

Why Seafood?



A MEAL KIT RENAISSANCE



- > Approximately 33% of shoppers reportedly are “somewhat likely” or “very likely” to buy seafood as part of a Meal Kit.
- > Incorporating seafood into your Meal Kit or grab-and-go offerings is an excellent way to give shoppers greater variety and choices.



- > Prepared or semi-prepared seafood offerings give shoppers a break from the proteins they regularly cook at home. Shrimp, Crab, Lobster and Fish will draw shoppers to a particular Meal Kit, because many consumers lack the confidence to prepare these items themselves.

KEEPING IT FRESH



- > In Q2 of 2020, fresh seafood sales at retail increased by approximately 29%.



- > 53% of shoppers have reported that they are “somewhat likely” or “very likely” to purchase partially or fully prepared seafood from the grocery store.



OF INFREQUENT SEAFOOD SHOPPERS BUY VALUE-ADDED FROZEN SEAFOOD

- > 70% of infrequent seafood shoppers have reported that they are “somewhat likely” or “very likely” to purchase processed and/or value-added fish sticks or crab cakes from the grocery store.
- > Retailers who have highlighted and expanded their value-added seafood in their grab-and-go and prepared foods sections have been able to take advantage of the incredible growth the category has seen since March 2020.

DON'T FREEZE OUT YOUR OPPORTUNITY



- > Frozen seafood sales at retail reportedly increased by more than 50% in Q2 2020. This is in addition to an increase of shelf stable seafood sales by nearly 60% during the same time period.



- > Data shows that when a shopper's basket includes seafood, their average spend at the grocery store is approximately \$98. That's three times the national average.
- > To appeal to the post-pandemic seafood shopper, retailers should highlight the value, quality and convenience of their frozen and value-added seafood offerings.

HELP SPREAD THE WORD

The Seafood Nutrition Partnership has put together the “Eat Seafood America” campaign in response to the COVID-19 pandemic to help restaurants and operators promote seafood to their guests. [Visit the Seafood Nutrition Partnership website to take advantage of the campaign's resources.](#)

Benefits of Selling Both Wild-Caught and Farmed Seafood

- > Both wild-caught and aquaculture-raised seafood practices support the local economy in communities throughout the U.S.
- > Aquaculture practices have existed for thousands of years and are an efficient and sustainable form of food production.
- > More than half of seafood consumed globally is sourced from the aquaculture industry.
- > Global seafood consumption has more than doubled in the past 50 years. By 2030, global seafood consumption is projected to reach 30 million MT.
- > As the demand for seafood increases, the sustainability of wild-caught practices is strained, emphasizing the critical role aquaculture plays in building a food secure future for the world.