

Market Insight Seafood at Christmas



(data to week ending 01.01.2022*)



Christmas 2021 the UK seafood retail market was worth:

£109.3m

8,859t

(verses Christmas 2020*)

(verses Christmas 2020*)



£23m +27% | 839t +11%

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

Sectors



Chilled

highest volume growth of all the sectors +20%



Frozen

+7%



Ambient

-6%

Segments



Sauce

highest volume growth of all the segments +35%



Batter, natural, prepared



Breaded, cakes, _dusted, fingers, meals, sushi

verses. week prior

Species

Lobster

126%

CW Prawns

71%

Scallops

67%

highest volume growth of all the top 20 selling species by

verses. week prior