

Market Insight Seafood at Christmas in



retail (data to week ending 31.12.2022*)



Christmas 2022 the UK seafood retail market was worth:

£125.6m

8,833t







Seafood was still on the plate of many consumers over the Christmas holidays

£43m +51% | 1,828t +26%

in additional seafood value and volume sales during Christmas week compared to the week prior*.

Sectors



Chilled

highest volume growth of all the sectors +43%



Frozen +18%



Ambient

+1%

Segments



highest volume growth of all the segments +60%



Natural, prepared, batter, breaded, meals



Dusted, cakes, sushi, fingers

*verses. week prior

Species

Crab

210%

Lobster

202%

Scallops

110%

highest volume growth of all the top 20 selling species by

*verses. week prior