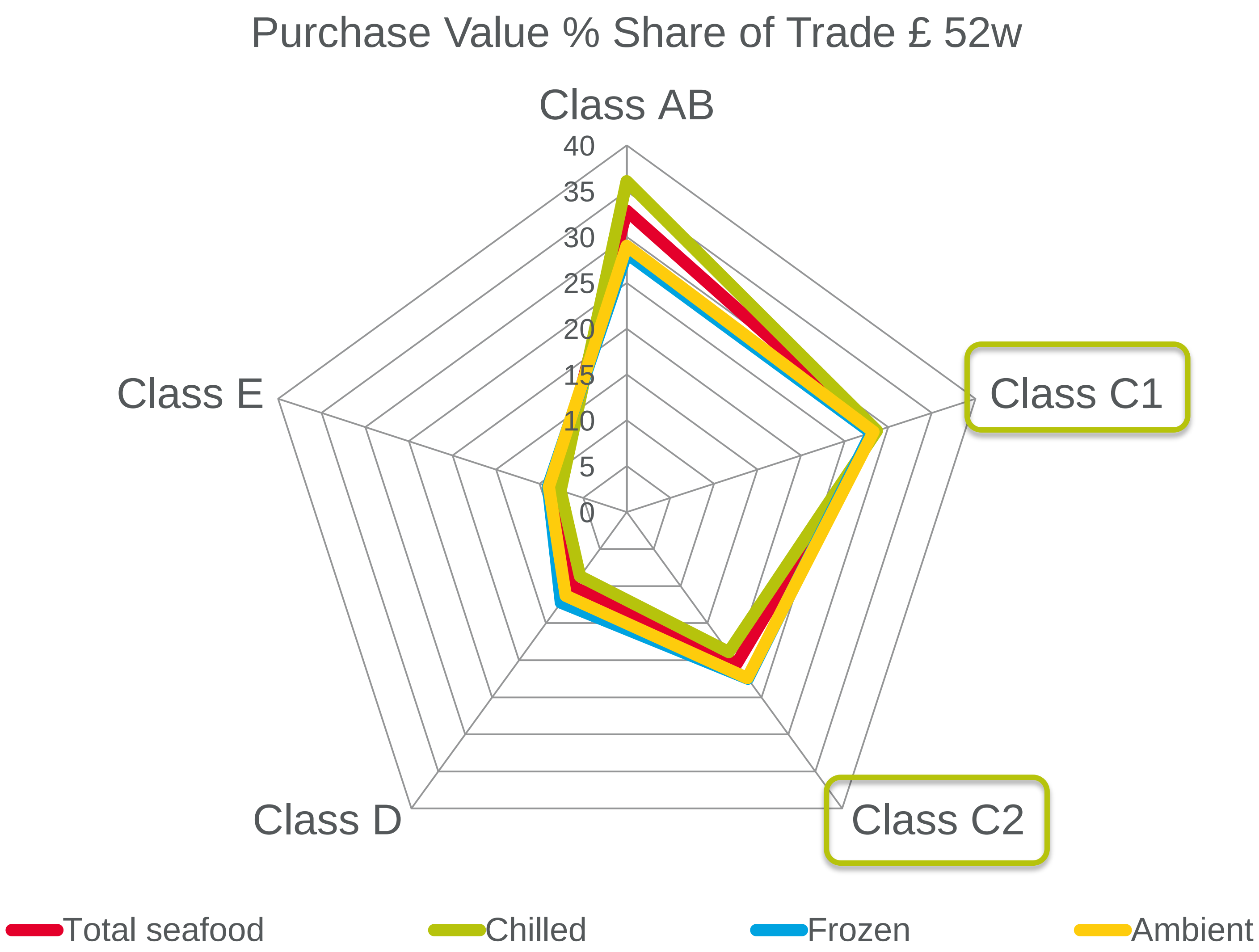
Sources: NielsenIQ ScanTrack UK including discounters

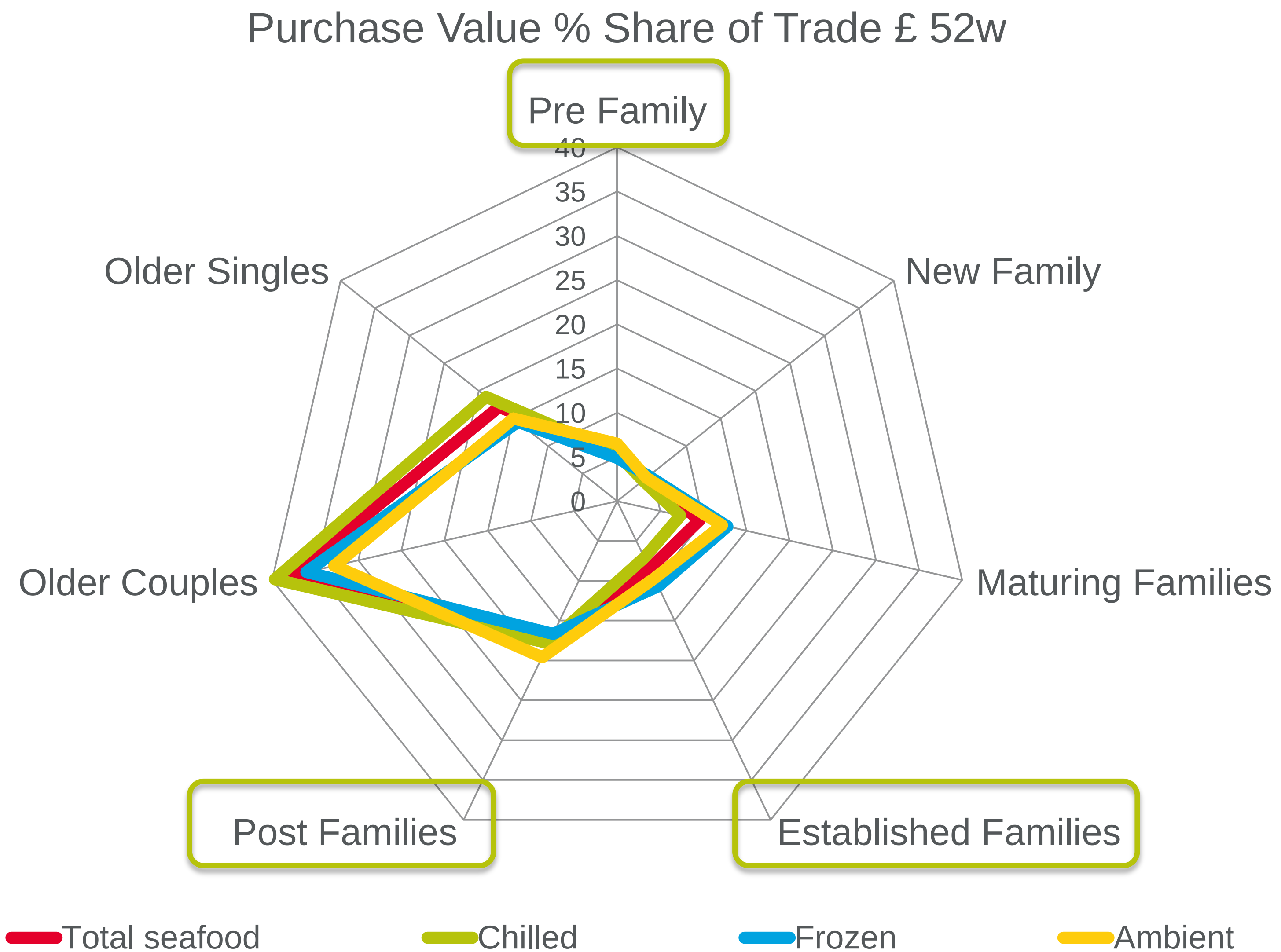
Seafood shopper profile

Seafood shopper profile by social class



Source: NielsenIQ HomeScan GB 52 we 26.12.20

Seafood shopper profile by lifestage



Source: NielsenIQ HomeScan GB 52 we 26.12.20

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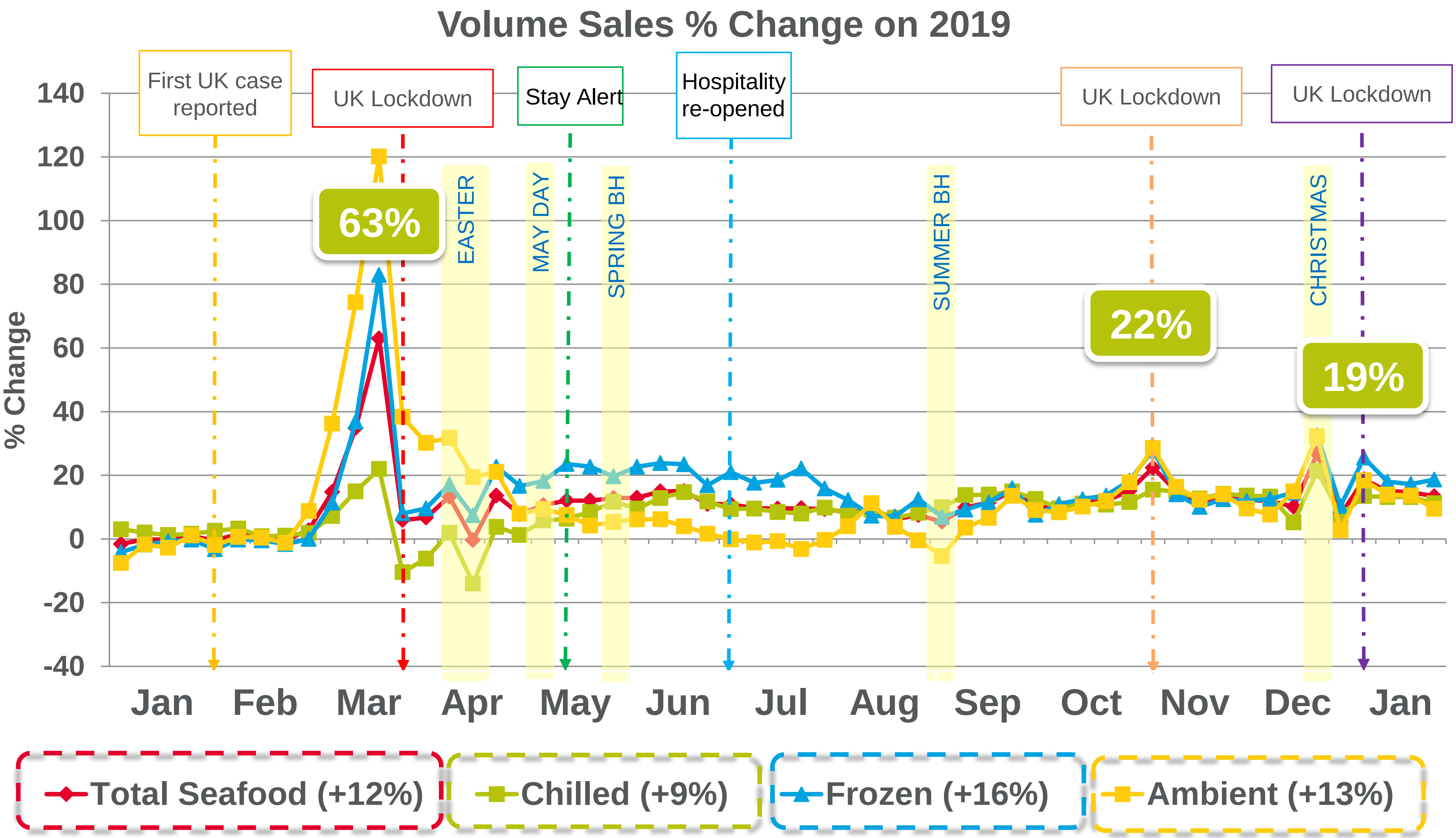
2021 update

Seafood still on the table in lock down 3



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Sources: NielsenIQ ScanTrack UK including discounters

Multiple retail **value** is up by 12%

Value:
£4.3bn (+12%)

Volume:
442k t (+12%)

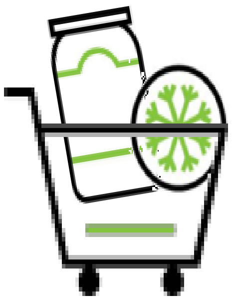
Average price:
£9.77/kg (-0%)

Source: NielsenIQ ScanTrack UK including discounters MAT 26.12.20

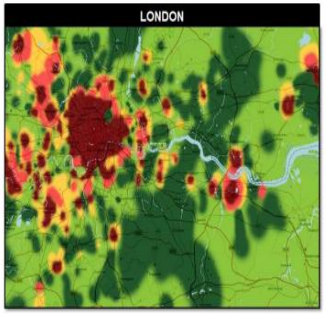
Opportunities for seafood

Develop range in line with shoppers needs

Mission

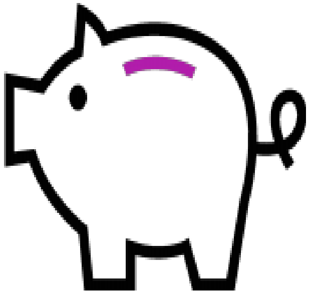


Location

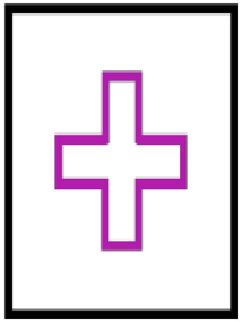


Channel

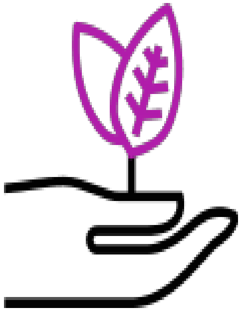
Wealth



Health



Sustainability



Source: NielsenIQ, 14th January 2021, State of the Nation

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LOVE SEAFOOD

by seafish

www.seafish.org/love-seafood

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Thank you

Any questions?

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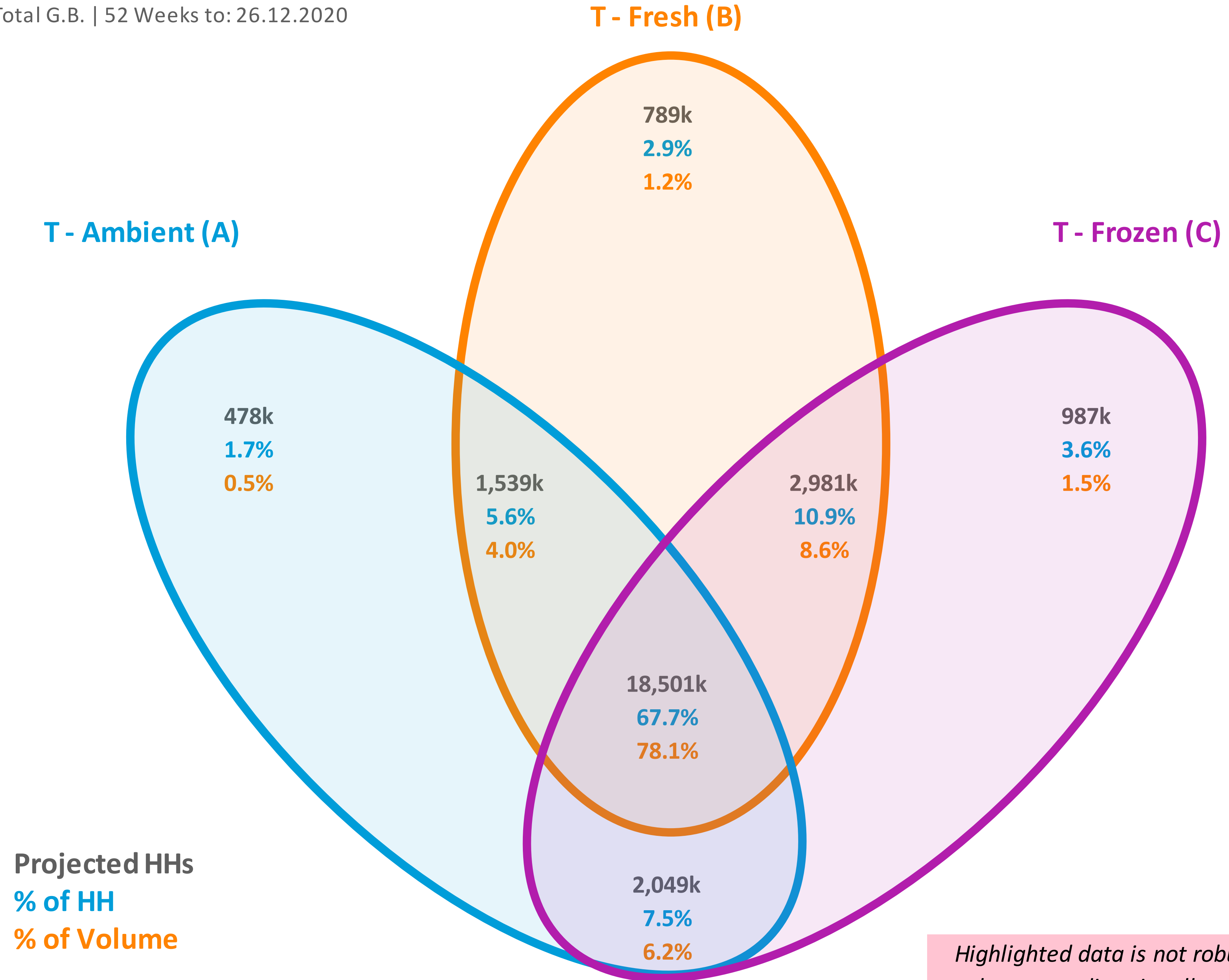
Julia.Brooks@Seafish.co.uk

Positive volume and unit performance

£4.3bn (+12.0%)	£2.6bn (+7.9%)	£1.1bn (+21.9%)	£0.6bn (+13.1%)
442k t (+12.2%)	194k t (+8.8%)	152k t (+16.2%)	95k t (+13.3%)
1.7bn (+12.9%)	0.8bn (+7.7%)	0.4bn (+15.5%)	0.4bn (+21.0%)
£9.77/kg (-0.2%)	£13.16/kg (-0.8%)	£7.45/kg (+4.9%)	£6.58/kg (-0.2%)
£2.59/unit (-0.8%)	£3.17/unit (+0.2%)	£2.69/unit (+5.5%)	£1.43/unit (-6.6%)

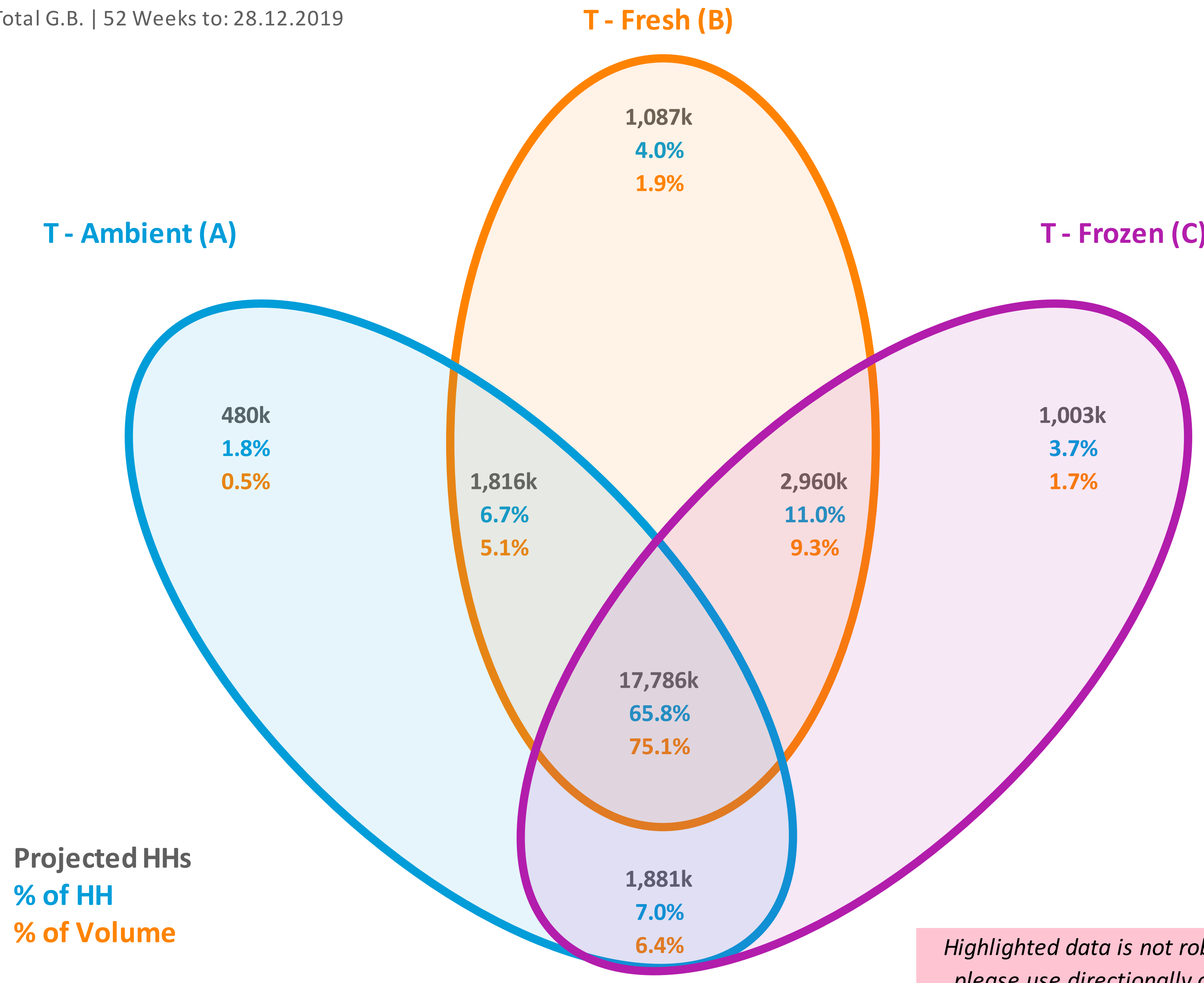
Source: NielsenIQ ScanTrack UK including discounters MAT 30.01.21

Total G.B. | 52 Weeks to: 26.12.2020



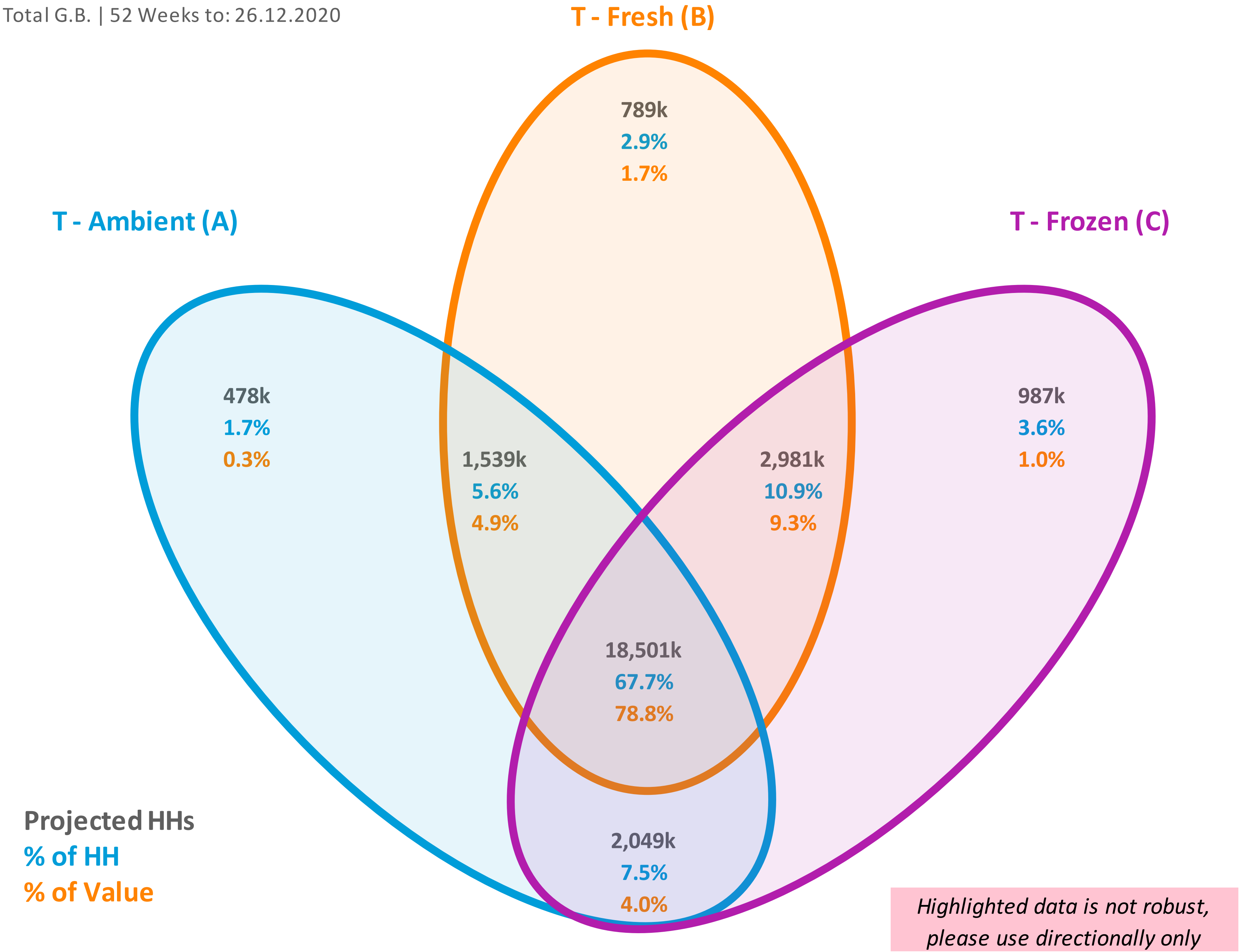
Highlighted data is not robust, please use directionally only

Total G.B. | 52 Weeks to: 28.12.2019

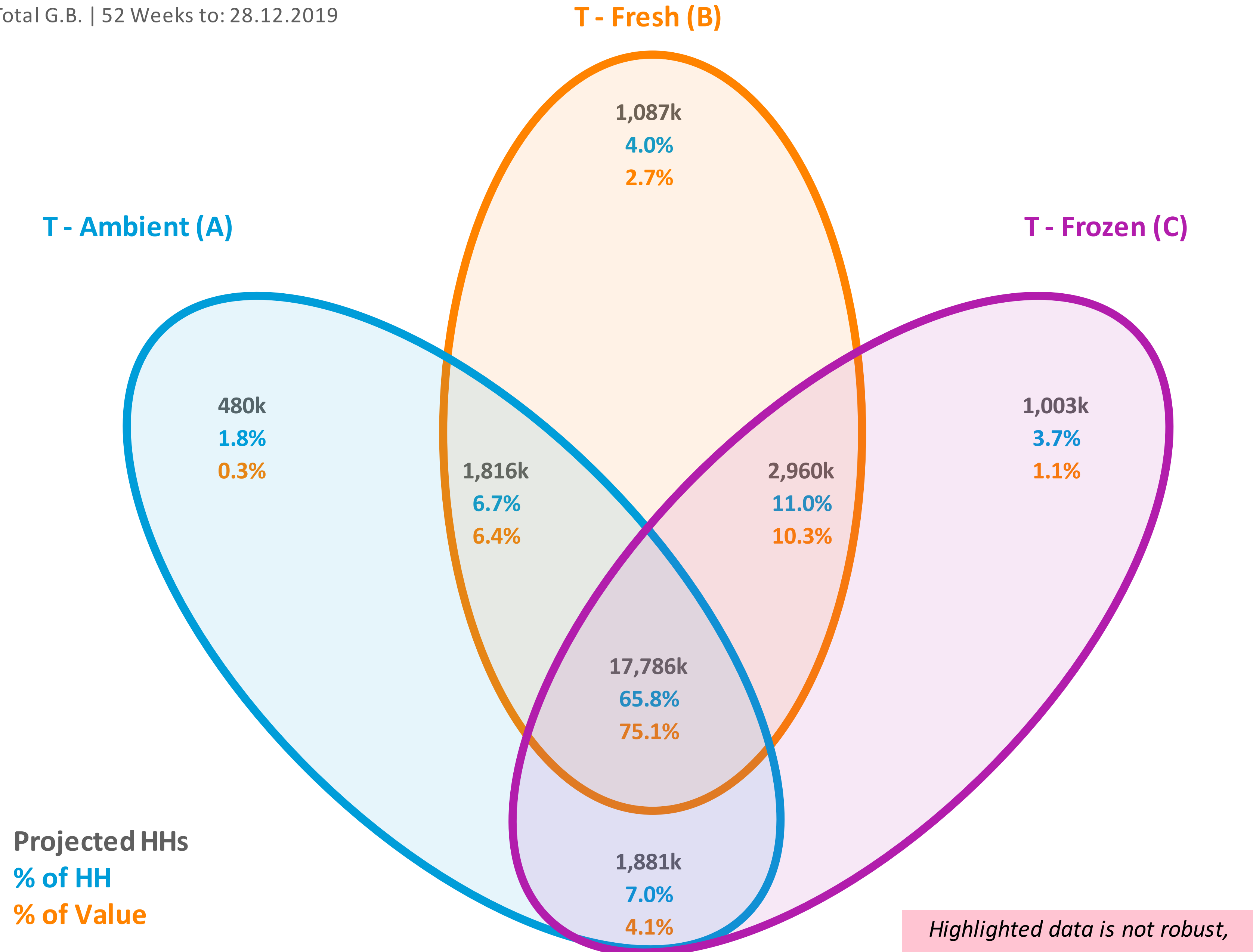


Highlighted data is not robust, please use directionally only

Total G.B. | 52 Weeks to: 26.12.2020



Total G.B. | 52 Weeks to: 28.12.2019



Positive volume and unit performance

	£4.3bn (+11%)	£2.5bn (+7%)	£1.1bn (+20%)	£0.6bn (+12%)
	436k t (+11%)	192k t (+8%)	149k t (+14%)	94k t (+12%)
	1.6bn units (+11%)	0.8bn units (+7%)	0.4bn units (+14%)	0.6bn units (+18%)
£/Kg	£9.77/kg (-0%)	£13.15/kg (-1%)	£7.43/kg (+5%)	£6.6/kg (-0%)
£/Unit	£2.59/unit (-1%)	£3.16/unit (-0%)	£2.68/unit (+5%)	£1.44/unit (-5%)

Source: Nielsen ScanTrack UK including discounters 52 we 26.12.20

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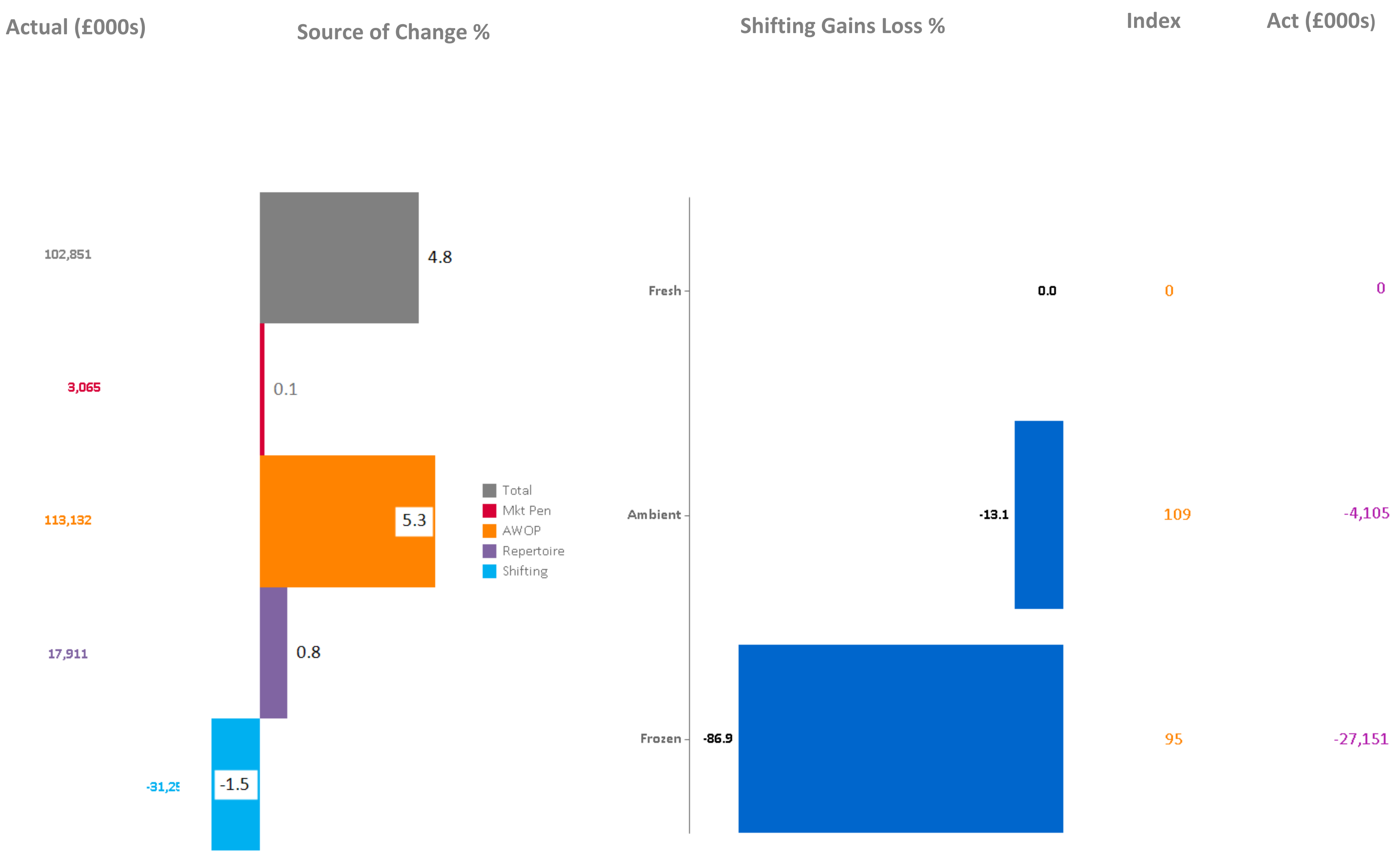
What Are The Reasons A Product Has Changed In Value?

Total G.B. - Fresh - 30/12/2018-28/12/2019 vs 29/12/2019-26/12/2020 - Sales £000s

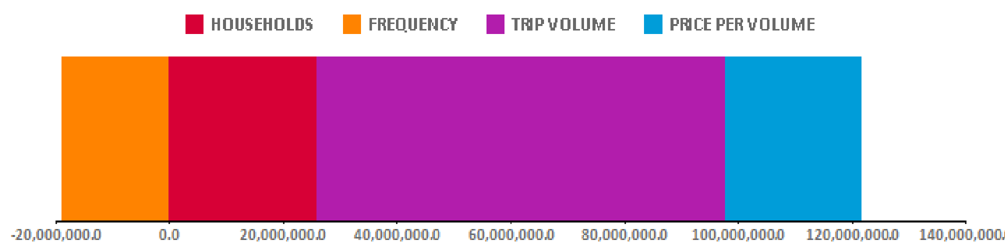


Purchase KPI's – Chilled

HomeScan KPI Tree - Volume

Total G.B. - Total Panel - Total Chilled - Total Outlet - Total Panel - 29/12/2019 - 26/12/2020 VS. 30/12/2018 - 28/12/2019

	30/12/2018 - 28/12/2019	29/12/2019 - 26/12/2020	Change	% Change
Expenditure (£000's)	2,123,494	2,226,345	102,851	4.8
Volume (000's)	175,095	181,522	6,427	3.7
Penetration %	81.4	81.7	0.3	0.4
Avg Freq of Purchase	20.17	19.99	-0.17	-0.9
Avg Spend (£'s) Per Buyer	93.04	96.42	3.37	3.6
Avg Volume Per Buyer (AWoP)	7.67	7.86	0.19	2.5
Avg Spend Per Trip (£'s)	4.61	4.82	0.21	4.5
Avg Volume Per Trip	0.38	0.39	0.01	3.4
Avg Price (£'s) Per Volume	12.13	12.26	0.14	1.1
Projected Households	22,822,959	23,090,856	267,898	1.2



Projected Households
23,090,856.3 +1.2%
Increase of £25.8m

Avg Freq of Purchase
20 trips -0.9%
Decrease of £-19.0m

Expenditure (£'M)
£2,226.3m +4.8%
Increase of £102.9m

Avg Price (£'s) Per Volume
£12.26 +1.1%
Increase of £24.0m

Avg Spend (£'s) Per Buyer
£96.42 +3.6%
Increase of £77.0m

Avg Spend Per Trip (£'s)
£4.82 +4.5%
Increase of £96.0m

Avg Volume Per Trip
0.39 +3.4%
Increase of £72.0m

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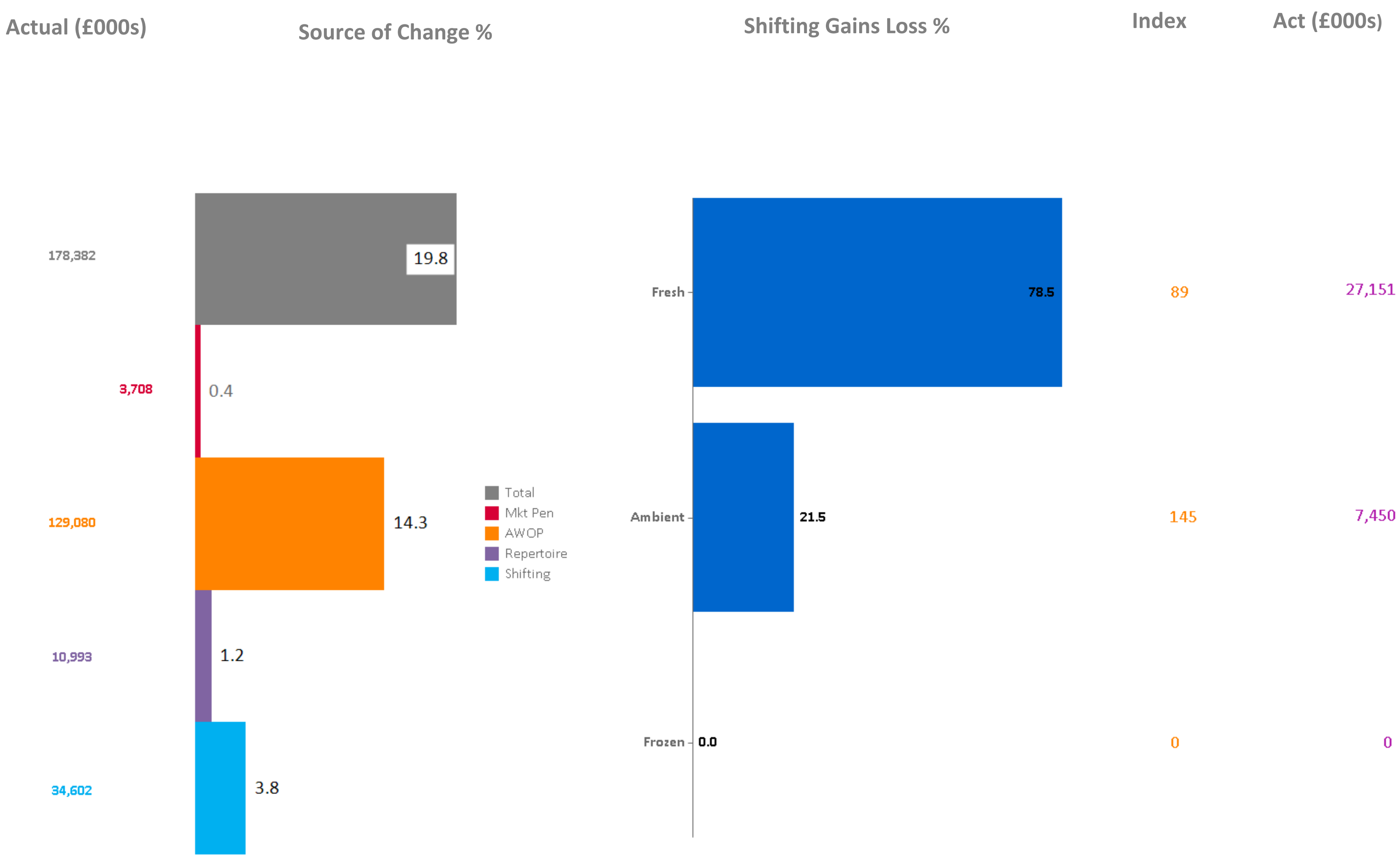
Source – HomeScan MAT 26.12.20

What Are The Reasons A Product Has Changed In Value?

Total G.B. - Frozen - 30/12/2018-28/12/2019 vs 29/12/2019-26/12/2020 - Sales £000s

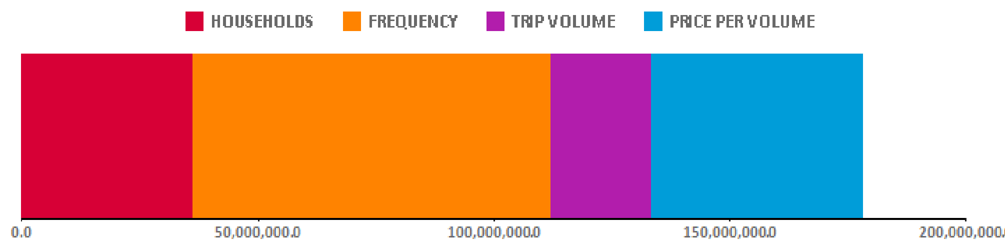


Purchase KPI's – Frozen

HomeScan KPI Tree - Volume

Total G.B. - Total Panel - Total Frozen - Total Outlet - Total Panel - 29/12/2019 - 26/12/2020 VS. 30/12/2018 - 28/12/2019

	30/12/2018 - 28/12/2019	29/12/2019 - 26/12/2020	Change	% Change
Expenditure (£000's)	901,674	1,080,056	178,382	19.8
Volume (000's)	134,153	153,074	18,921	14.1
Penetration %	85.3	87.6	2.3	2.6
Avg Freq of Purchase	10.81	11.66	0.85	7.8
Avg Spend (£'s) Per Buyer	37.72	43.67	5.95	15.8
Avg Volume Per Buyer (AWoP)	5.61	6.19	0.58	10.3
Avg Spend Per Trip (£'s)	3.49	3.75	0.26	7.4
Avg Volume Per Trip	0.52	0.53	0.01	2.3
Avg Price (£'s) Per Volume	6.72	7.06	0.33	5.0
Projected Households	23,904,776	24,733,058	828,282	3.5



Projected Households
24,733,057.9 +3.5%
Increase of £36.2m

Avg Freq of Purchase
11.7 trips +7.8%
Increase of £75.9m

>

Expenditure (£'M)
£1,080.1m +19.8%
Increase of £178.4m

Avg Price (£'s) Per Volume
£7.06 +5%
Increase of £44.9m

>

Avg Spend (£'s) Per Buyer
£43.67 +15.8%
Increase of £142.2m

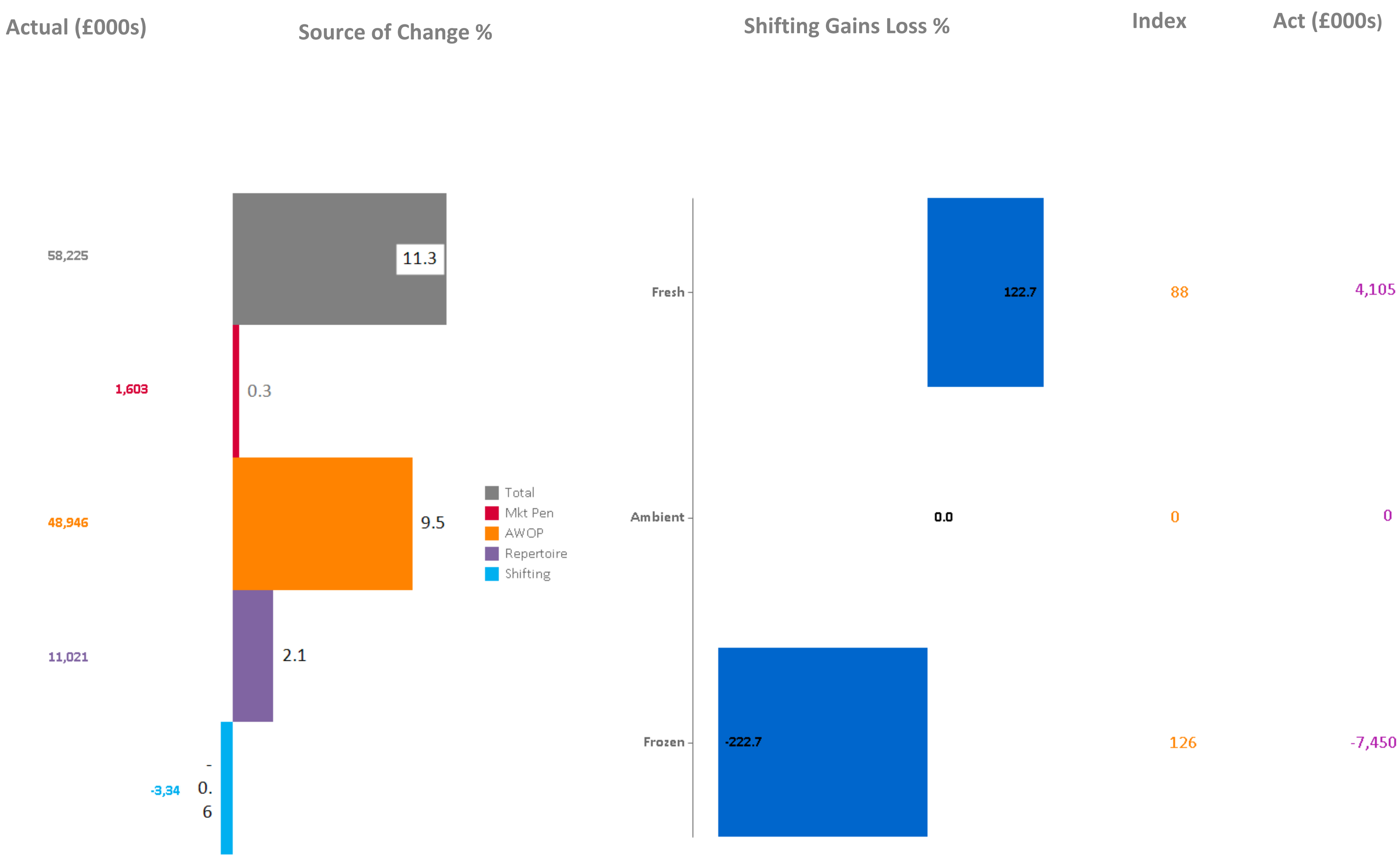
>

Avg Spend Per Trip (£'s)
£3.75 +7.4%
Increase of £66.3m

Avg Volume Per Trip
0.53 +2.3%
Increase of £21.4m

What Are The Reasons A Product Has Changed In Value?

Total G.B. - Ambient - 30/12/2018-28/12/2019 vs 29/12/2019-26/12/2020 - Sales £000s

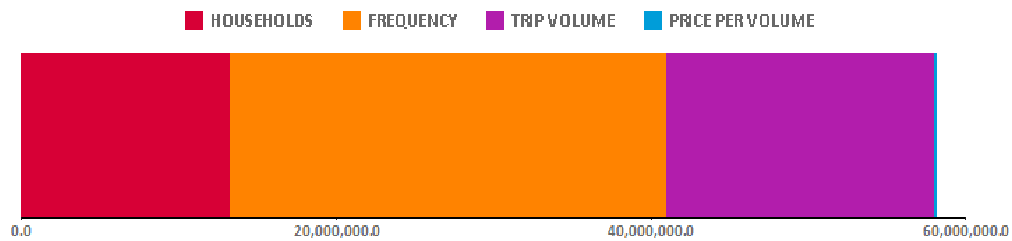


Purchase KPI's – Ambient

HomeScan KPI Tree - Volume

Total G.B. - Total Panel - Ambient - Total Outlet - Total Panel - 29/12/2019 - 26/12/2020 VS. 30/12/2018 - 28/12/2019

	30/12/2018 - 28/12/2019	29/12/2019 - 26/12/2020	Change	% Change
Expenditure (£000's)	515,496	573,721	58,225	11.3
Volume (000's)	83,380	92,760	9,380	11.2
Penetration %	78.3	79.5	1.2	1.6
Avg Freq of Purchase	9.16	9.64	0.48	5.2
Avg Spend (£'s) Per Buyer	23.50	25.55	2.05	8.7
Avg Volume Per Buyer (AWoP)	3.80	4.13	0.33	8.7
Avg Spend Per Trip (£'s)	2.57	2.65	0.09	3.3
Avg Volume Per Trip	0.42	0.43	0.01	3.3
Avg Price (£'s) Per Volume	6.18	6.19	0.00	0.0
Projected Households	21,936,159	22,455,873	519,714	2.4



Projected Households
22,455,873.1 +2.4%
Increase of £13.3m

Avg Freq of Purchase
9.6 trips +5.2%
Increase of £27.7m

\>

Expenditure (£'M)
£573.7m +11.3%
Increase of £58.2m

Avg Price (£'s) Per Volume
£6.19 +0%
Increase of £0.2m

\>

Avg Spend (£'s) Per Buyer
£25.55 +8.7%
Increase of £44.9m

\>

Avg Spend Per Trip (£'s)
£2.65 +3.3%
Increase of £17.2m

Avg Volume Per Trip
0.43 +3.3%
Increase of £17.0m

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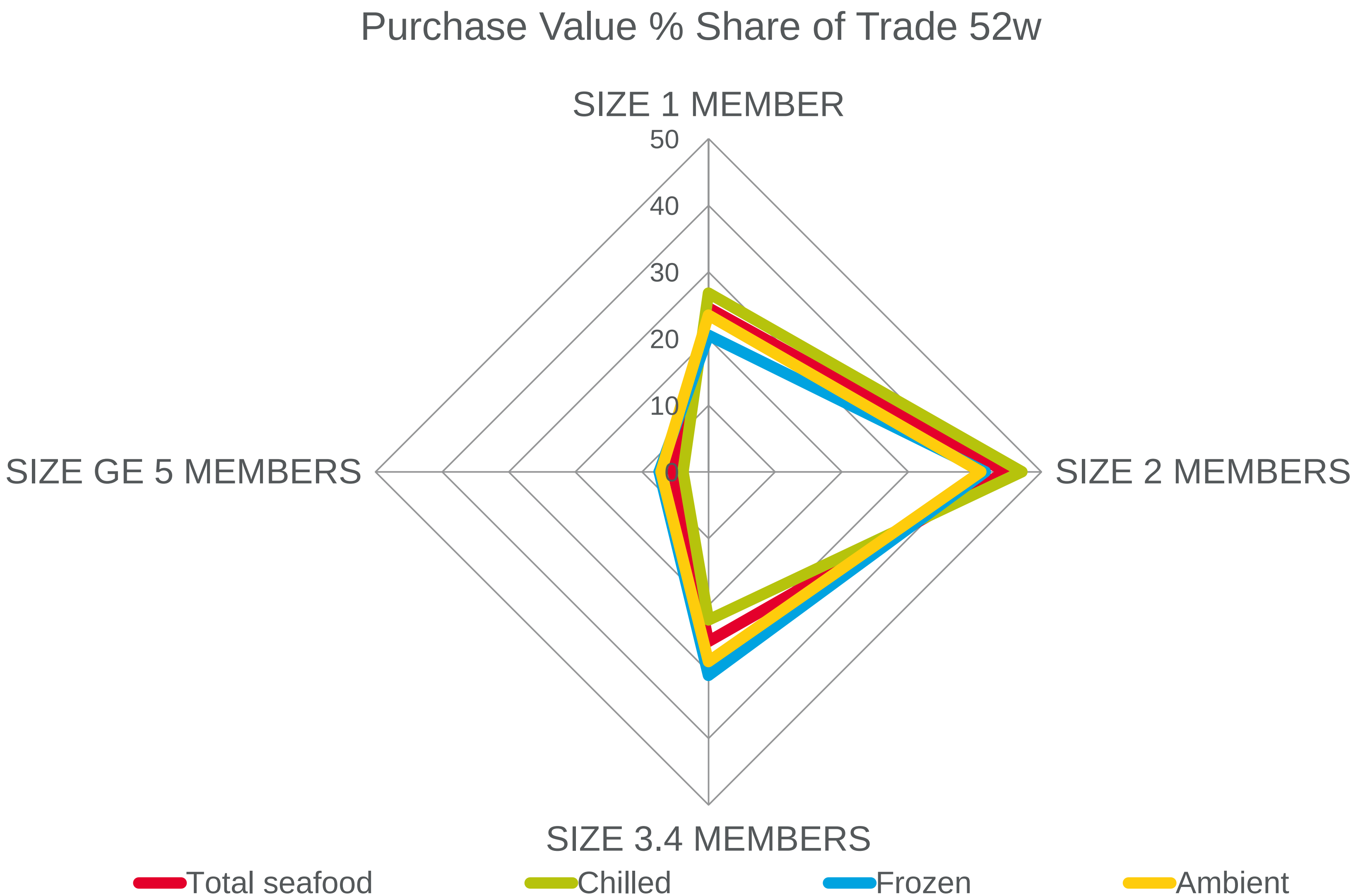
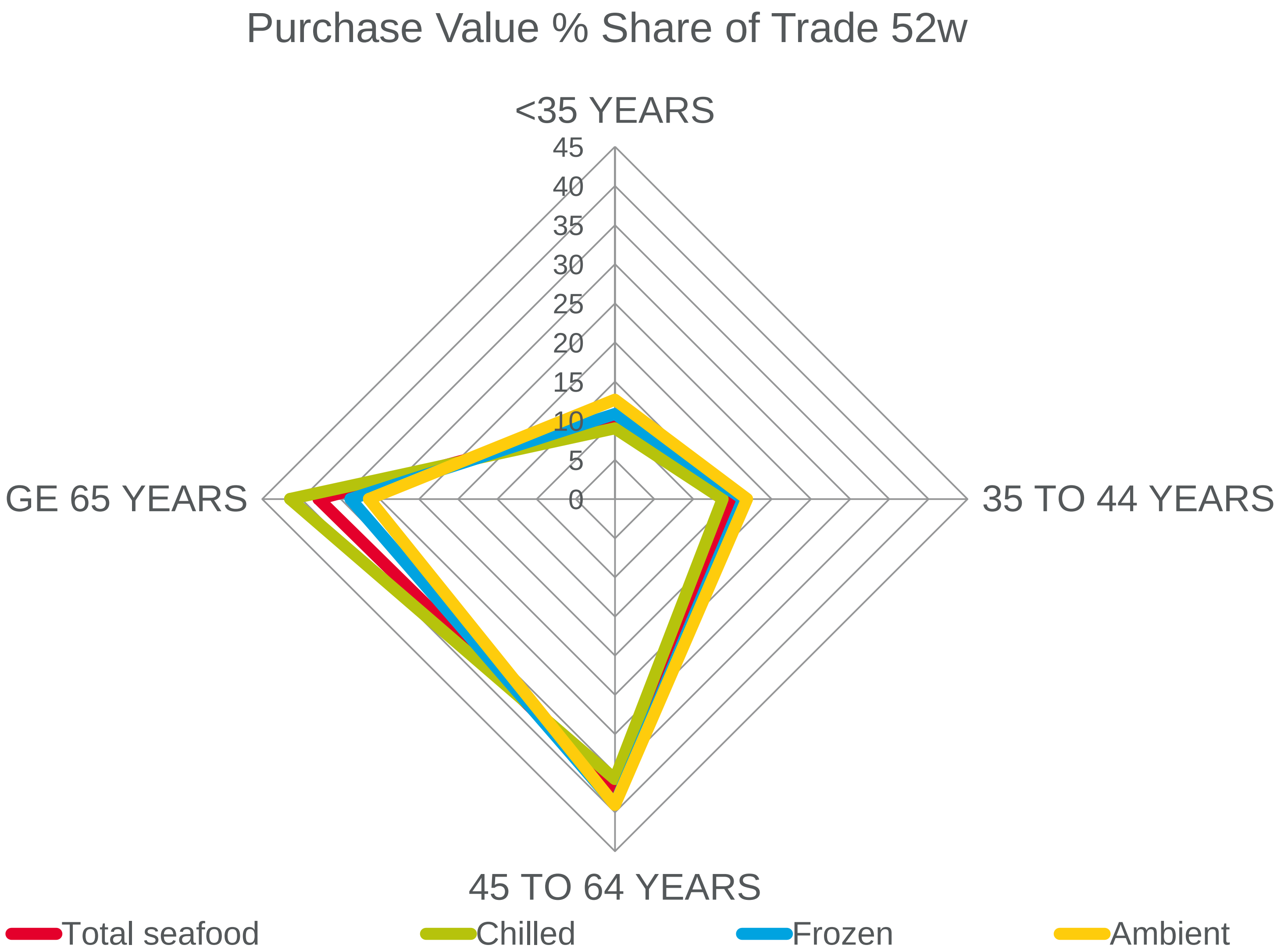
Source – HomeScan MAT 26.12.20

Seafood shopper profile by household size



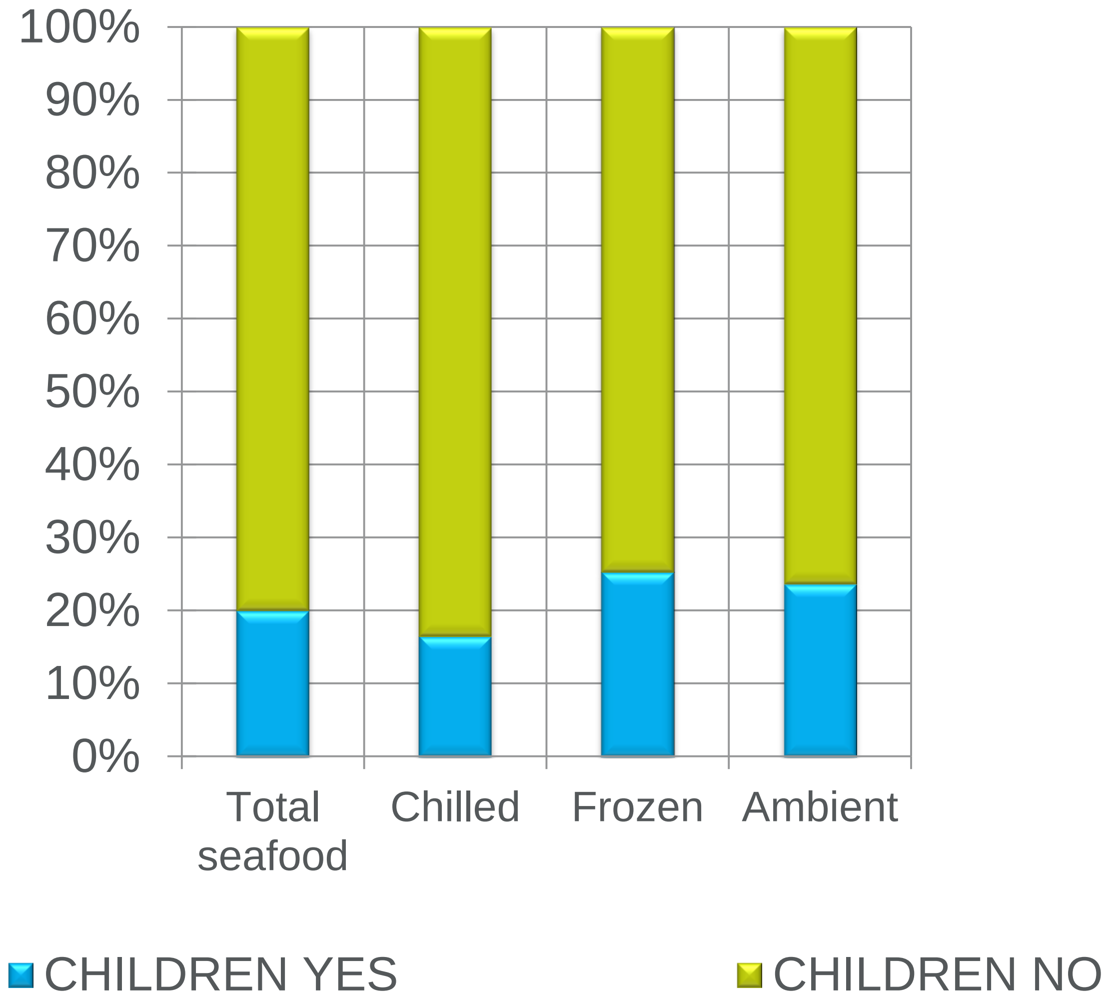
Source: Nielsen HomeScan GB 52 we 26.12.20

Seafood shopper profile by age



Source: Nielsen HomeScan GB 52 we 26.12.20

Total seafood shopper profile presence of children



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