



# Market Insight

## Seafood at Christmas

(data to week ending 01.01.2022\*)



Christmas 2021 the UK seafood retail market was worth:



**£109.3m**

**+4.6%** (verses Christmas 2020\*)



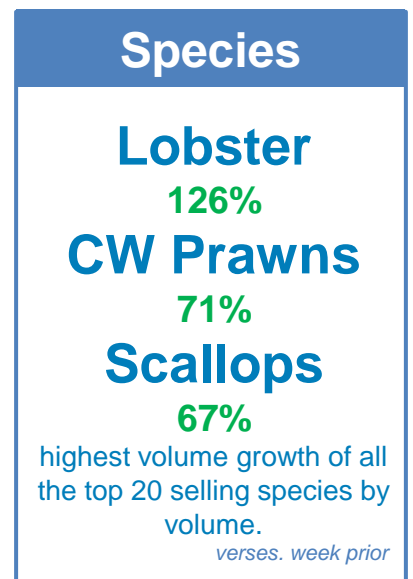
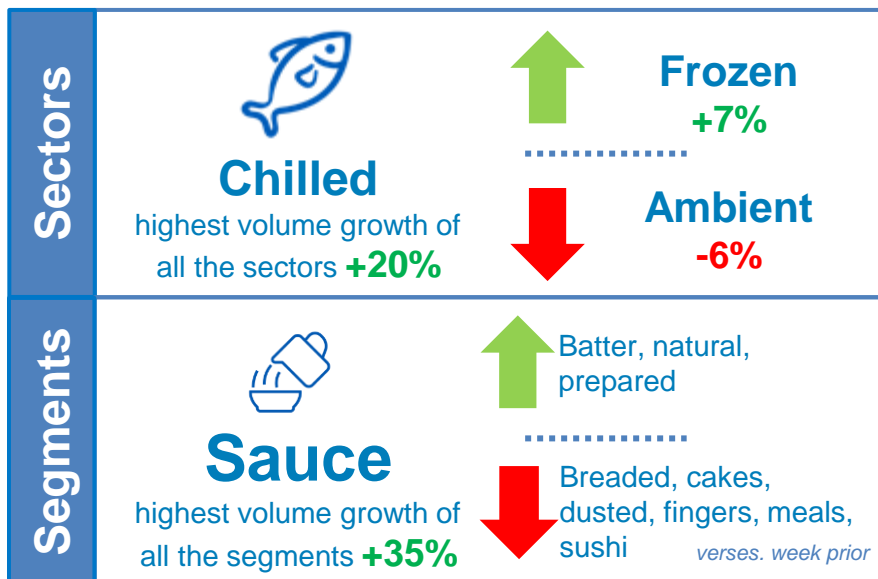
**8,859t**

**+0.4%** (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.



\*Source: NielsenIQ ScanTrack - Christmas week (week ending 25/12/2021), week prior (week ending 18/12/2021), Christmas 2020 (week ending 26/12/2020).