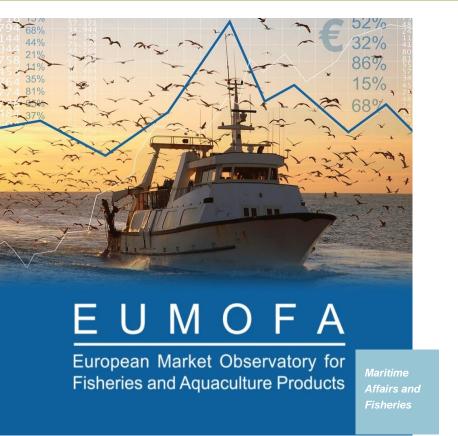




# EU CONSUMER HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

# ANNEX 4 COUNTRY FICHES



LAST UPDATE JANUARY 2017

WWW.EUMOFA.EU

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# **AUSTRIA**

## **Consumption and expenditure**

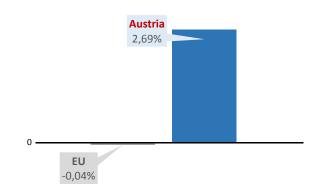
Per capita consumption (2014)



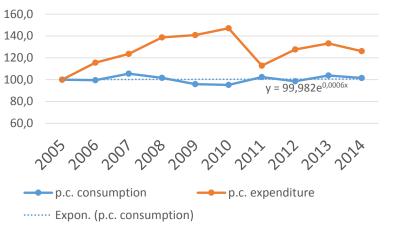
Per capita nominal expenditure (2014)



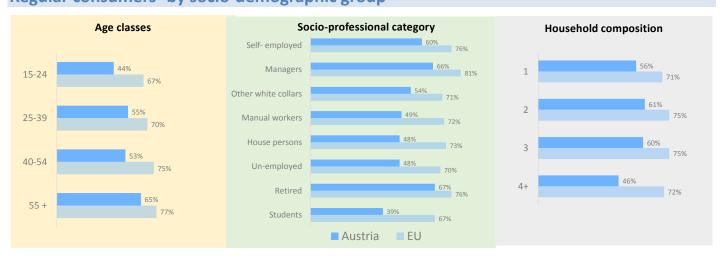
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

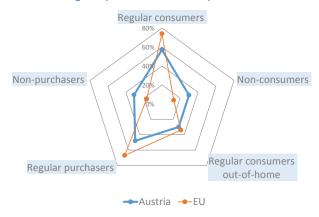


## Regular consumers<sup>1</sup> by socio-demographic group

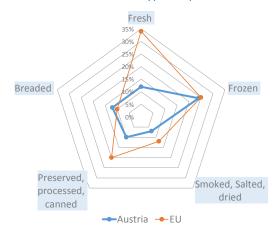


<sup>&</sup>lt;sup>1</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



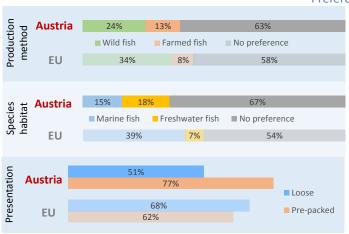
#### Preference about types of products

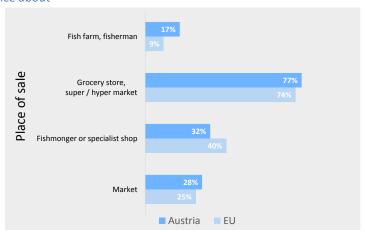


#### Main products consumed

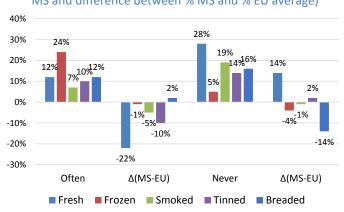
# Freshwater fish

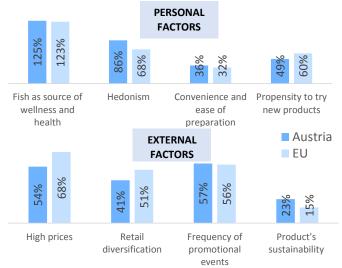
#### Preference about

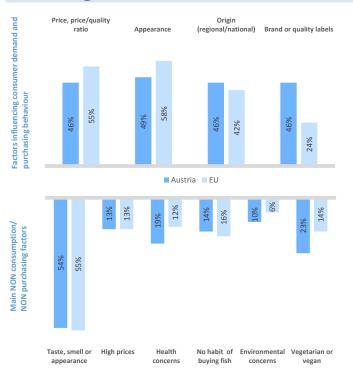




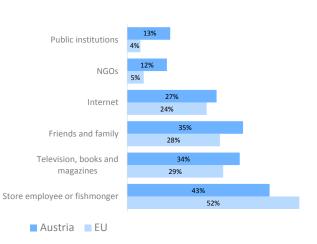
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



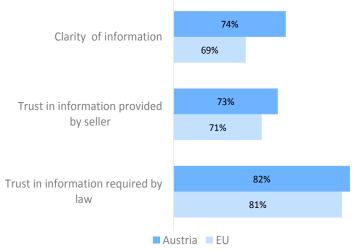




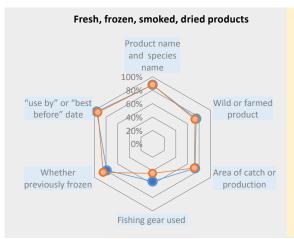
#### Information sources

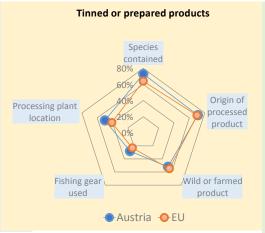


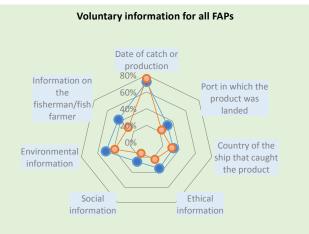
#### Consumer attitude to information on labels



#### Consumer interest in information on labels







# **BELGIUM**

## **Consumption and expenditure**

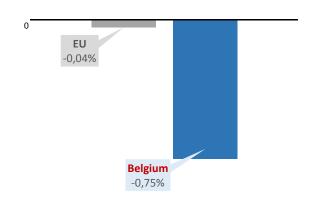
Per capita consumption (2014)



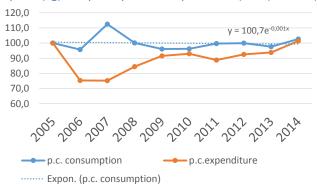
Per capita nominal expenditure (2014)



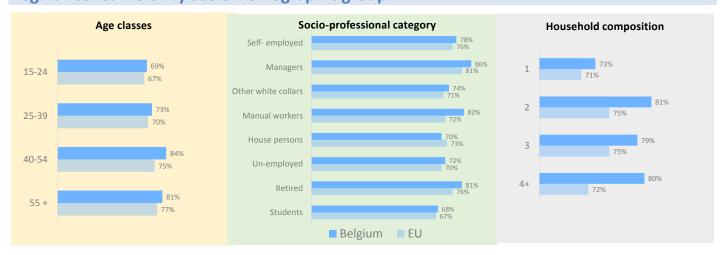
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

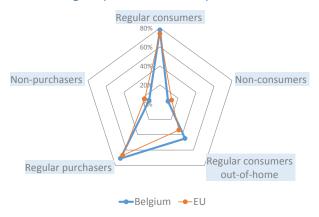


## Regular consumers<sup>2</sup> by socio-demographic group

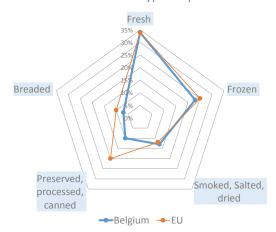


<sup>&</sup>lt;sup>2</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



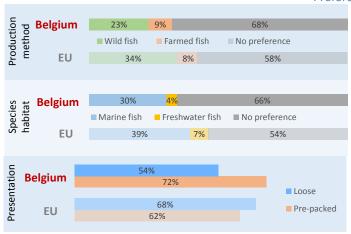
#### Preference about types of products

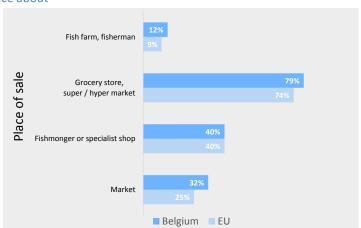


#### Main products consumed

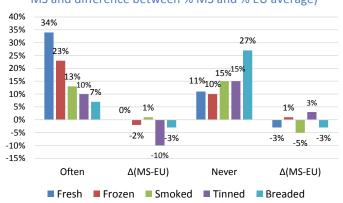
Marine	Freshwater
Cod Mussels	Salmon

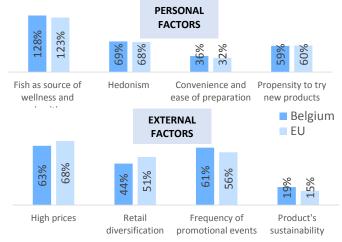
#### Preference about

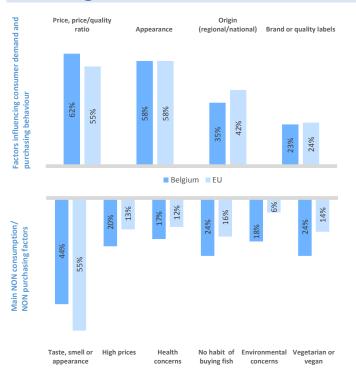




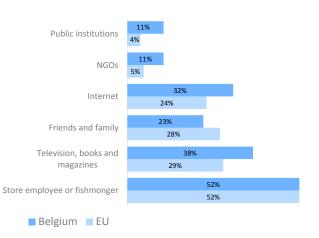
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



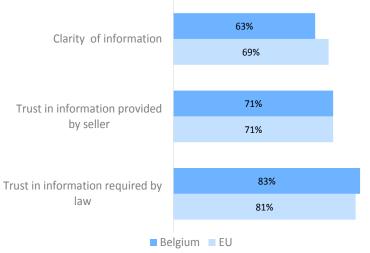




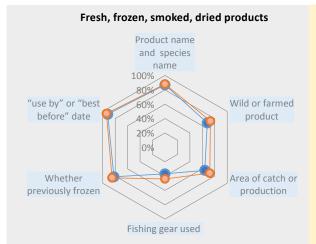
#### Information sources

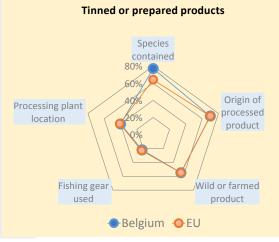


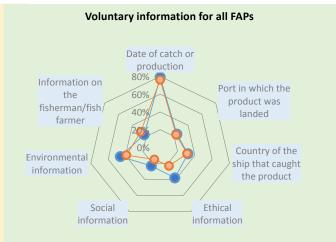
#### Consumer attitude to information on labels



#### Consumer interest in information on labels







# **BULGARIA**

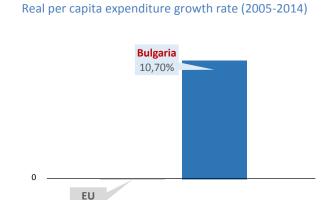
## **Consumption and expenditure**

Per capita consumption (2014) Bulgaria 5,9 kg/per capita ΕU 25.5

Per capita nominal expenditure (2014)

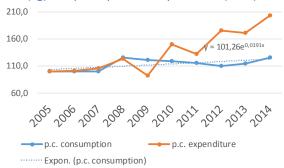
kg/per capita



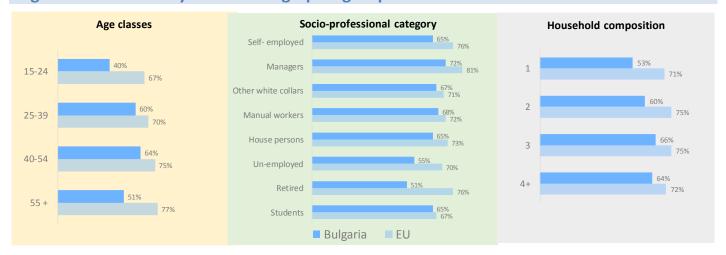


-0,04%

Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



## Regular consumers<sup>3</sup> by socio-demographic group

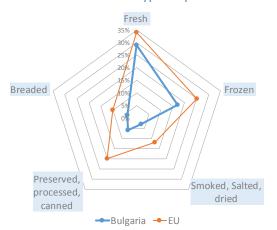


<sup>&</sup>lt;sup>3</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

# Regular consumers Non-purchasers Regular consumers One in the purchasers Regular consumers out-of-home Bulgaria EU

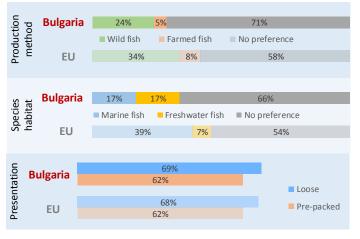
#### Preference about types of products

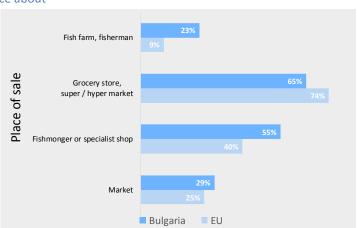


#### Main products consumed

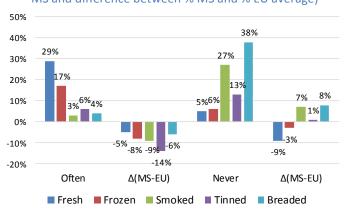
Marine		Freshwater	
Ī	mackerel sprat	carp rainbow trout	pike-perch silver carp
	hake		

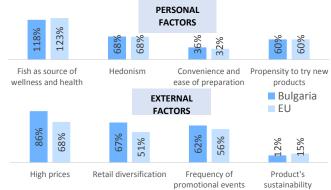
#### Preference about

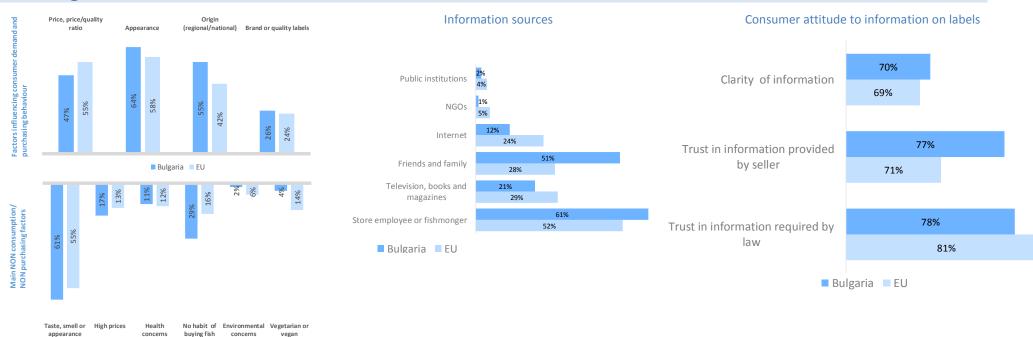




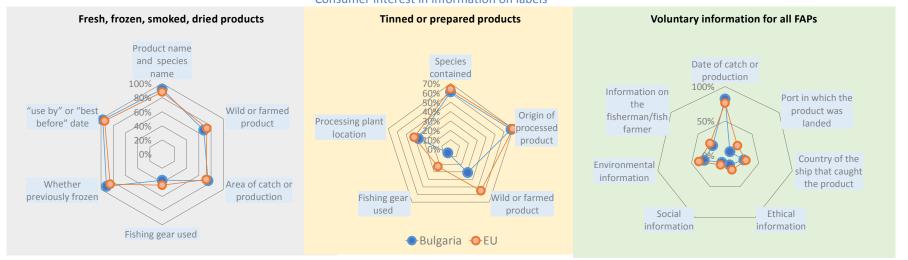
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)









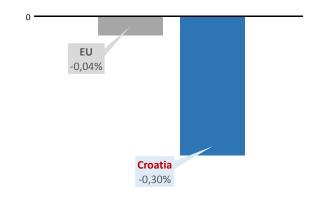


# CROATIA

## **Consumption and expenditure**

Per capita consumption (2014) Croatia 18,4 kg/per capita EU 25,5

Real per capita expenditure growth rate (2005-2014)

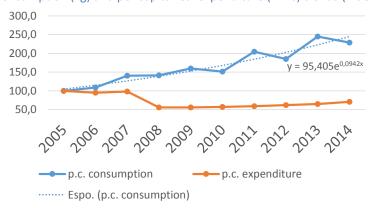


Per capita nominal expenditure (2014)

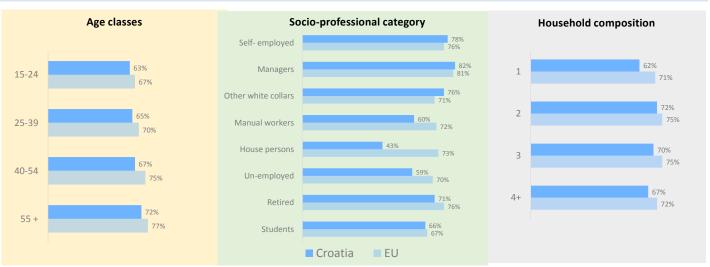
kg/per capita



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



## Regular consumers<sup>4</sup> by socio-demographic group

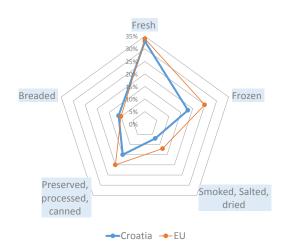


<sup>&</sup>lt;sup>4</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

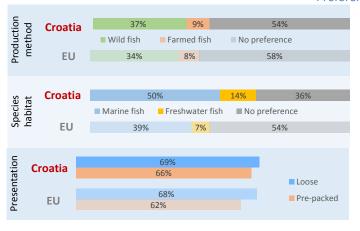
# Regular consumers Non-purchasers Regular purchasers Regular consumers out-of-home

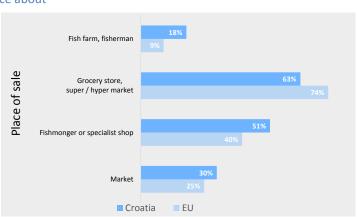
#### Preference about types of products



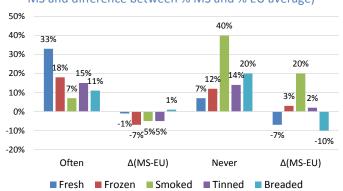
# Main products consumed Marine sardine hake

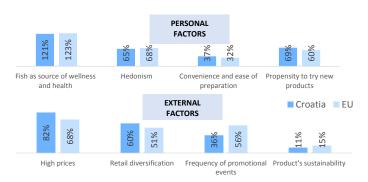
#### Preference about

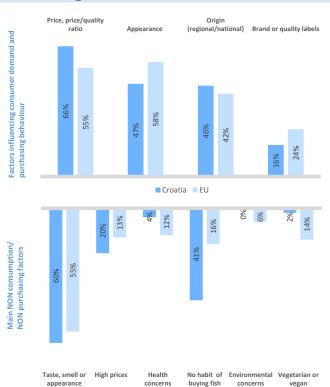




# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



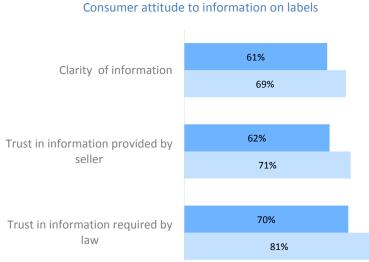




# Public institutions NGOs NGOs 18% Internet 24% Friends and family Television, books and magazines 28% 18% 47% 28% Television, books and magazines 48%

52%

Information sources

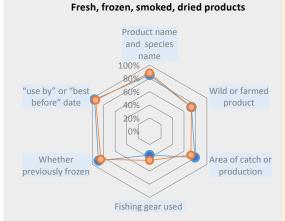


■ Croatia ■ EU

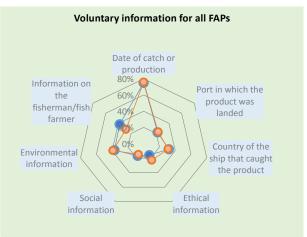


Store employee or fishmonger

Croatia EU

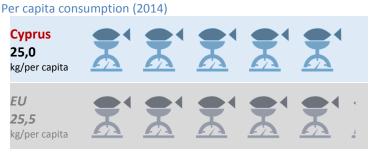




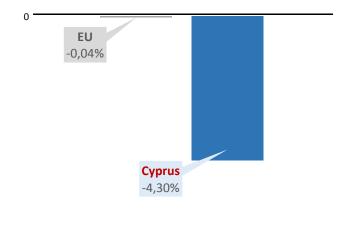


# **CYPRUS**

## **Consumption and expenditure**



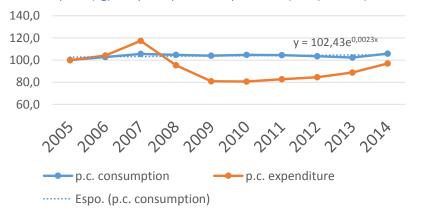
Real per capita expenditure growth rate (2005-2014)



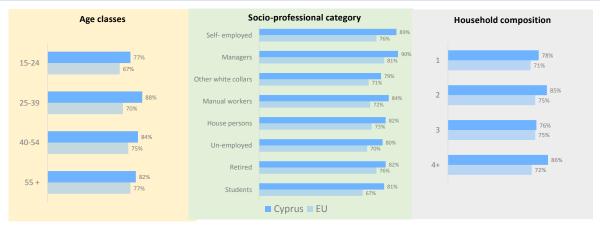
Per capita nominal expenditure (2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

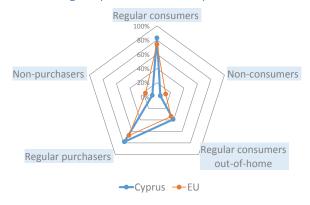


## Regular consumers<sup>5</sup> by socio-demographic group

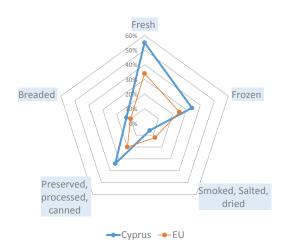


<sup>&</sup>lt;sup>5</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

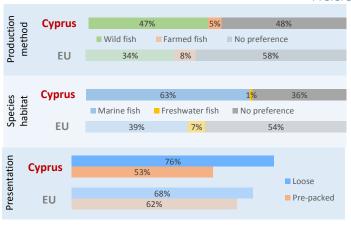
# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

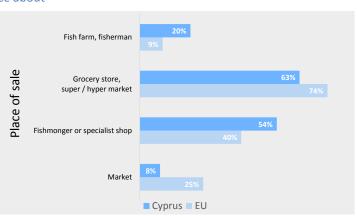


#### Preference about types of products

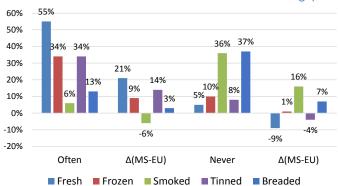


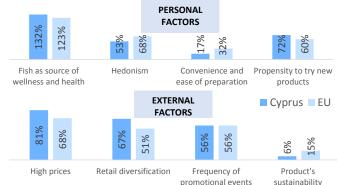
#### Preference about

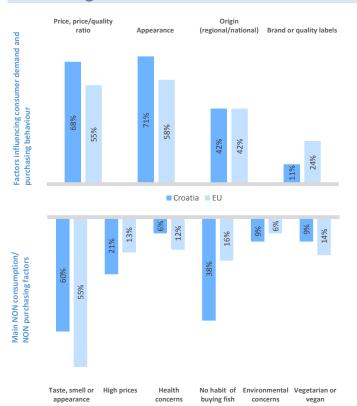




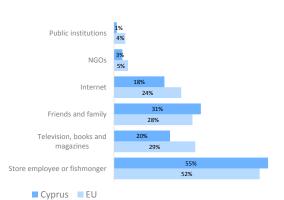
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



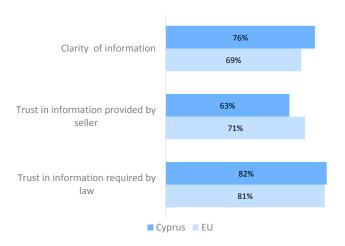




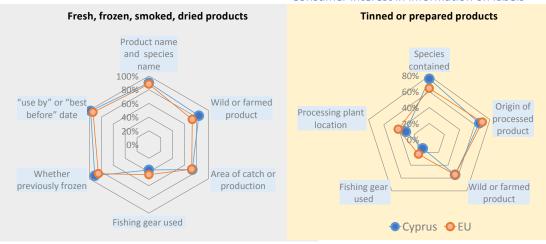
#### Information sources

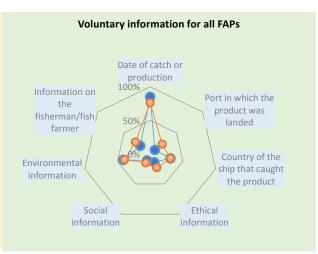


#### Consumer attitude to information on labels



#### Consumer interest in information on labels





# **CZECH REPUBLIC**

## **Consumption and expenditure**

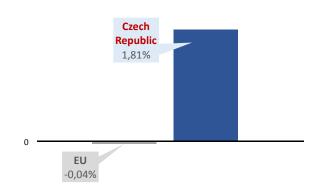
Per capita consumption (2014)



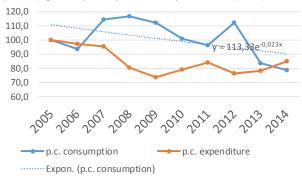
Per capita nominal expenditure (2014)



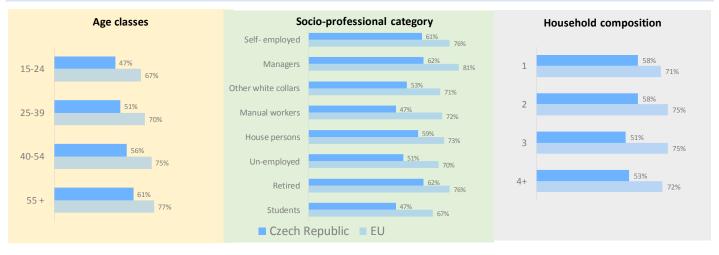
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

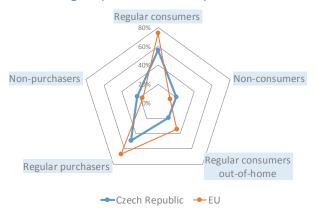


# Regular consumers<sup>6</sup> by socio-demographic group

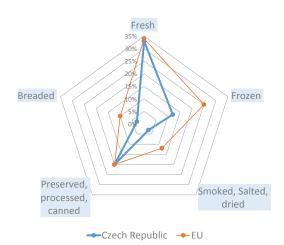


<sup>&</sup>lt;sup>6</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



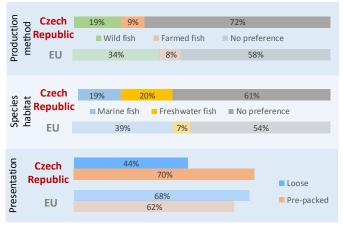
#### Preference about types of products

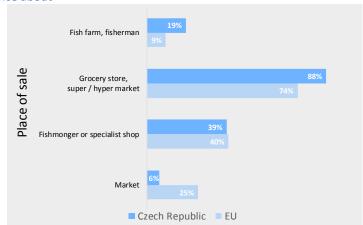


#### Main products consumed

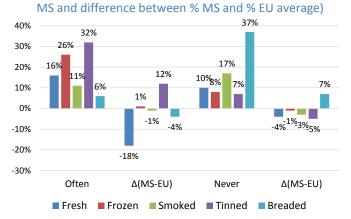
	Marine	Freshwater	
	bream	carp	
		trout	
		pike	

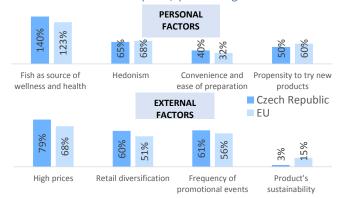
#### Preference about

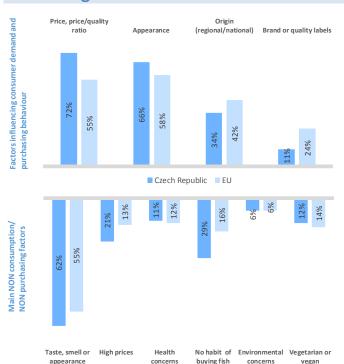




# Types of FAPs: frequently vs never purchased (% of buyers by



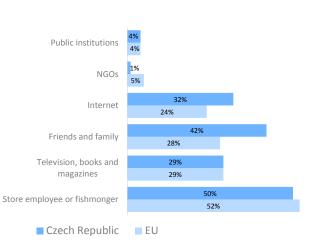




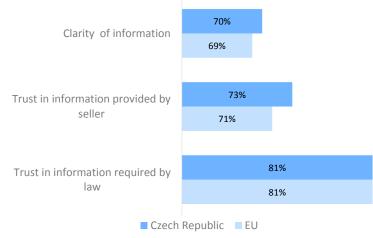
concerns

appearance

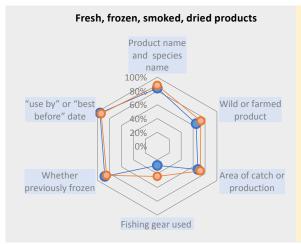
#### Information sources



#### Consumer attitude to information on labels

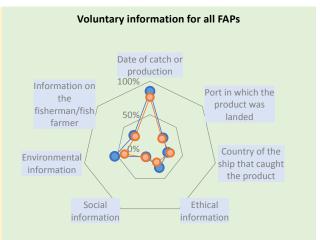


#### Consumer interest in information on labels



concerns





# **DENMARK**

## **Consumption and expenditure**

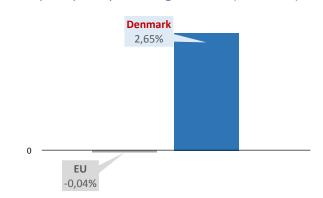
Per capita consumption (2014)



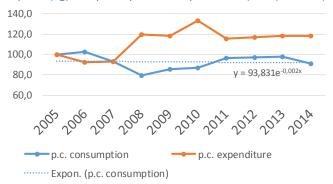
Per capita nominal expenditure (2014)



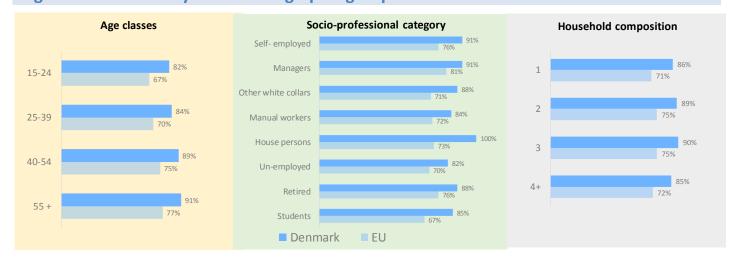
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

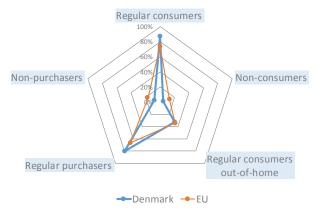


## Regular consumers<sup>7</sup> by socio-demographic group

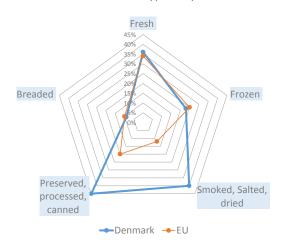


<sup>&</sup>lt;sup>7</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

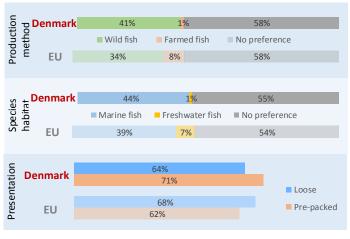
# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

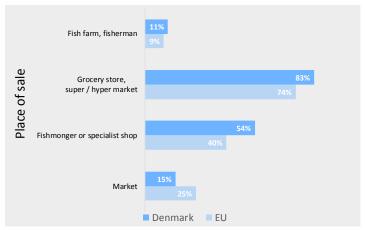


#### Preference about types of products

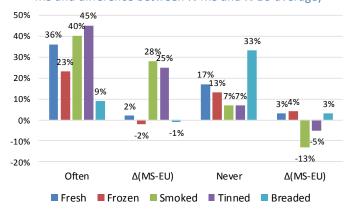


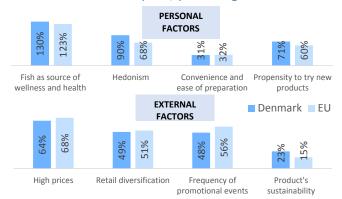
#### Preference about

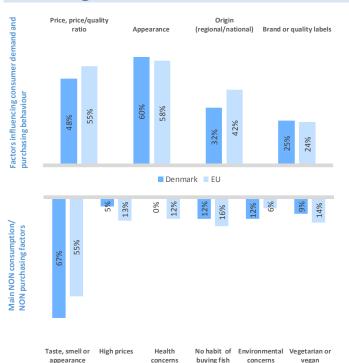




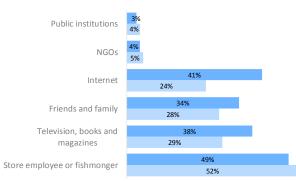
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





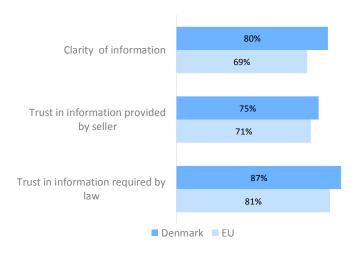


# Information sources NGOs



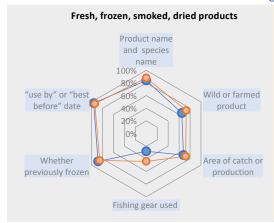
EU

#### Consumer attitude to information on labels

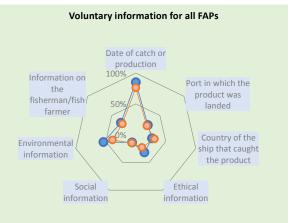


#### Consumer interest in information on labels

Denmark







# **ESTONIA**

## **Consumption and expenditure**

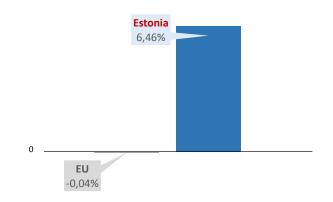
Per capita consumption (2014)



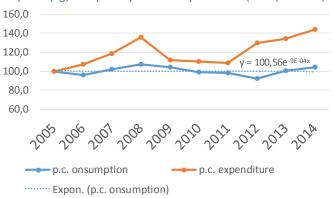
Per capita nominal expenditure (2014)



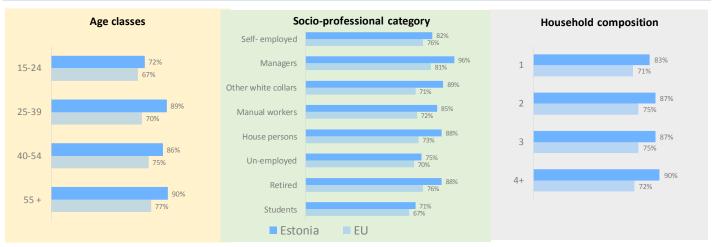
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

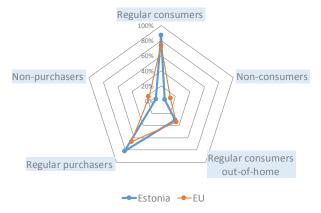


## Regular consumers<sup>8</sup> by socio-demographic group

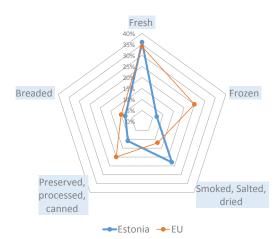


<sup>&</sup>lt;sup>8</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



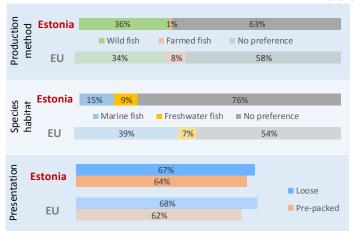
#### Preference about types of products

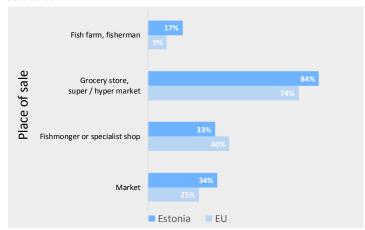


#### Main products consumed

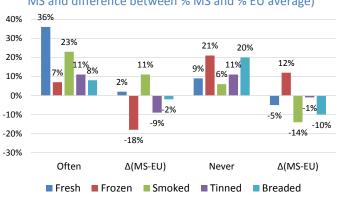
Marine	Freshwater
Baltic herring	trout
sprat	fresh salmon

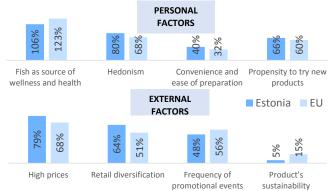
#### Preference about

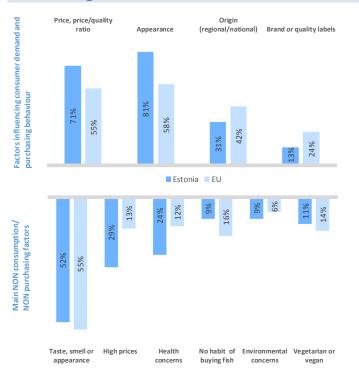




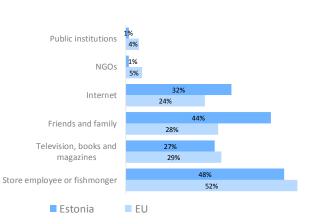
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



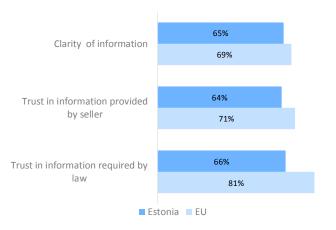




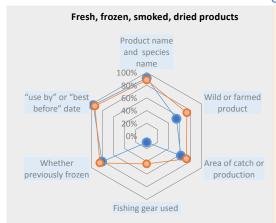
#### Information sources



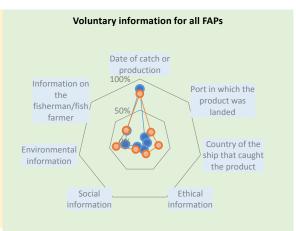
#### Consumer attitude to information on labels



#### Consumer interest in information on labels







# **FINLAND**

## **Consumption and expenditure**

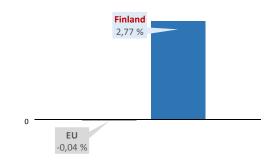
Per capita consumption (2014)



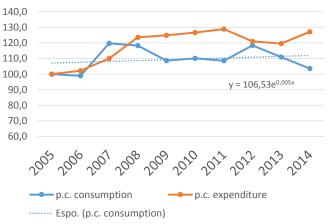
Per capita nominal expenditure (2014)



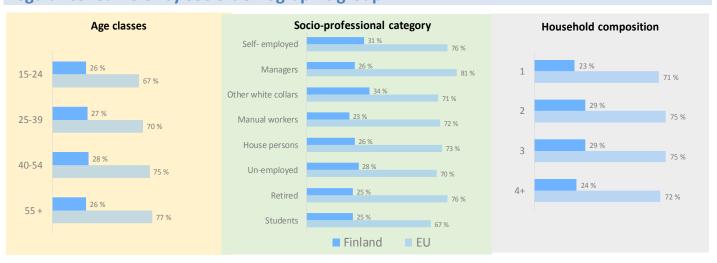
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

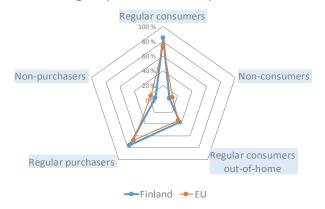


## Regular consumers<sup>9</sup> by socio-demographic group

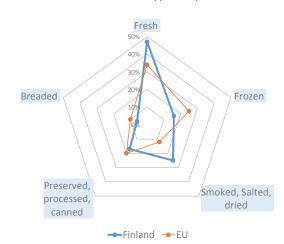


<sup>&</sup>lt;sup>9</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

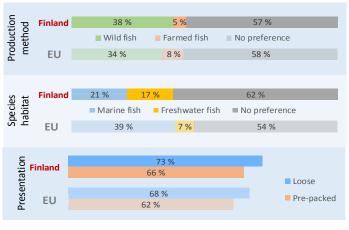


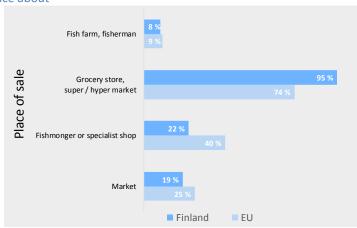
#### Preference about types of products



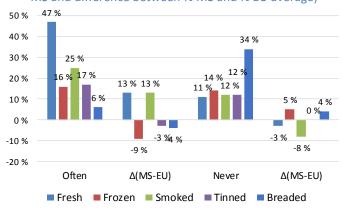
Marine		Smoked, salted, dried fish	Tinned	Freshwater
Herring	Horring Horring	Herring	Canned tuna	Salmonids
пеннів		пеннів		Rainbow trout

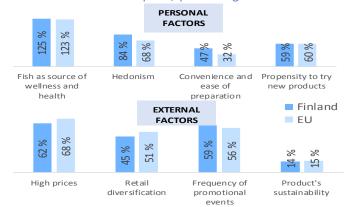
#### Preference about





# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





Taste, smell or High prices

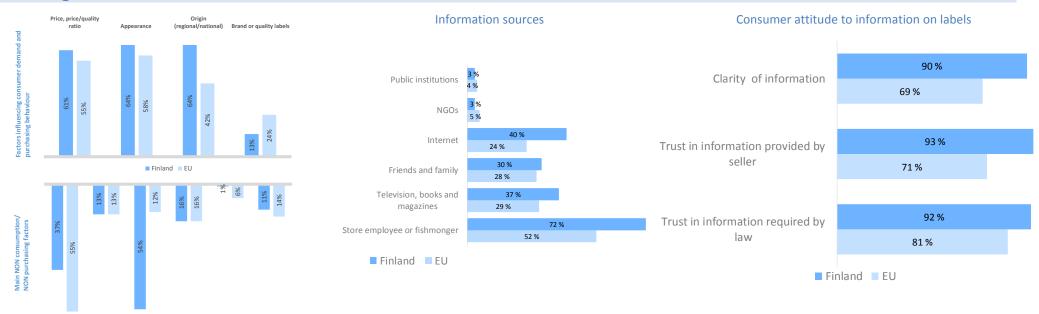
appearance

Health

concerns

No habit of Environmental Vegetarian or

buying fish



#### Consumer interest in information on labels



# **FRANCE**

## **Consumption and expenditure**

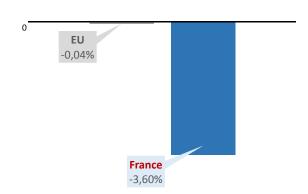
Per capita consumption (2014)



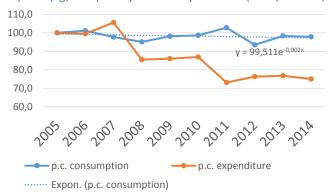
Per capita nominal expenditure (2014)



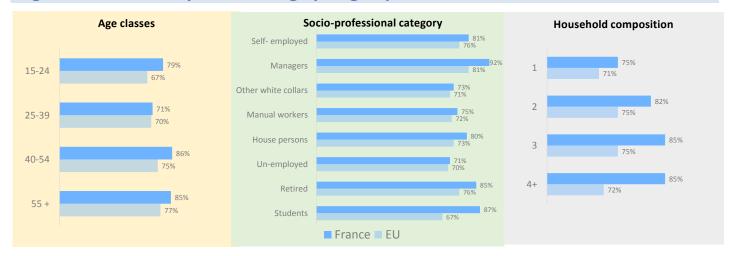
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

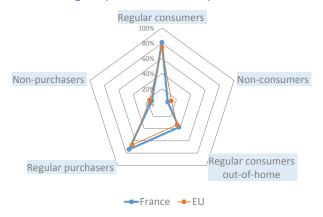


# Regular consumers<sup>10</sup> by socio-demographic group

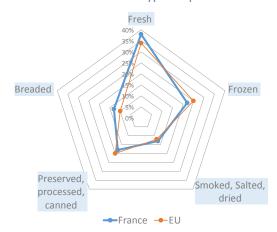


 $<sup>^{10}</sup>$  Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



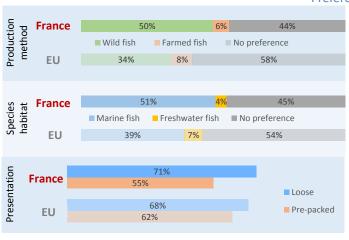
#### Preference about types of products

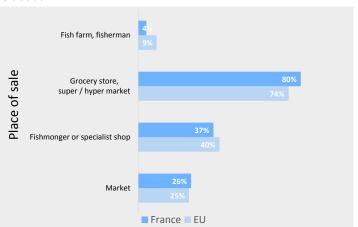


#### Main products consumed

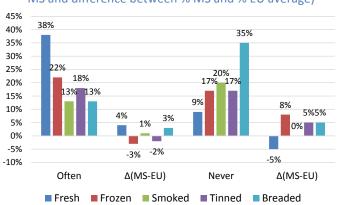
Marine	Freshwater	
Shellfish, other fresh	Salmon	

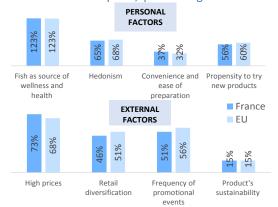
#### Preference about

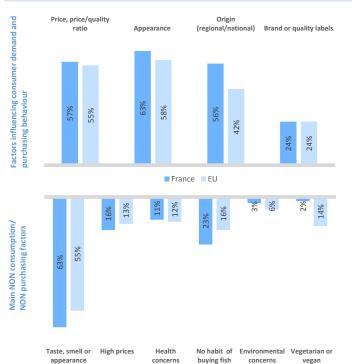




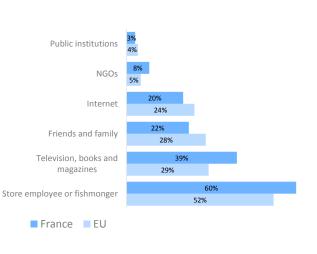
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



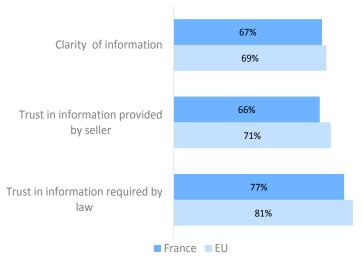


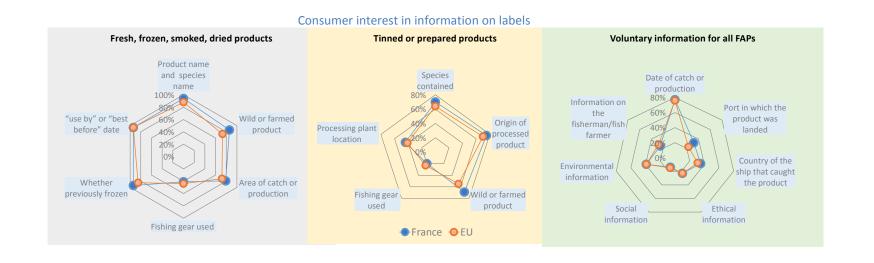


#### Information sources



#### Consumer attitude to information on labels





# **GERMANY**

## **Consumption and expenditure**

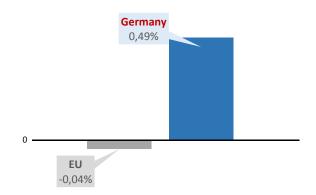
Per capita consumption (2014)



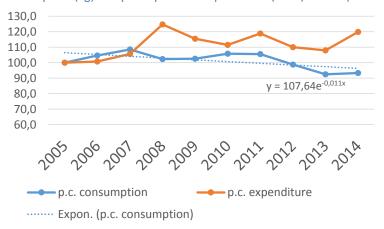
Per capita nominal expenditure (2014)



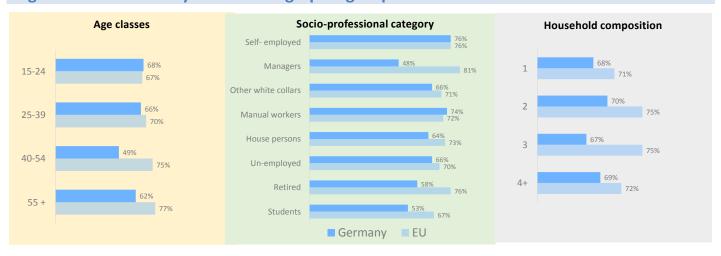
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

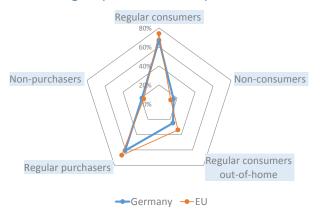


## Regular consumers<sup>11</sup> by socio-demographic group

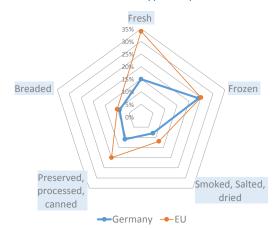


<sup>&</sup>lt;sup>11</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



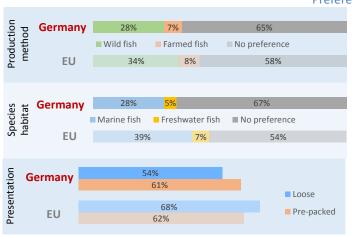
#### Preference about types of products

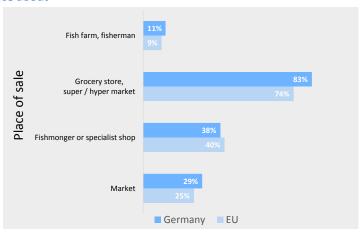


#### Main products consumed

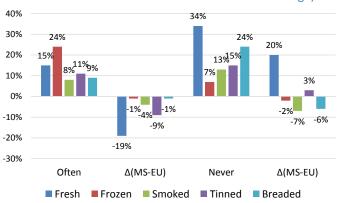
Marine			Freshwater
	Prawns Tuna	Alaska pollack Saithe	Salmon

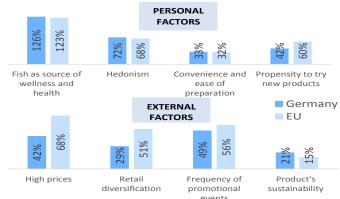
#### Preference about





# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





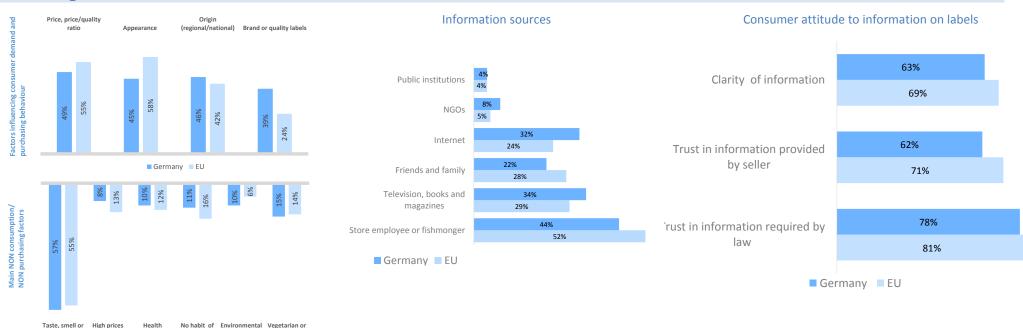
buving fish

concerns

vegan

concerns

appearance



#### Consumer interest in information on labels



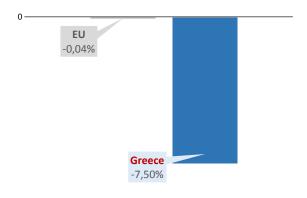
# **GREECE**

## **Consumption and expenditure**

Greece
17,3
kg/per capita

EU
25,5
kg/per capita

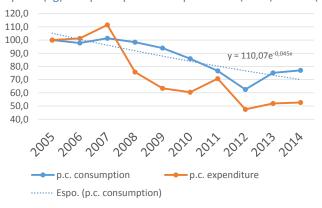
Real per capita expenditure growth rate (2005-2014)



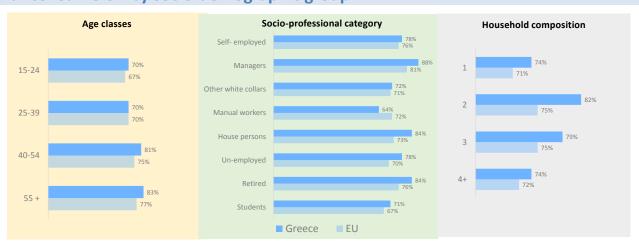
Per capita nominal expenditure (2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



## Regular consumers<sup>12</sup> by socio-demographic group

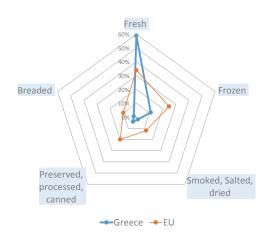


<sup>&</sup>lt;sup>12</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



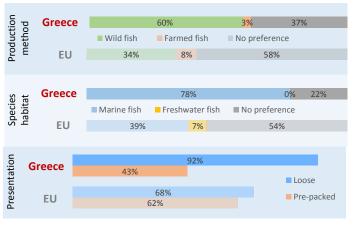
#### Preference about types of products

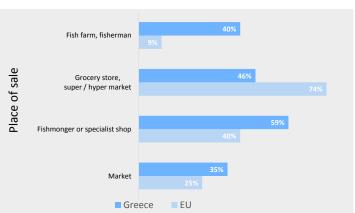


# Main products consumed Marine

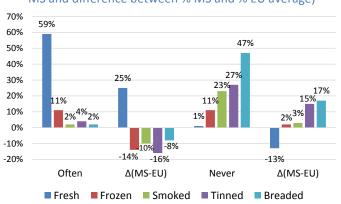
Gilthead seabream Seabass

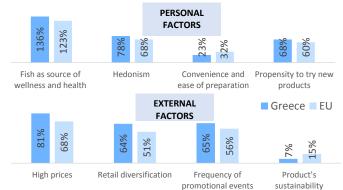
#### Preference about

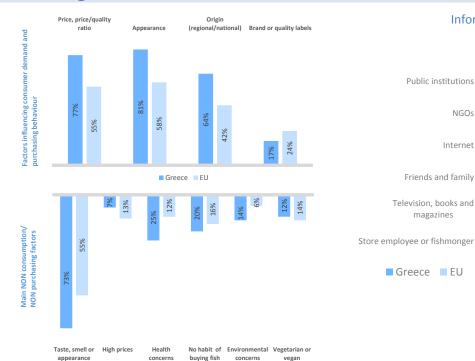




# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





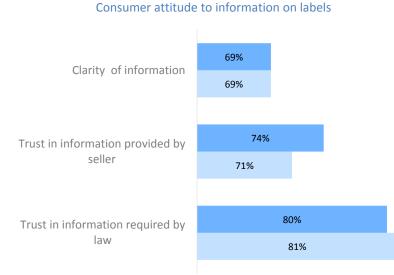


# Public institutions NGOs Internet Friends and family Television, books and

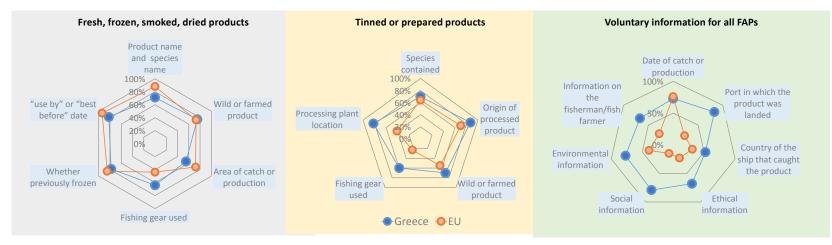
29%

60%

52%



Greece EU



# **HUNGARY**

#### **Consumption and expenditure**

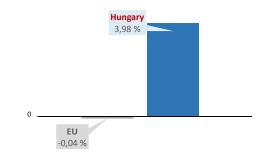
Per capita consumption (2014)



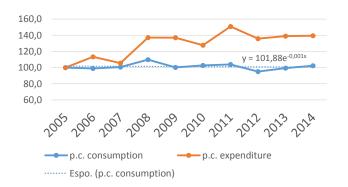
Per capita nominal expenditure (2014)



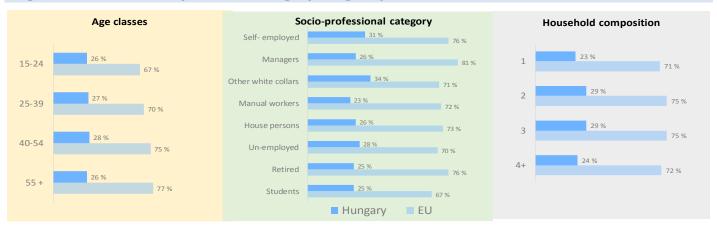
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

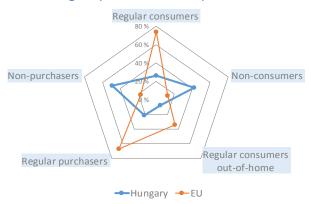


## Regular consumers<sup>13</sup> by socio-demographic group

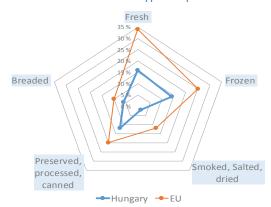


<sup>&</sup>lt;sup>13</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



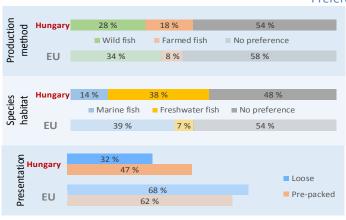
#### Preference about types of products

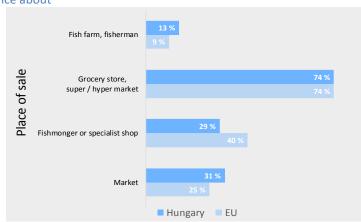


#### Main products consumed

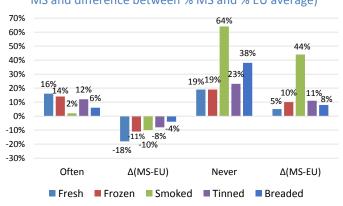
Freshwater carp

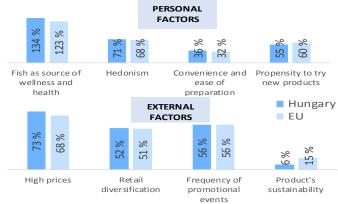
#### Preference about

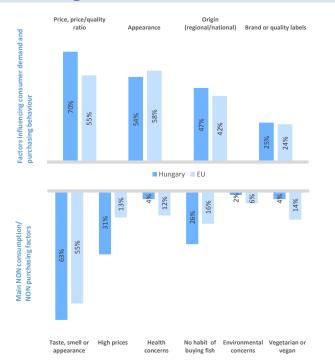




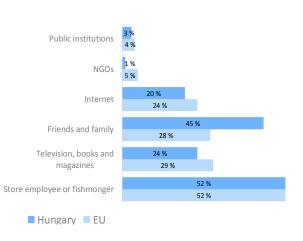
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



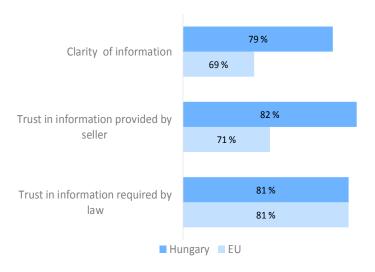




#### Information sources



#### Consumer attitude to information on labels





## **IRELAND**

#### **Consumption and expenditure**

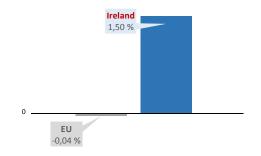
Per capita consumption (2014)



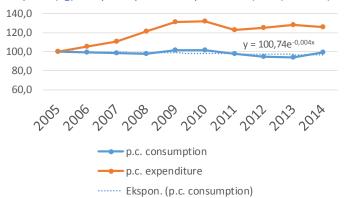
Per capita nominal expenditure (2014)



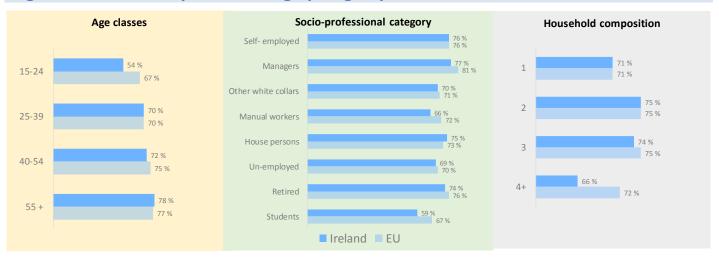
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

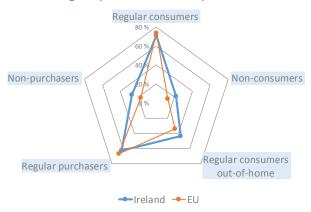


## Regular consumers<sup>14</sup> by socio-demographic group

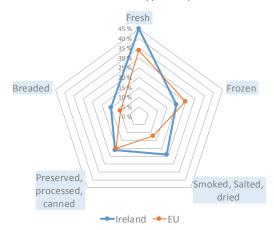


<sup>&</sup>lt;sup>14</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



#### Preference about types of products

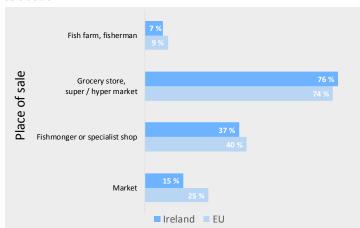


#### Main products consumed

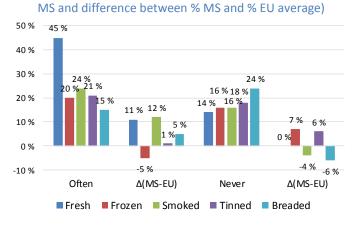
		Marine	Freshwater
ľ	cod	haddock	salmon
	prawns	hake	Saimon

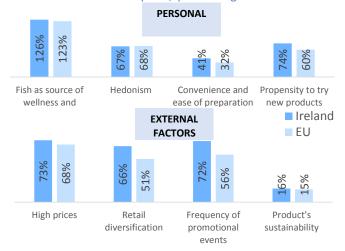
#### Preference about





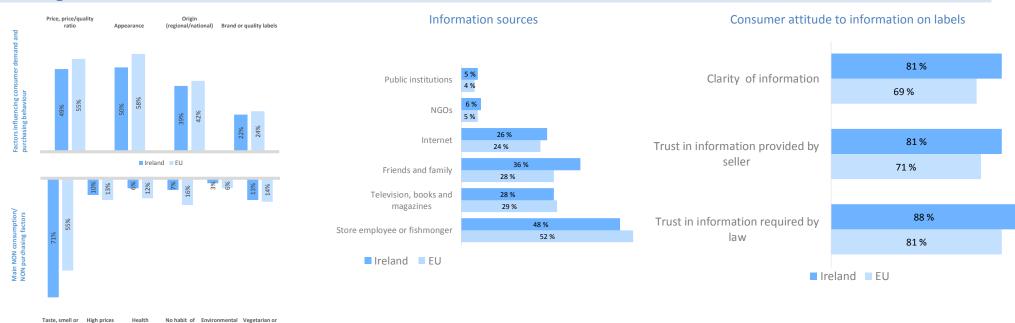
# Types of FAPs: frequently vs never purchased (% of buyers by





buying fish

appearance







# **ITALY**

#### Consumption and expenditure

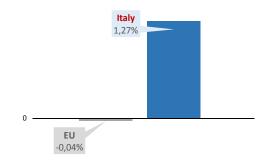
Per capita consumption (2014)



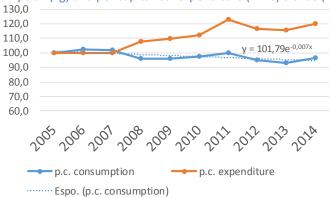
Per capita nominal expenditure (2014)



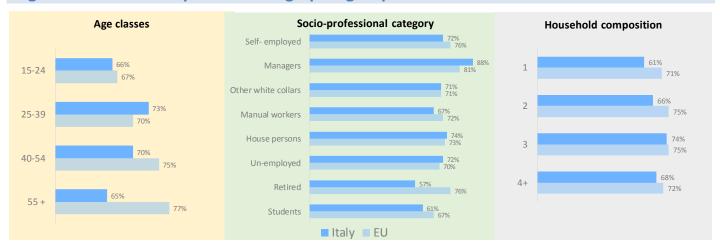
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 = 100)

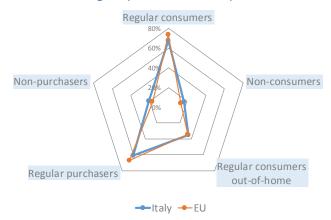


## Regular consumers<sup>15</sup> by socio-demographic group

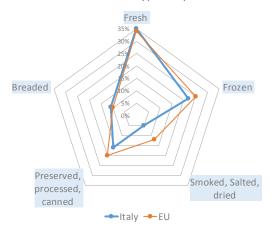


<sup>&</sup>lt;sup>15</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



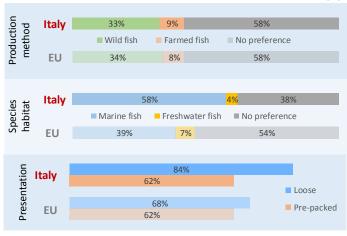
#### Preference about types of products

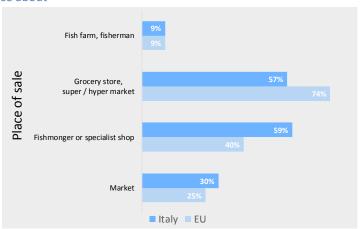


#### Main products consumed

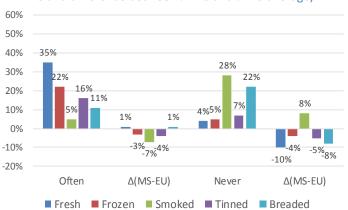
Marine			Freshwater	
mussels seabass	gilthead seabream clam	anchovy octopus	rainbow trout salmon	
cod	hake	squid		

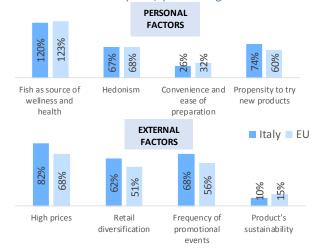
#### Preference about

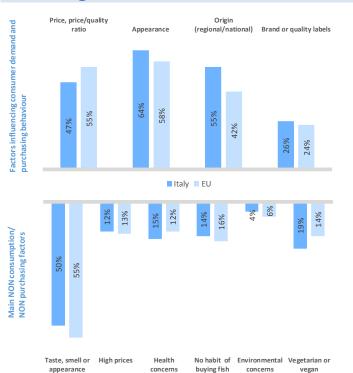




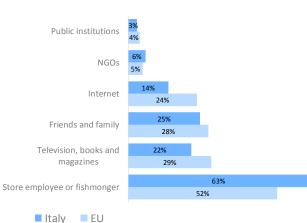
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



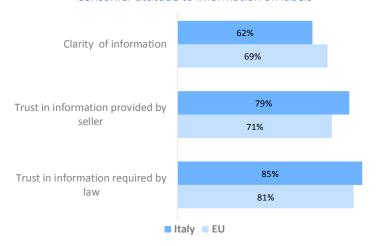


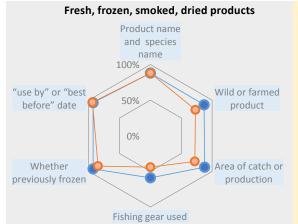


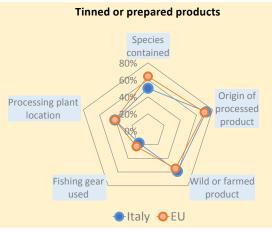
# Information sources

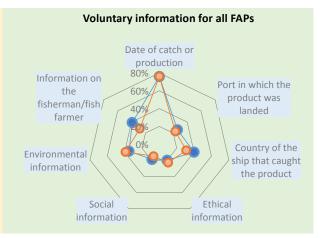


#### Consumer attitude to information on labels









# **LATVIA**

#### **Consumption and expenditure**

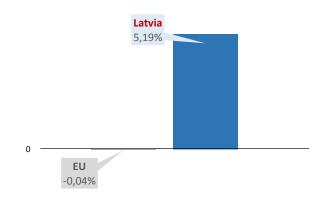
Per capita consumption (2014)



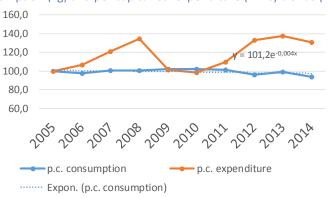
Per capita nominal expenditure (2014)



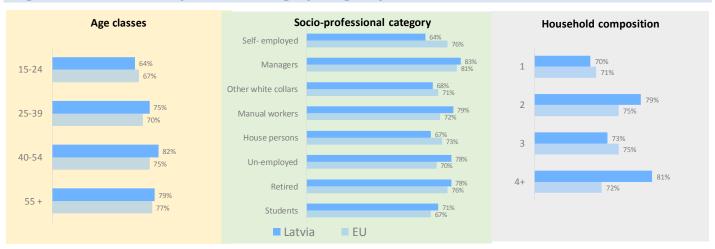
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 = 100)

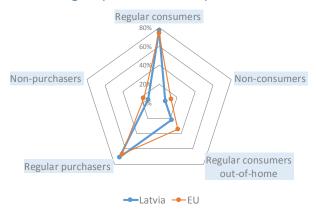


## Regular consumers<sup>16</sup> by socio-demographic group

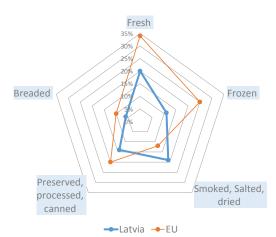


<sup>&</sup>lt;sup>16</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



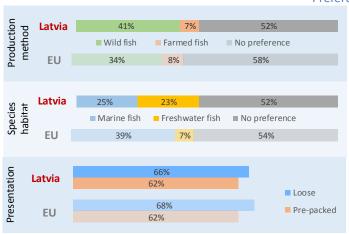
#### Preference about types of products

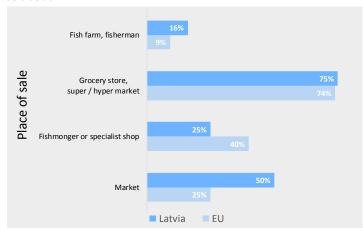


#### Main products consumed

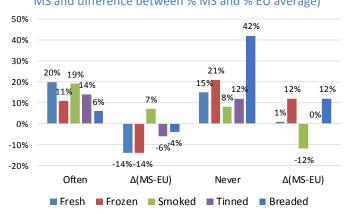
That produces contained			
Marine		Freshwater	
herring sprat	cod flounder	salmon	

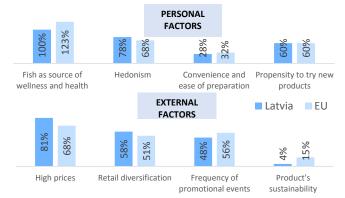
#### Preference about

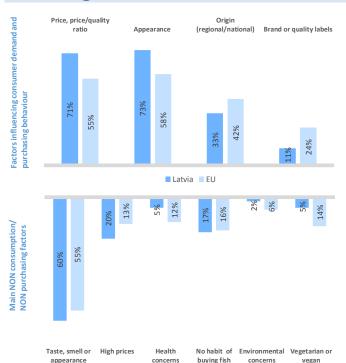




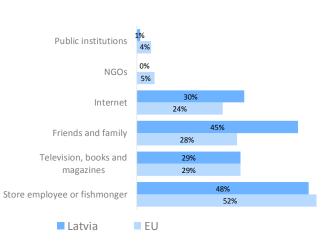
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



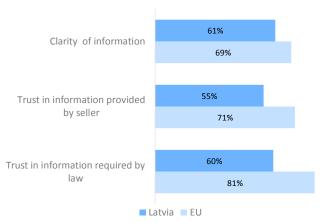


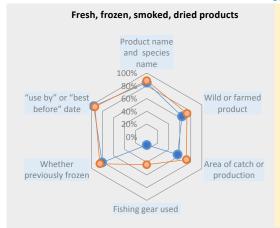


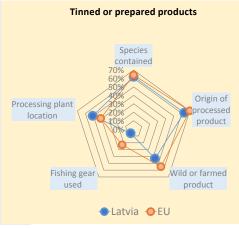
#### Information sources

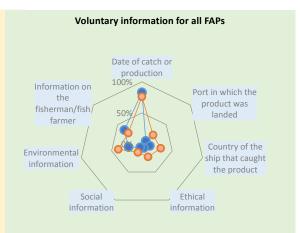


#### Consumer attitude to information on labels









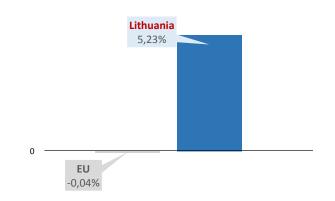
# LITHUANIA

#### **Consumption and expenditure**

Per capita consumption (2014)

Lithuania
44,7
kg/per capita

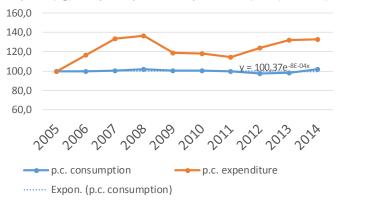




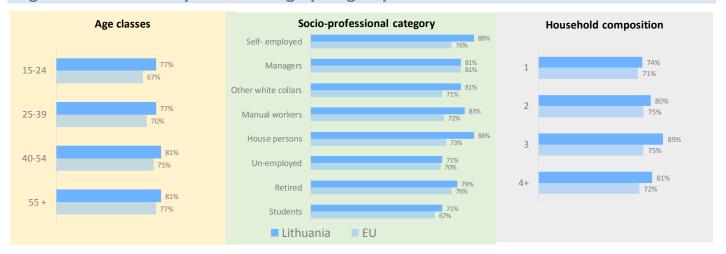
Per capita nominal expenditure (2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

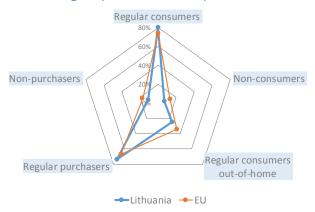


## Regular consumers<sup>17</sup> by socio-demographic group

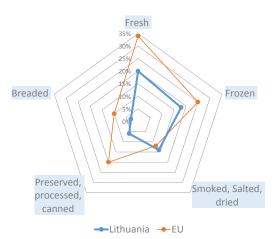


<sup>&</sup>lt;sup>17</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



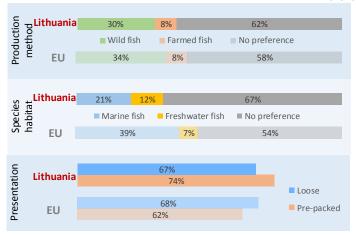
#### Preference about types of products

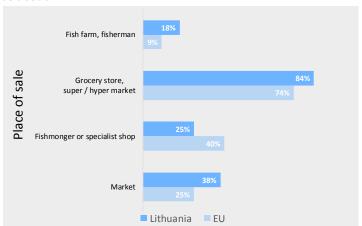


#### Main products consumed

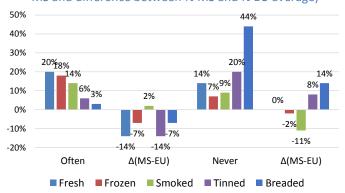
Marine	Freshwater	
herring	salmon carp perch	trout pangasius

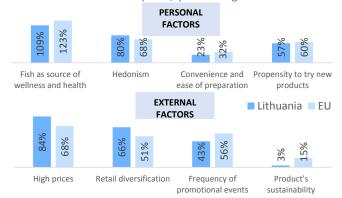
#### Preference about

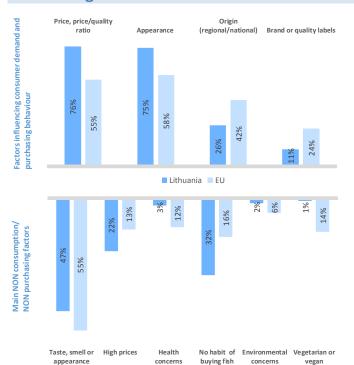




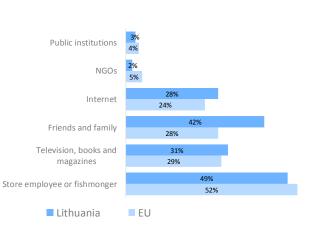
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



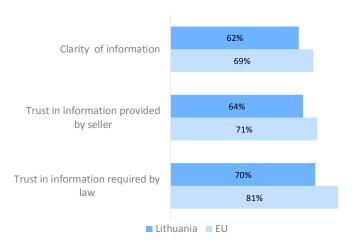


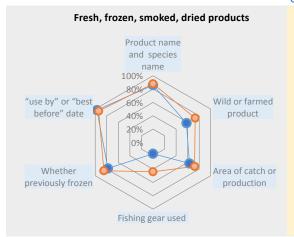


#### Information sources

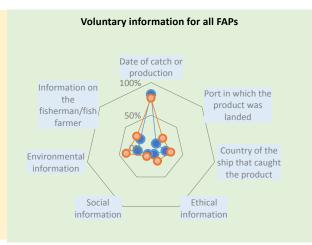


#### Consumer attitude to information on labels



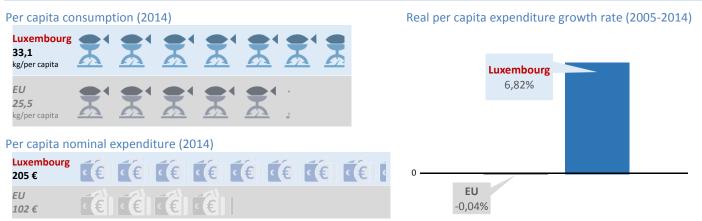




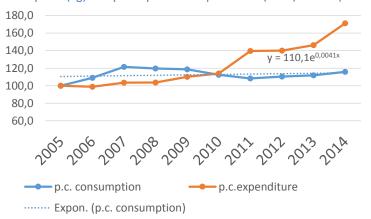


# **LUXEMBOURG**

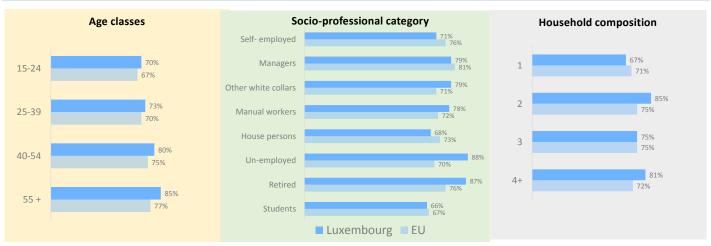
### **Consumption and expenditure**



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

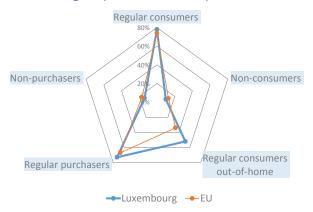


# Regular consumers<sup>18</sup> by socio-demographic group

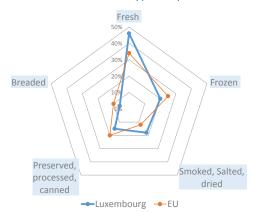


<sup>&</sup>lt;sup>18</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

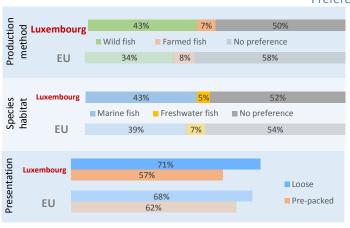
# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

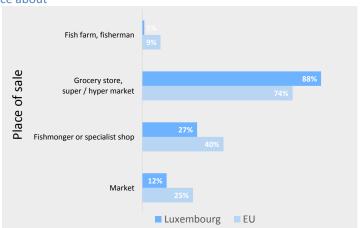


#### Preference about types of products

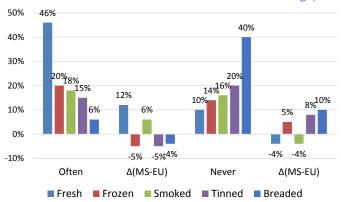


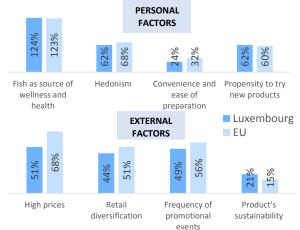
#### Preference about

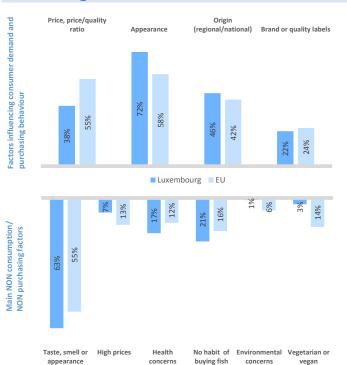




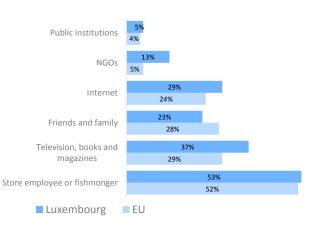
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



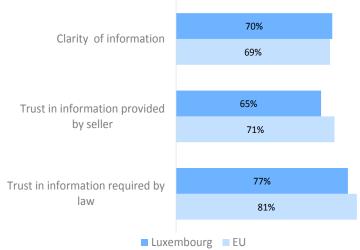


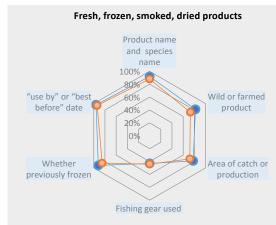


#### Information sources

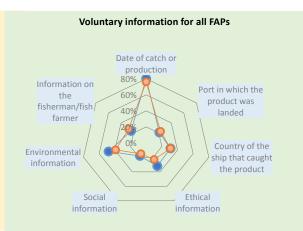


#### Consumer attitude to information on labels









# **MALTA**

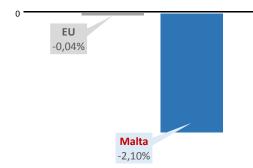
#### **Consumption and expenditure**

Per capita consumption (2014)

Malta
32,0
kg/per capita

EU
25,5
kg/per capita

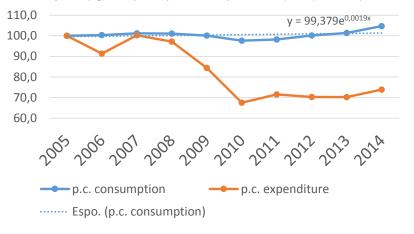
Real per capita expenditure growth rate (2005-2014)



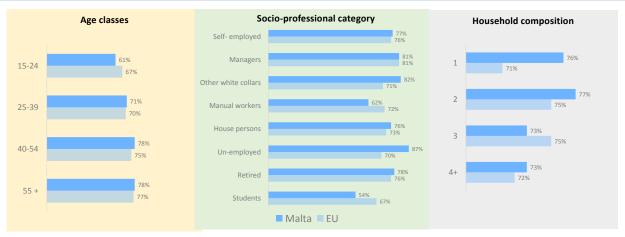
Per capita nominal expenditure (2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

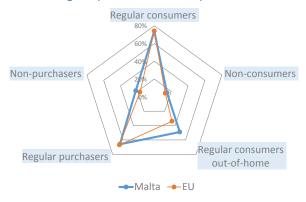


## Regular consumers<sup>19</sup> by socio-demographic group

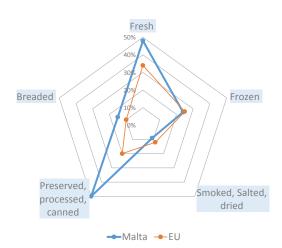


<sup>&</sup>lt;sup>19</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

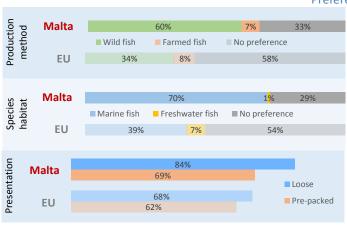
# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

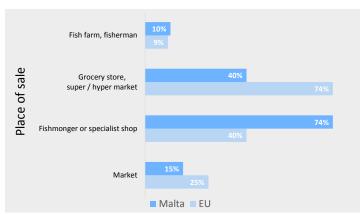


#### Preference about types of products

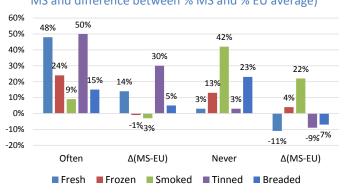


#### Preference about

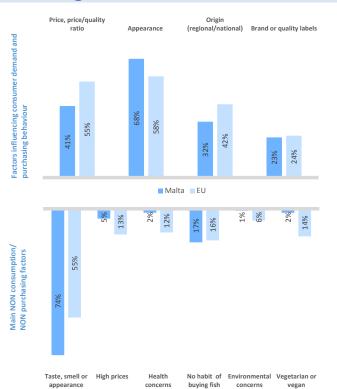




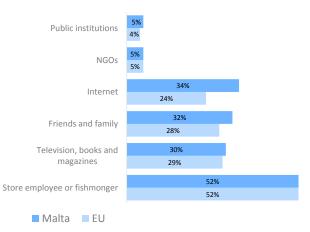
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



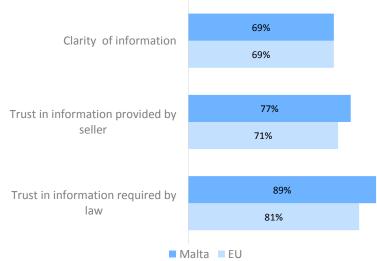


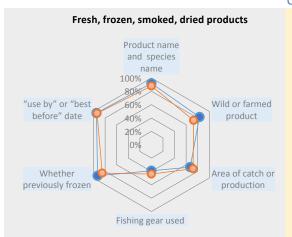


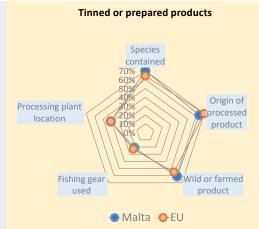
#### Information sources

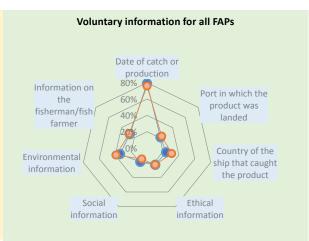


#### Consumer attitude to information on labels









# **NETHERLANDS**

#### **Consumption and expenditure**

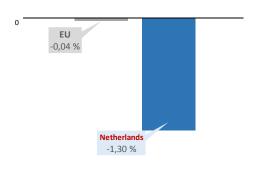
Per capita consumption (2014)



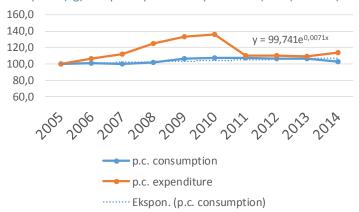
Per capita nominal expenditure (2014)



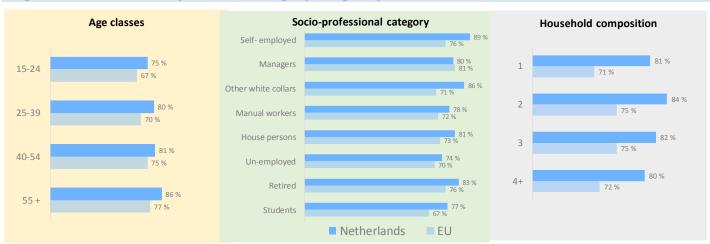
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

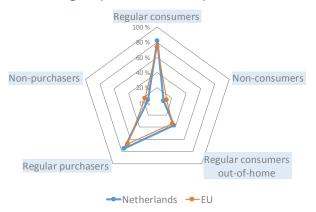


## Regular consumers<sup>20</sup> by socio-demographic group

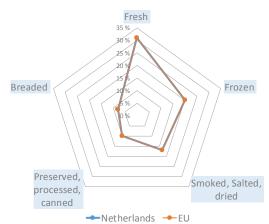


<sup>&</sup>lt;sup>20</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



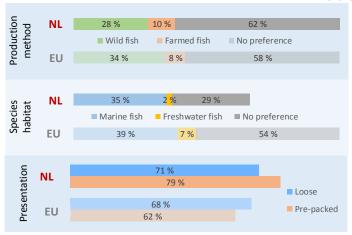
#### Preference about types of products

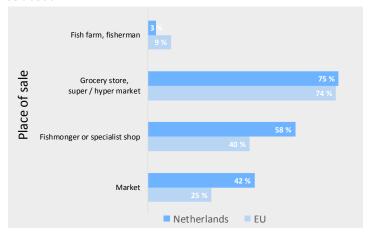


#### Main products consumed

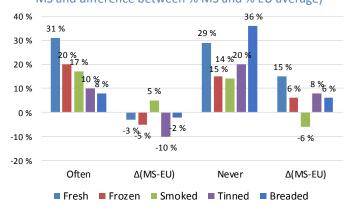
Freshwater	Tinned	
pangasius Salmon	canned tuna	

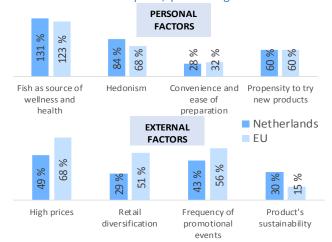
#### Preference about





# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

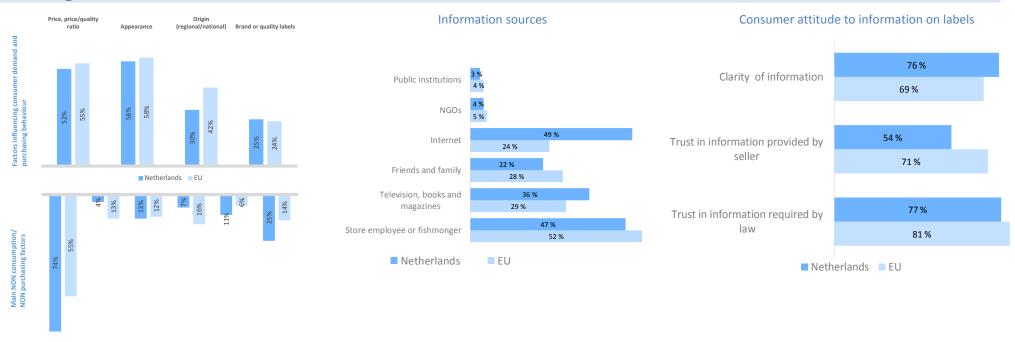


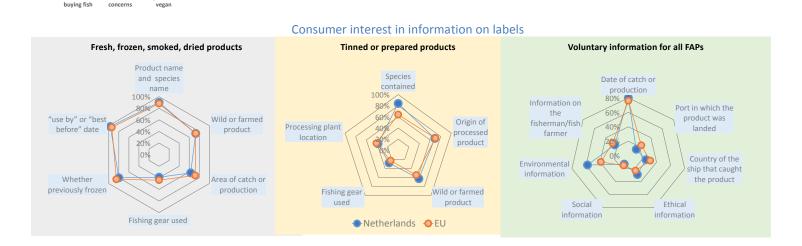


Taste, smell or High prices Health concerns No habit of Environmental Vegetarian or

concerns

appearance





## **POLAND**

## **Consumption and expenditure**

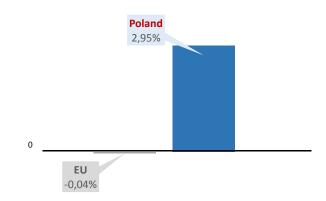
Per capita consumption (2014)



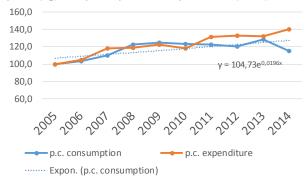
Per capita nominal expenditure (2014)



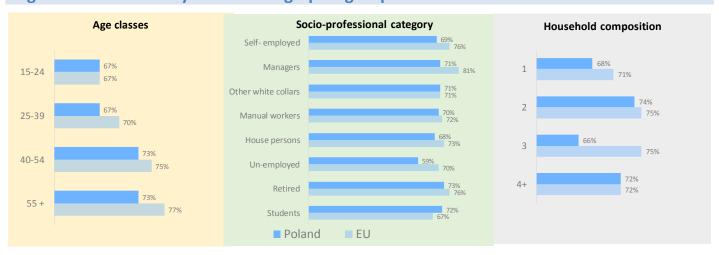
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

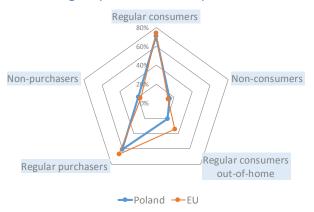


## Regular consumers<sup>21</sup> by socio-demographic group

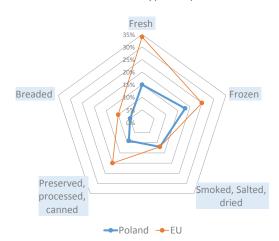


<sup>&</sup>lt;sup>21</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



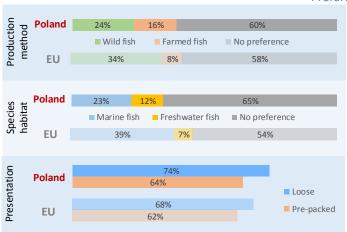
#### Preference about types of products

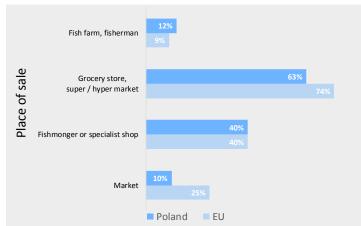


#### Main products consumed

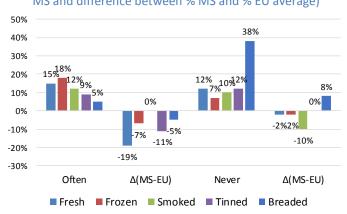
Marine		Freshwater		
	mackerel	tuna	salmon	carp
	herring	Alaska pollack	trout	

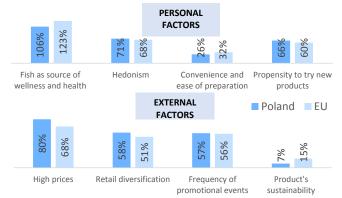
#### Preference about

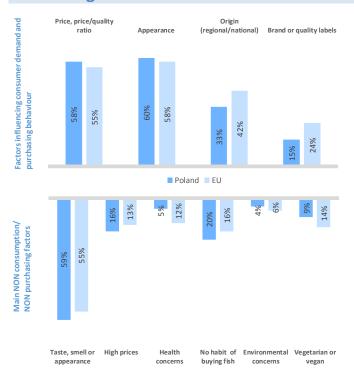




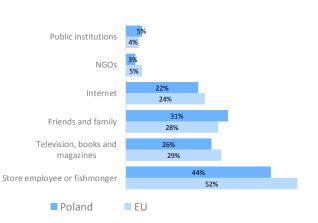
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



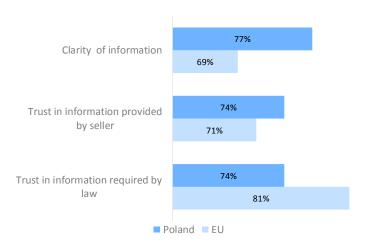


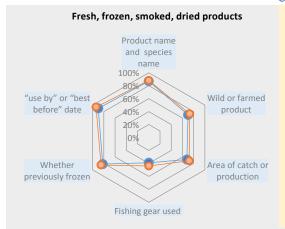


#### Information sources

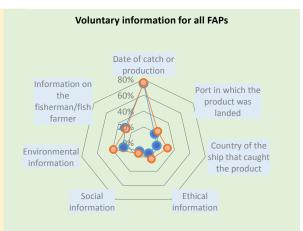


#### Consumer attitude to information on labels



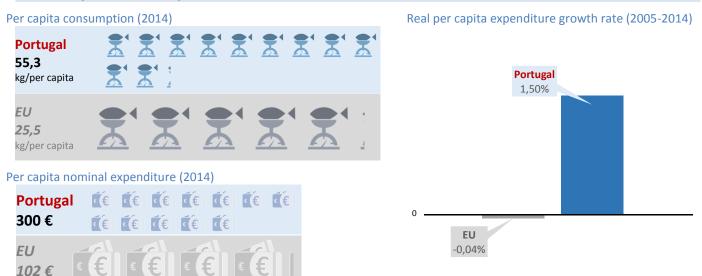




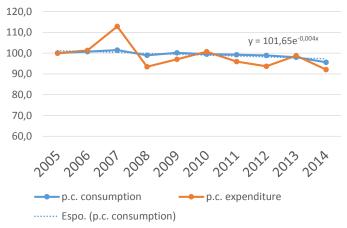


## **PORTUGAL**

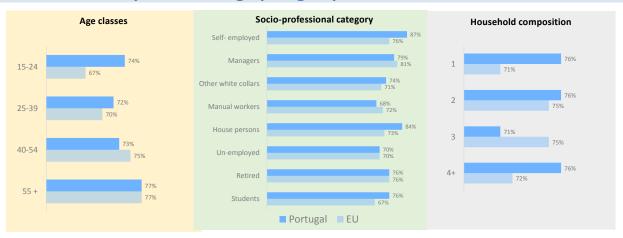
#### **Consumption and expenditure**



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

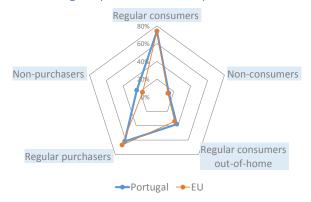


## Regular consumers<sup>22</sup> by socio-demographic group

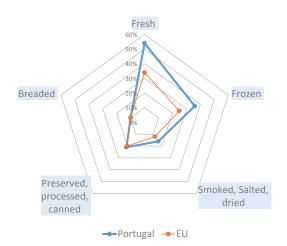


<sup>&</sup>lt;sup>22</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



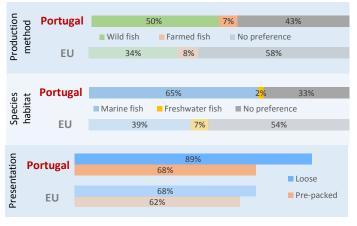
#### Preference about types of products

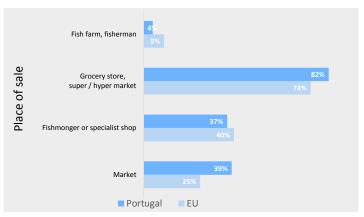


#### Main products consumed

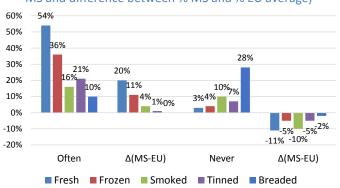
Marine		Smoked, salted, dried fish	Tinned	Freshwater
Horse	Sardine		Canned tuna	
mackerel gilthead seabream	Hake	Salted and dried cod	Sardines	Salmon

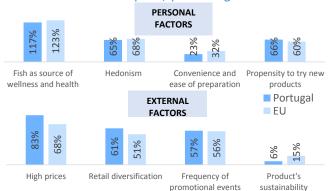
#### Preference about





# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

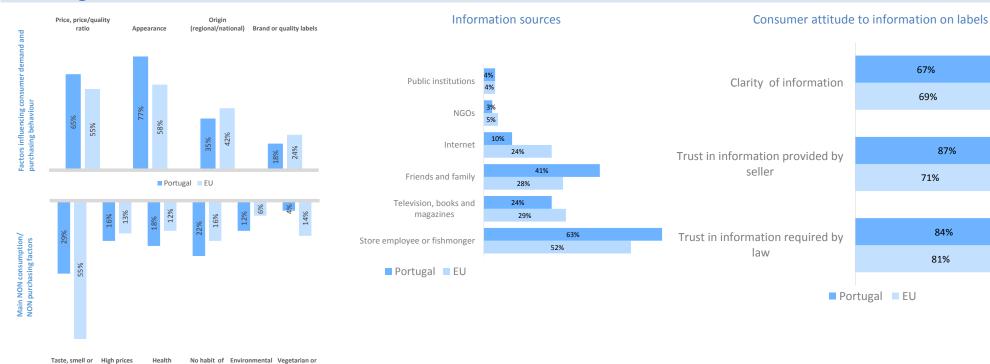




concerns

concerns

appearance



#### Consumer interest in information on labels



67%

69%

71%

87%

84%

81%

# **ROMANIA**

#### **Consumption and expenditure**

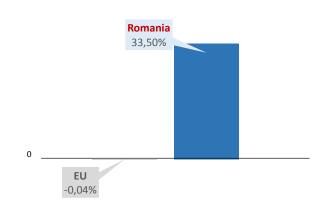
Per capita consumption (2014)



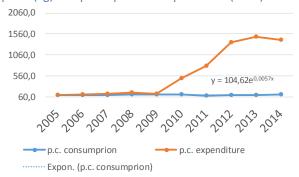
Per capita nominal expenditure (2014)



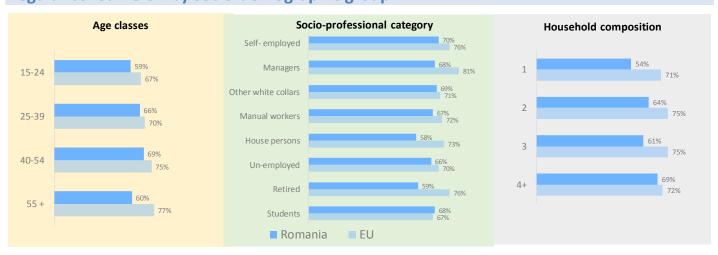
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

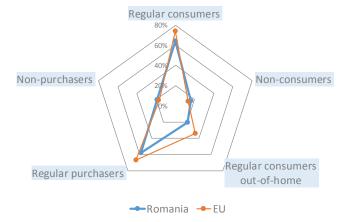


## Regular consumers<sup>23</sup> by socio-demographic group

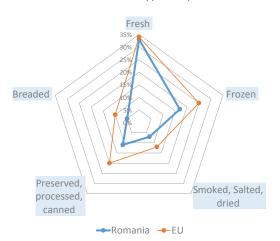


<sup>&</sup>lt;sup>23</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



#### Preference about types of products

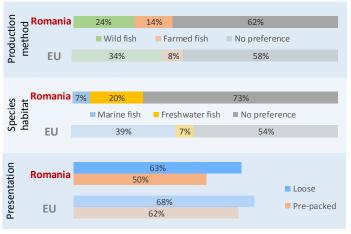


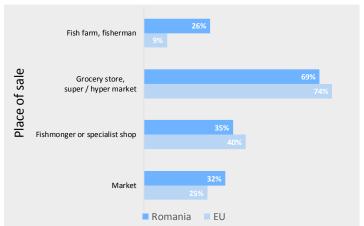
Main products consumed

Marine Freshwater

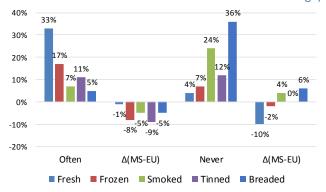
mackerel carp

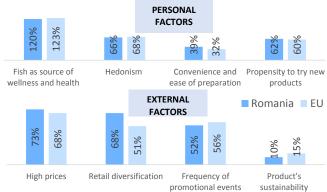
#### Preference about

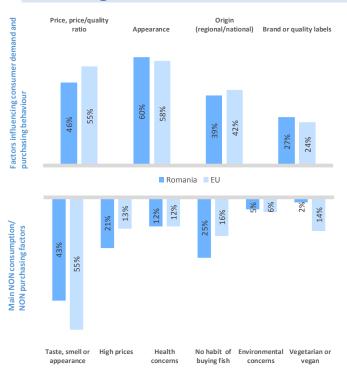




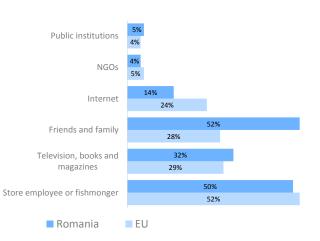
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



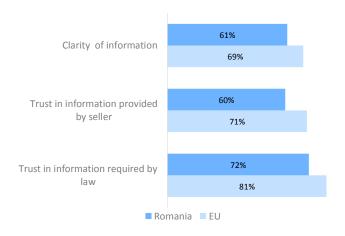


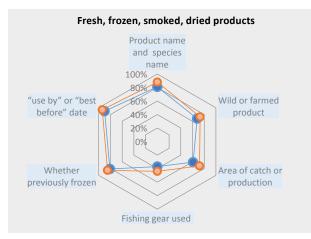


#### Information sources

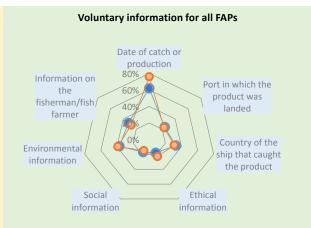


#### Consumer attitude to information on labels



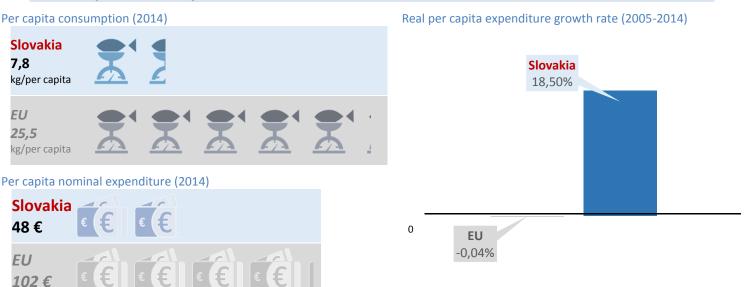




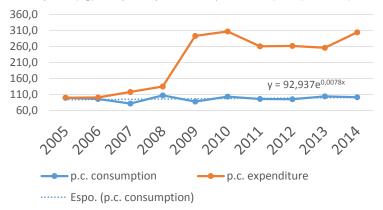


## **SLOVAKIA**

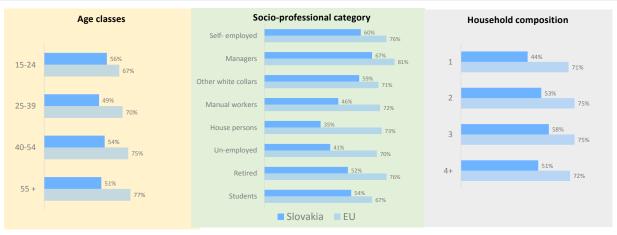
#### **Consumption and expenditure**



#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

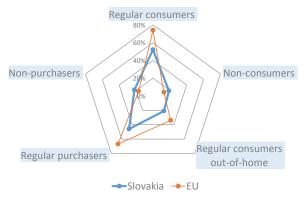


## Regular consumers<sup>24</sup> by socio-demographic group

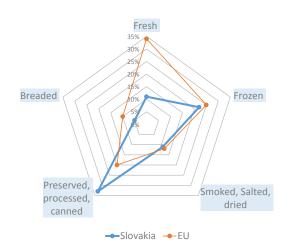


<sup>&</sup>lt;sup>24</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

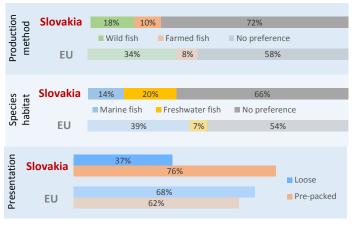
# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

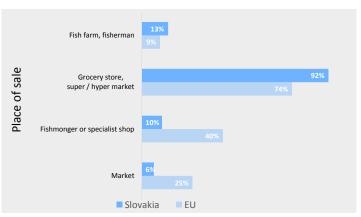


### Preference about types of products

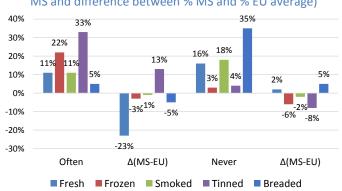


### Preference about





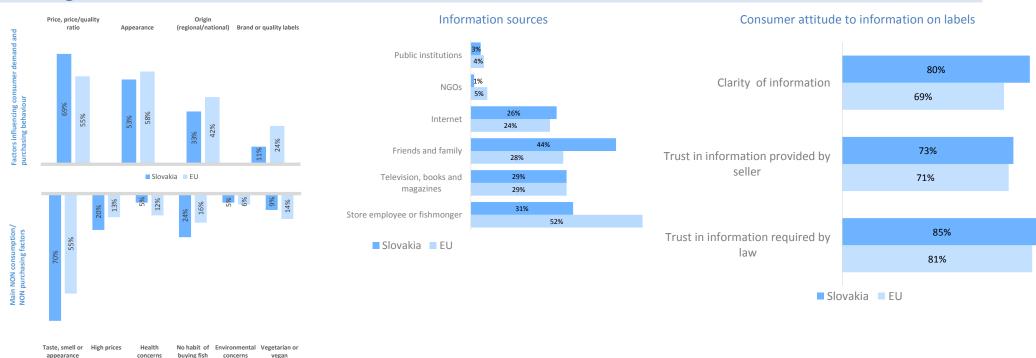
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





Main consumption/ purchasing factors

PERSONAL



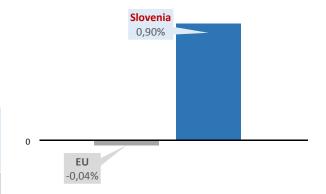


# **SLOVENIA**

### **Consumption and expenditure**

Per capita consumption (2014) Slovenia 10,8 kg/per capita EU 25,5 kg/per capita

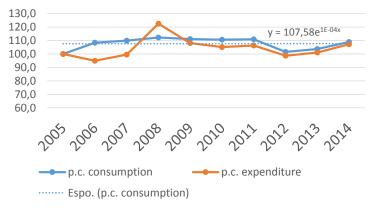
Real per capita expenditure growth rate (2005-2014)



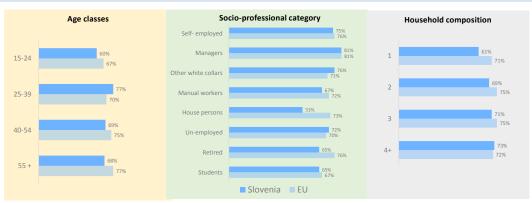




Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

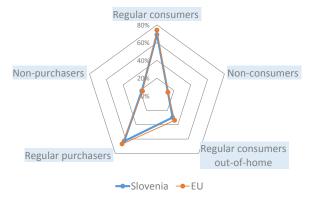


### Regular consumers<sup>25</sup> by socio-demographic group

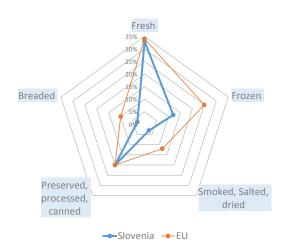


<sup>&</sup>lt;sup>25</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

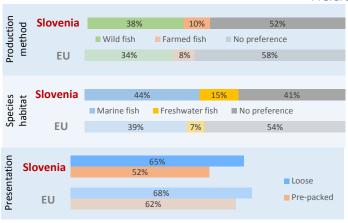
# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

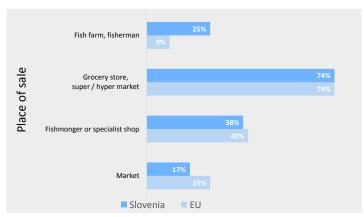


### Preference about types of products

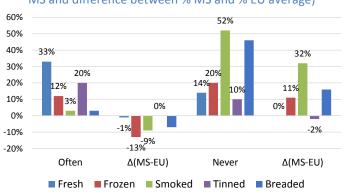


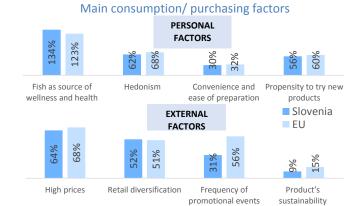
### Preference about





# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





Health

concerns

buying fish

Taste, smell or

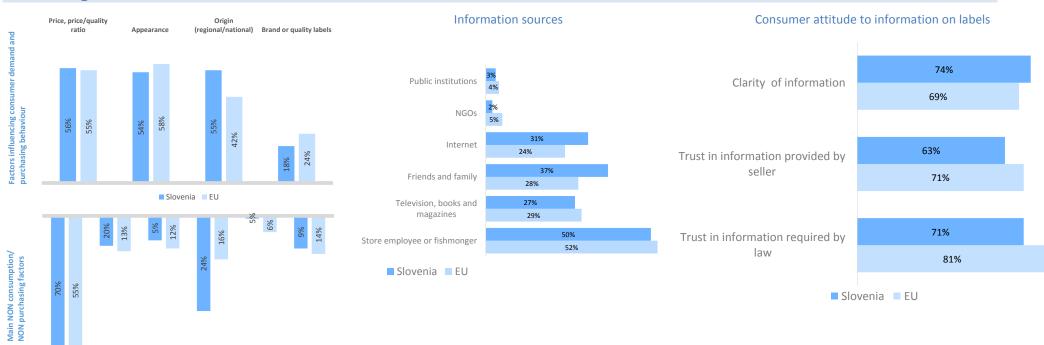
appearance

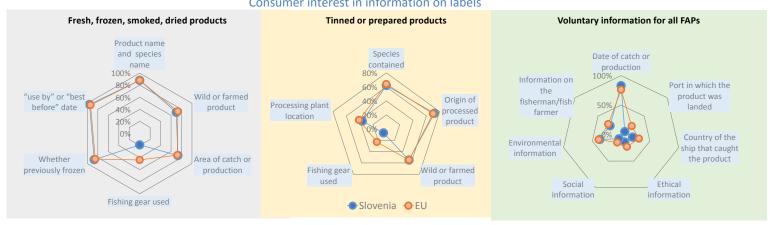
High prices

No habit of Environmental Vegetarian or

vegan

concerns

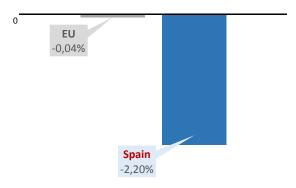




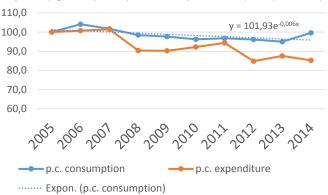
# **SPAIN**

### **Consumption and expenditure**

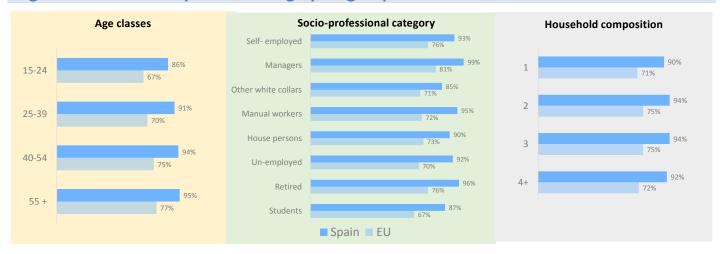
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



### Regular consumers<sup>26</sup> by socio-demographic group

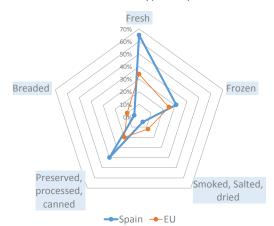


<sup>&</sup>lt;sup>26</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers

# Regular consumers Non-purchasers Regular purchasers Regular consumers out-of-home Spain EU

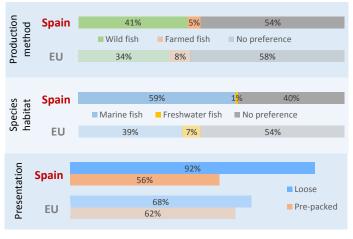
### Preference about types of products

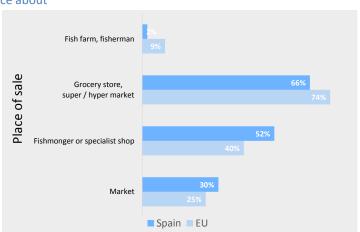


### Main products consumed

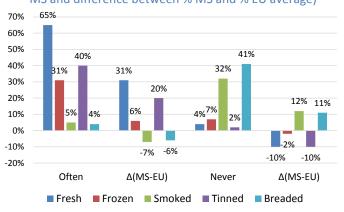
Marine			Freshwater
Hake	Shrimp	Squid	Salmon
Octopus	Cod		

### Preference about

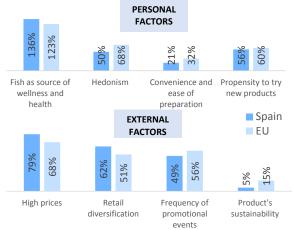


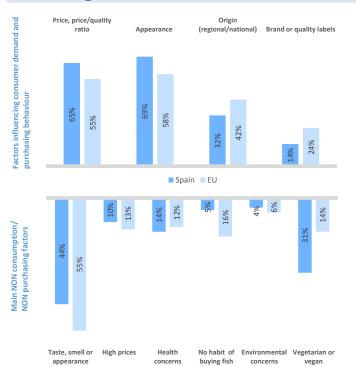


# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



### Main consumption/ purchasing factors







### Consumer interest in information on labels Fresh, frozen, smoked, dried products Tinned or prepared products Voluntary information for all FAPs Product name Species and species Date of catch or contained name production 100% Information on Port in which the the "use by" or "best Wild or farmed product was Origin of fisherman/fish/ Processing plant landed before" date product processed farmer location product Country of the Environmental ship that caught information Whether Area of catch or the product previously frozen production Fishing gear Wild or farmed used product Social Ethical information information Fishing gear used Spain UEU

■ Spain ■ EU

■ Spain ■ EU

# **SWEDEN**

### **Consumption and expenditure**

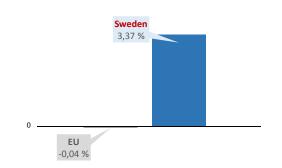
Per capita consumption (2014)



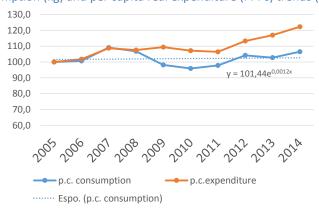
Per capita nominal expenditure (2014)



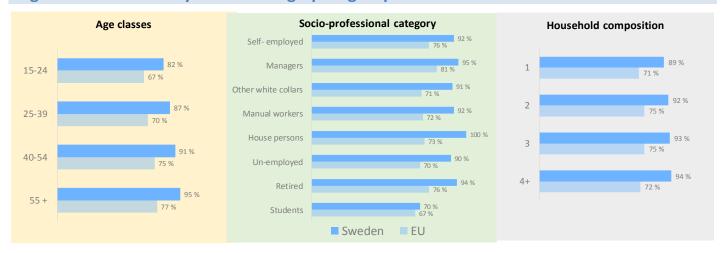
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

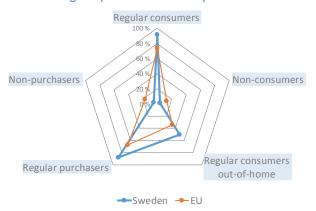


### Regular consumers<sup>27</sup> by socio-demographic group

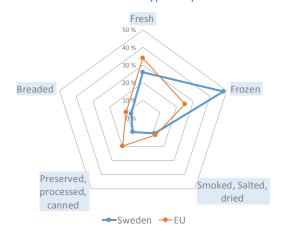


<sup>&</sup>lt;sup>27</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



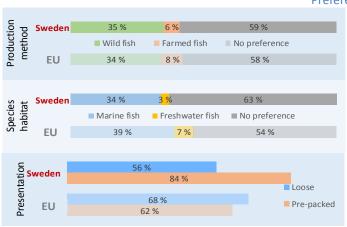
### Preference about types of products

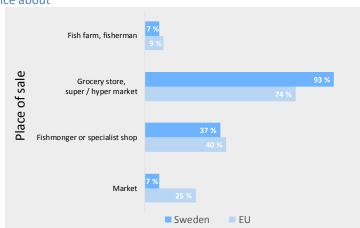


### Main products consumed

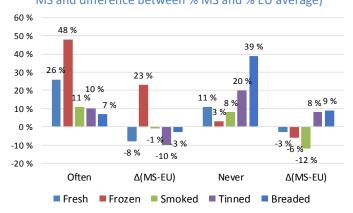


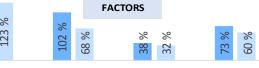
### Preference about





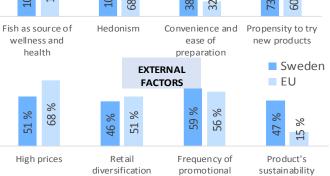
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

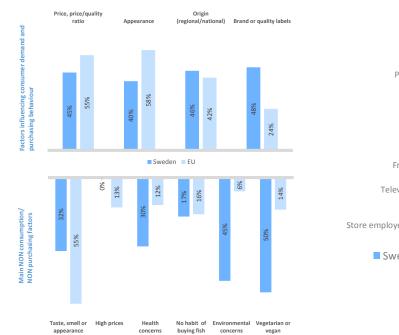




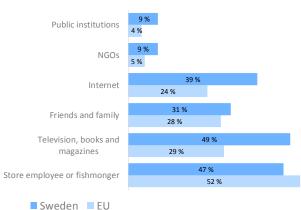
Main consumption/ purchasing factors

PERSONAL

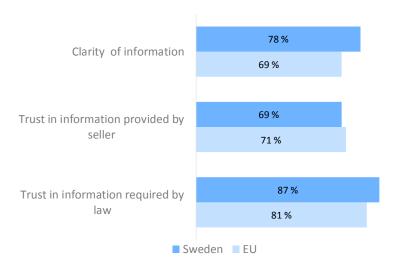


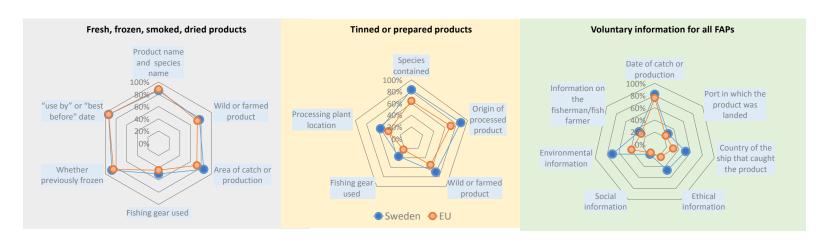


### Information sources



### Consumer attitude to information on labels





# **UNITED KINGDOM**

### **Consumption and expenditure**

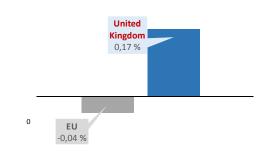
Per capita consumption (2014)



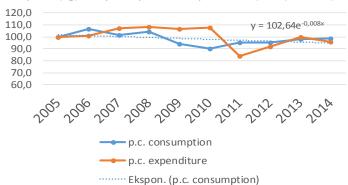
Per capita nominal expenditure (2014)



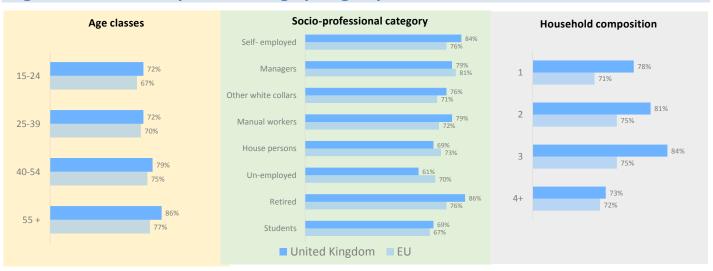
Real per capita expenditure growth rate (2005-2014)



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

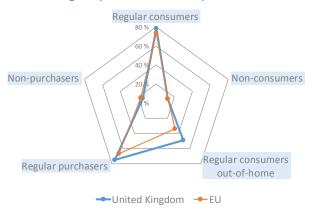


### Regular consumers<sup>28</sup> by socio-demographic group

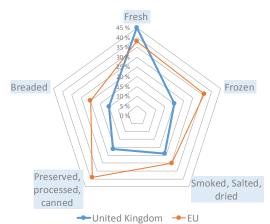


<sup>&</sup>lt;sup>28</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

# Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



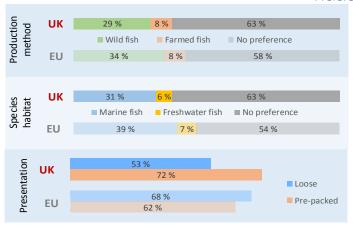
### Preference about types of products

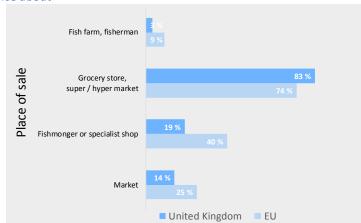


### Main products consumed

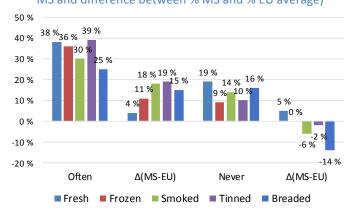
Marine	Freshwater
cod	salmon

### Preference about

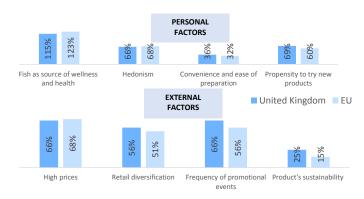


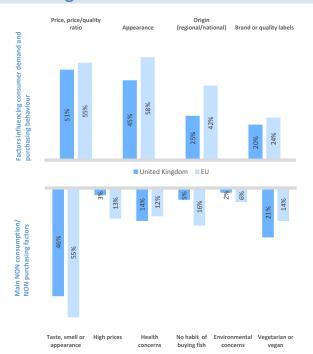


# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

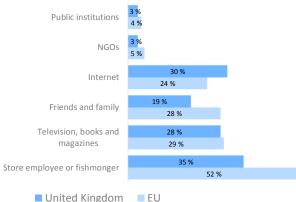


### Main consumption/ purchasing factors

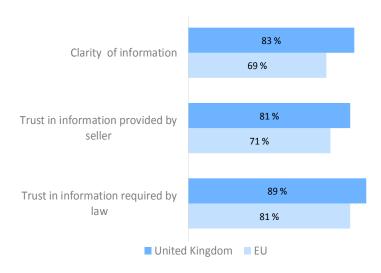


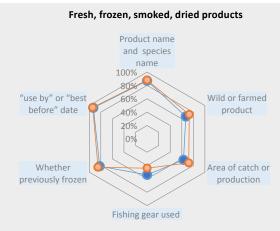


# Information sources

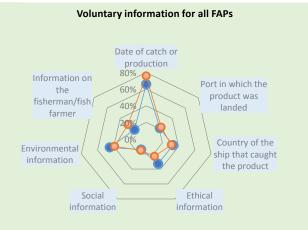


### Consumer attitude to information on labels









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