



Market Insight

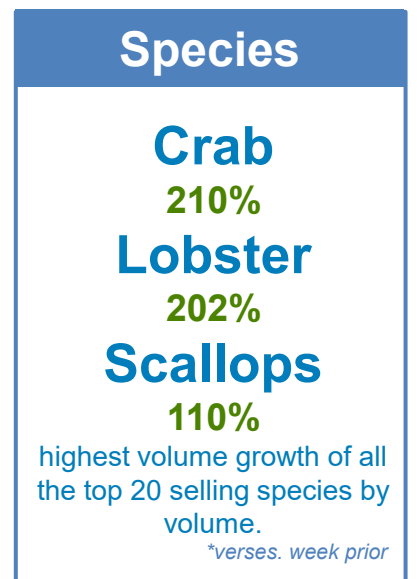
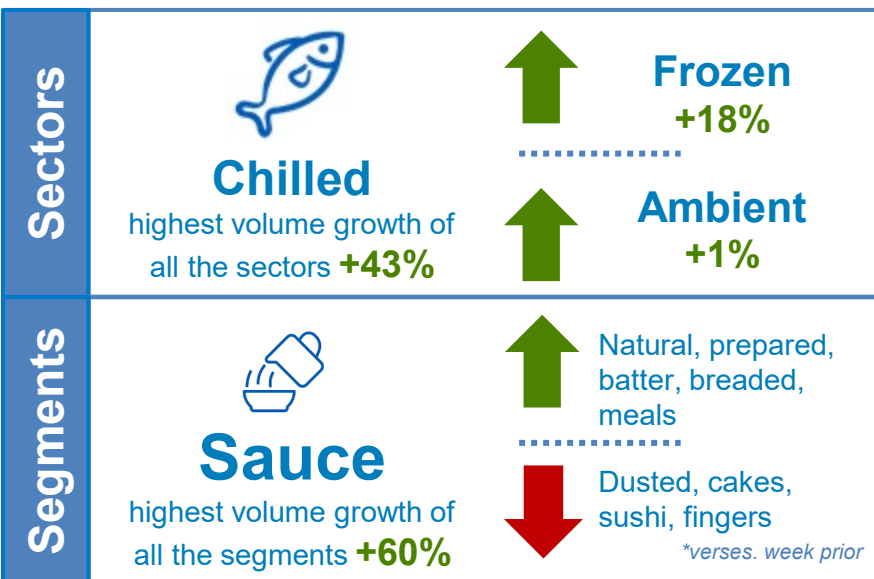
Seafood at Christmas in retail (data to week ending 31.12.2022*)



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*.



*Source: NielsenIQ ScanTrack - Christmas week (week ending 24/12/2022), week prior (week ending 17/12/2022), Christmas 2021 (week ending 25/12/2021).