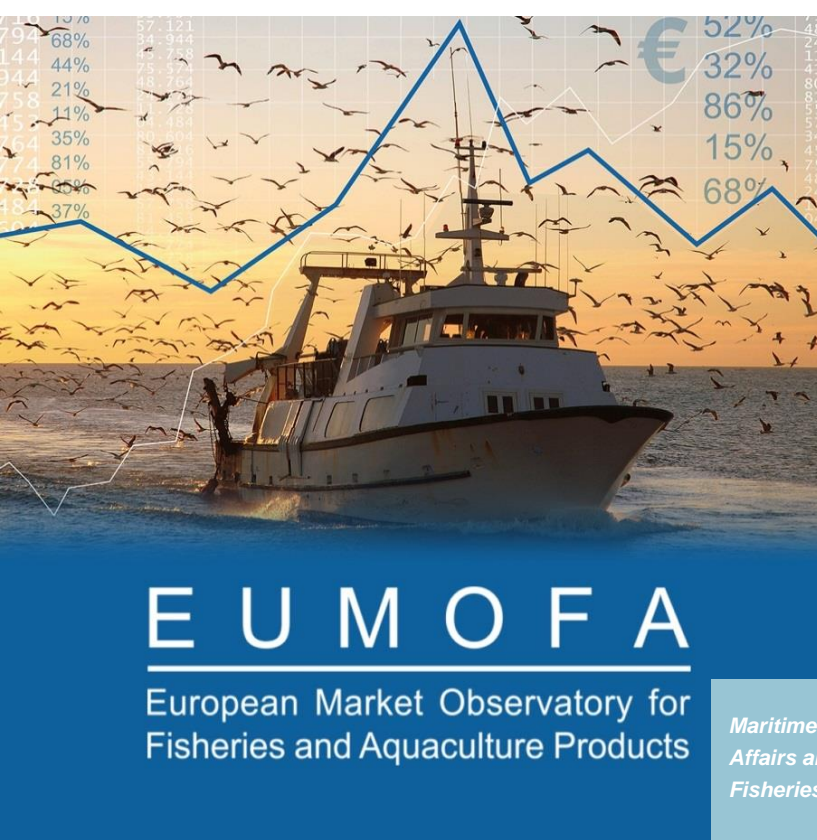




# EU CONSUMER HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

## ANNEX 4 COUNTRY FICHES



LAST UPDATE JANUARY 2017

[WWW.EUMOFA.EU](http://WWW.EUMOFA.EU)

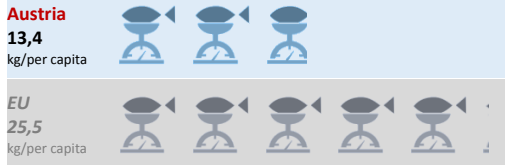
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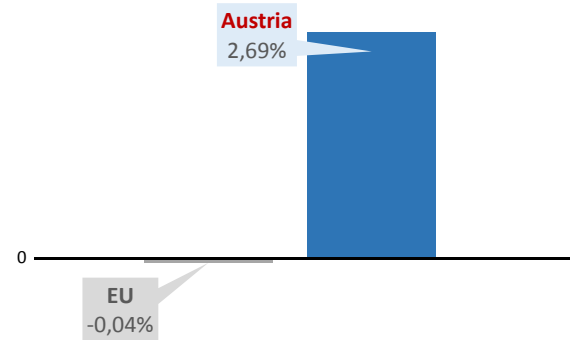
# AUSTRIA

## Consumption and expenditure

### Per capita consumption (2014)



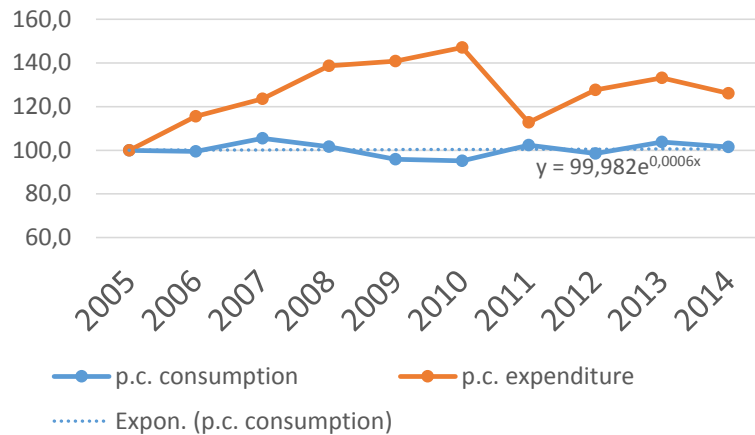
### Real per capita expenditure growth rate (2005-2014)



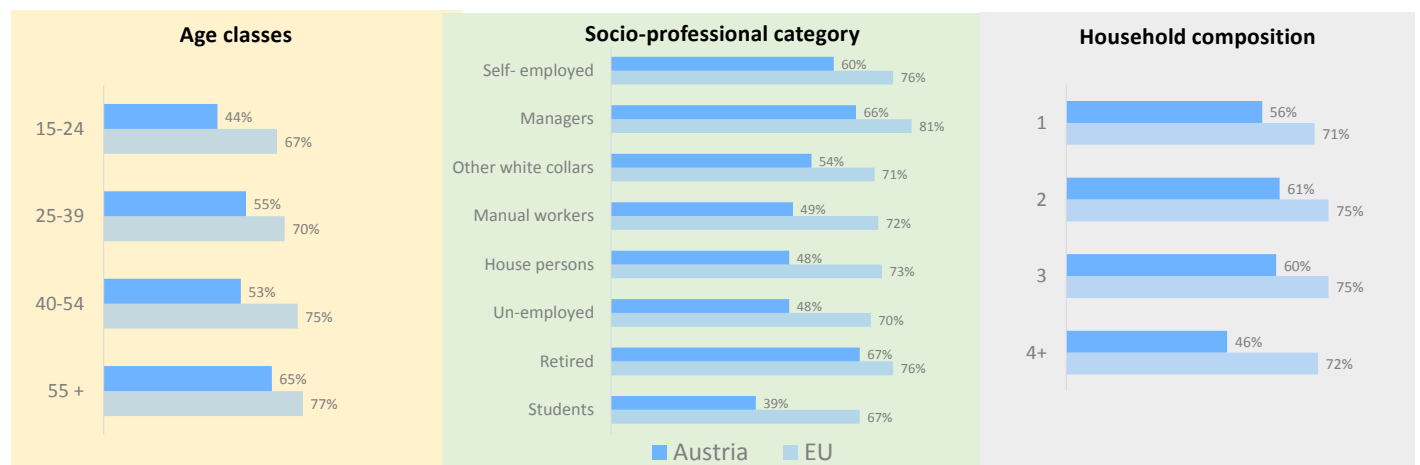
### Per capita nominal expenditure (2014)



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



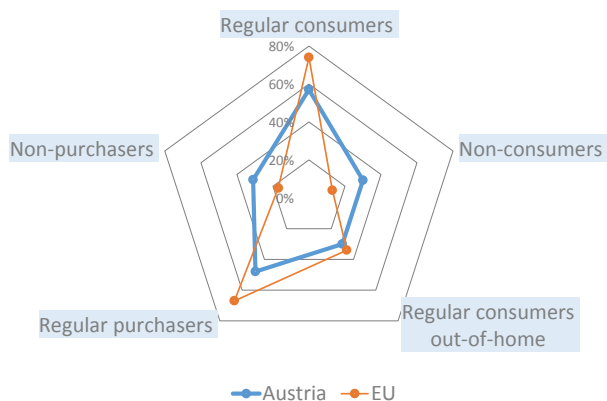
## Regular consumers<sup>1</sup> by socio-demographic group



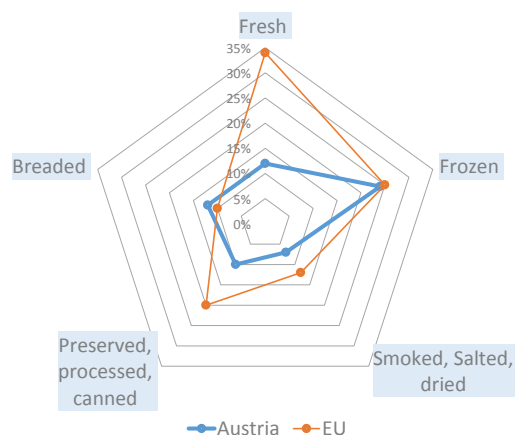
<sup>1</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



Preference about types of products

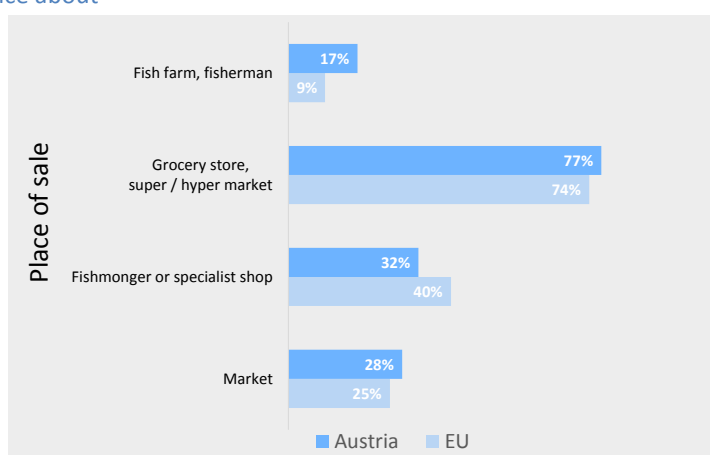
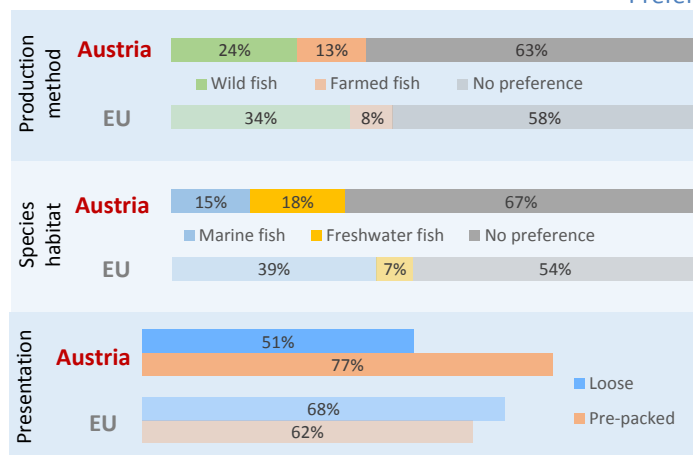


Main products consumed

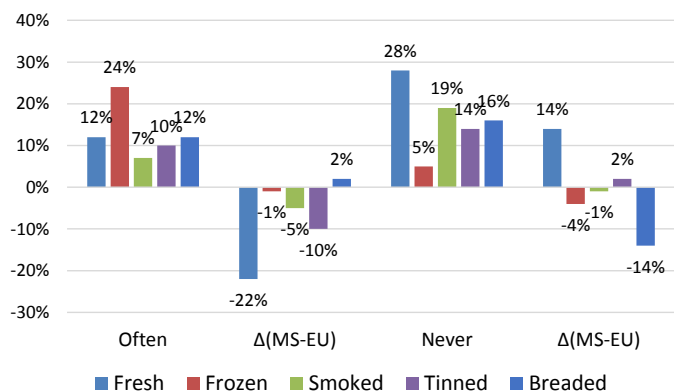
### Freshwater

#### Freshwater fish

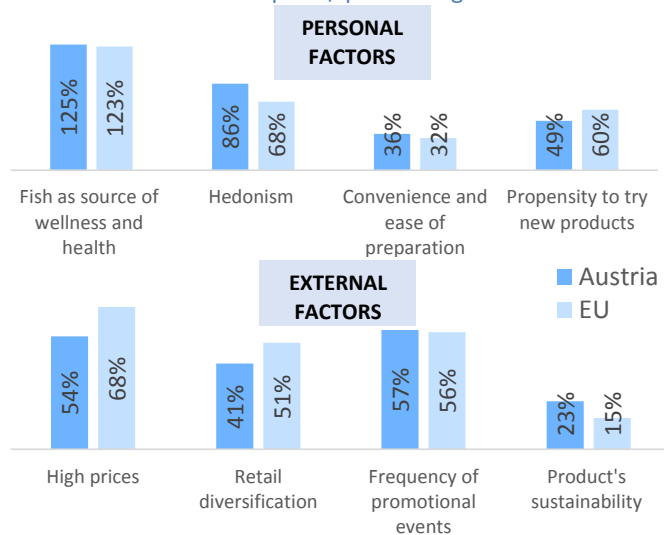
Preference about



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

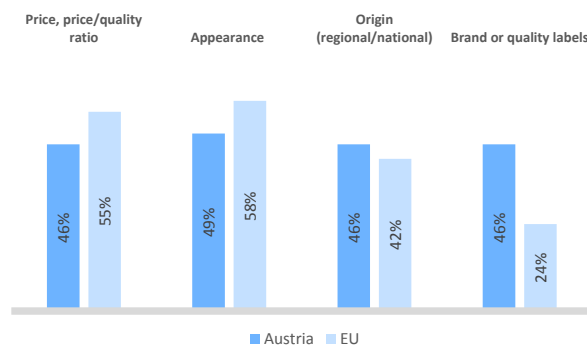


Main consumption/ purchasing factors

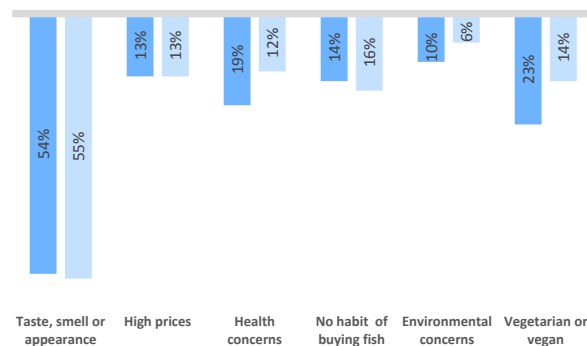


## Purchasing factors and use of information

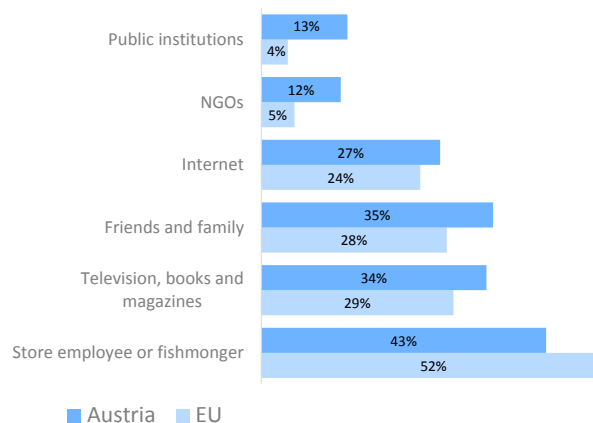
Factors influencing consumer demand and purchasing behaviour



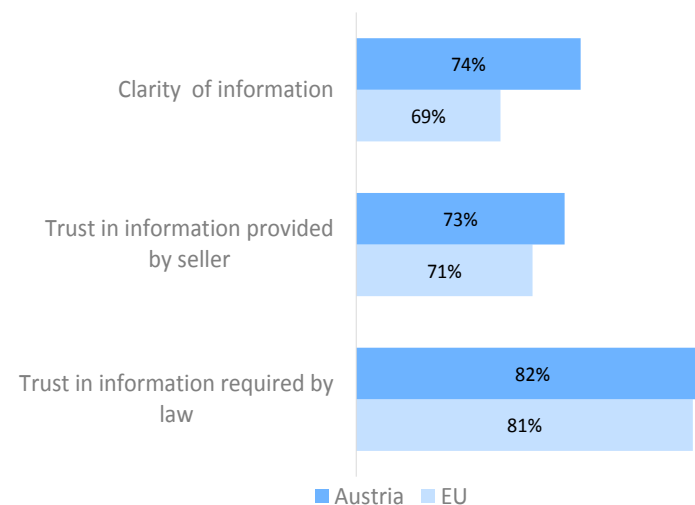
Main NON consumption/ NON purchasing factors



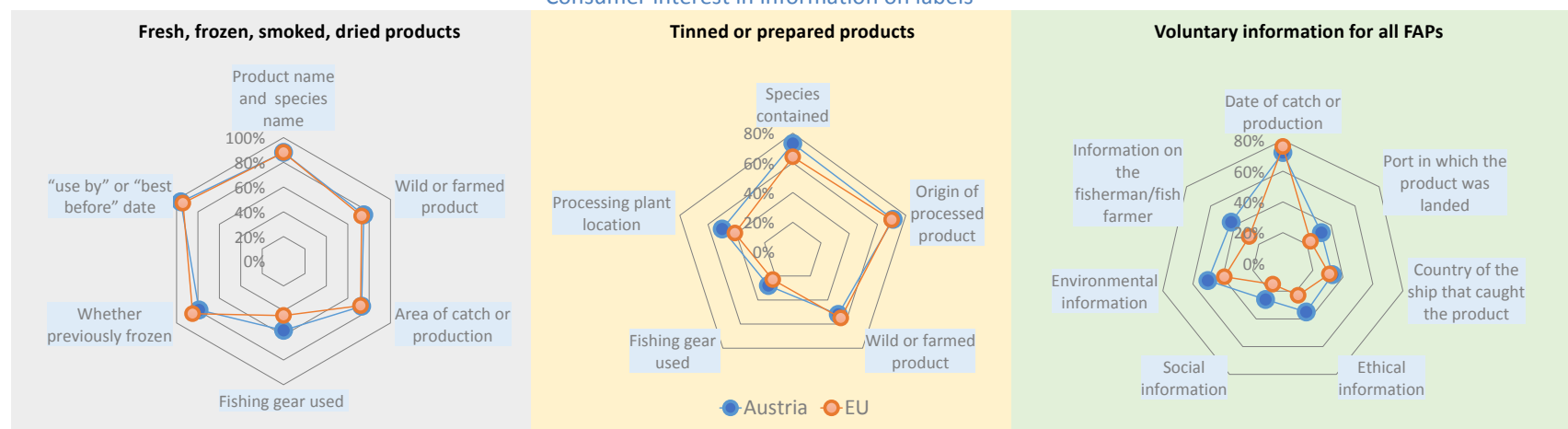
Information sources



Consumer attitude to information on labels



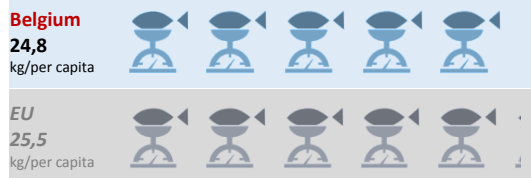
Consumer interest in information on labels



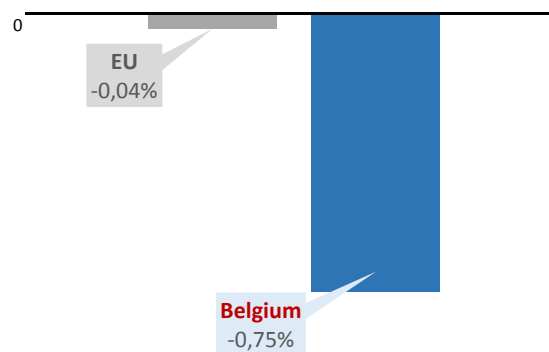
# BELGIUM

## Consumption and expenditure

### Per capita consumption (2014)



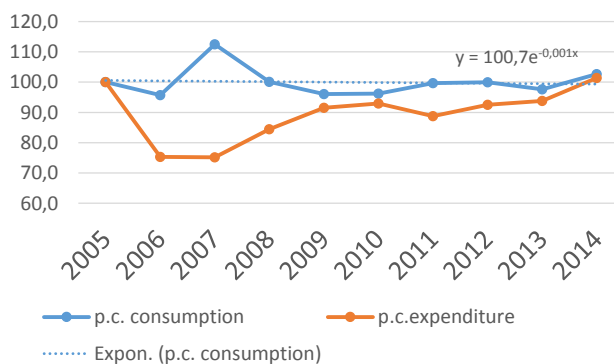
### Real per capita expenditure growth rate (2005-2014)



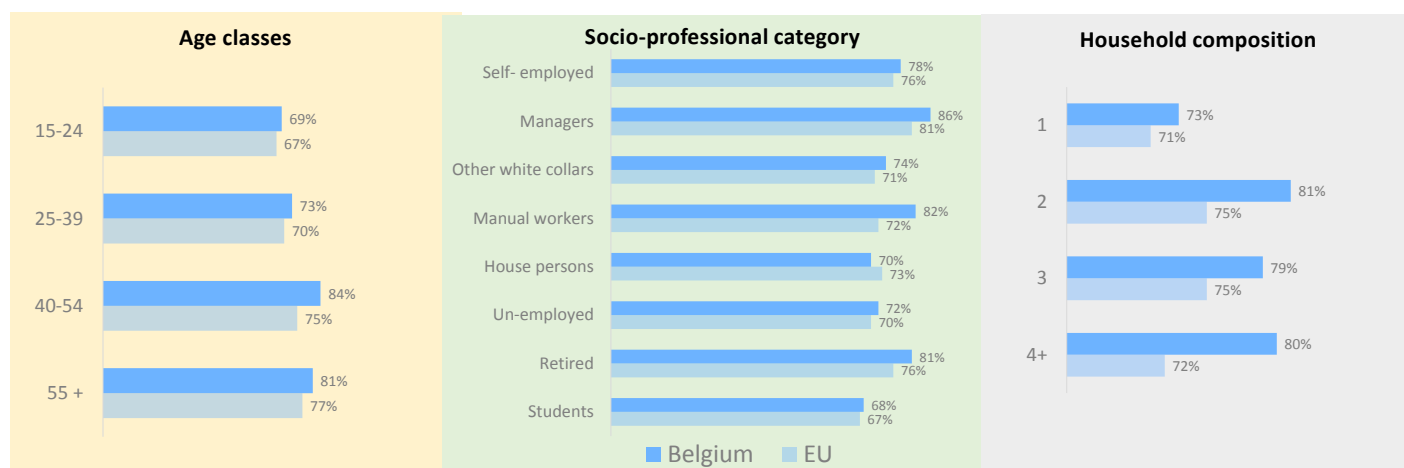
### Per capita nominal expenditure (2014)



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



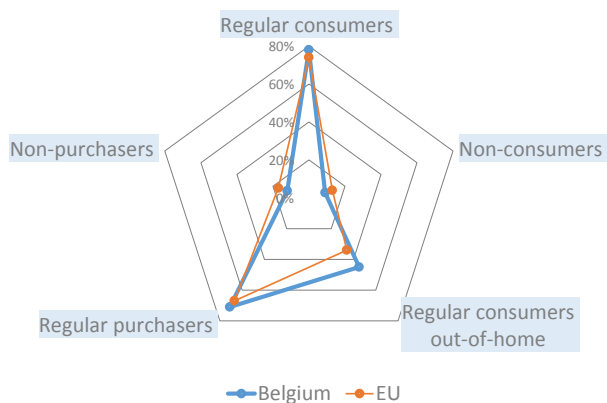
## Regular consumers<sup>2</sup> by socio-demographic group



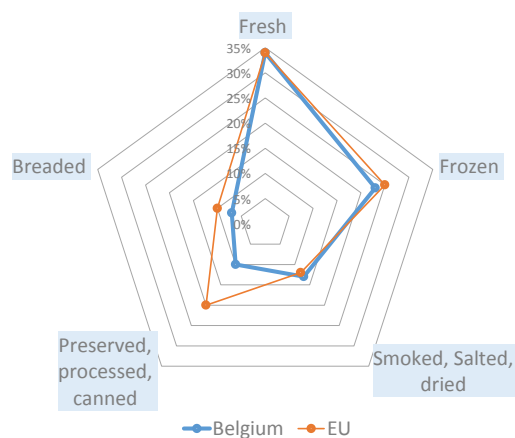
<sup>2</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

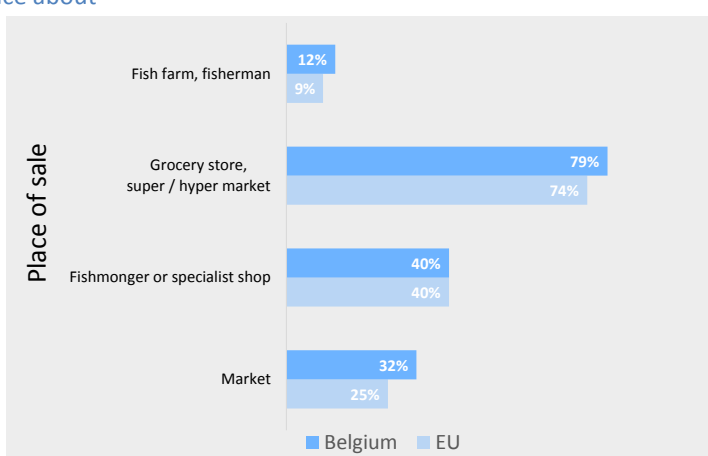
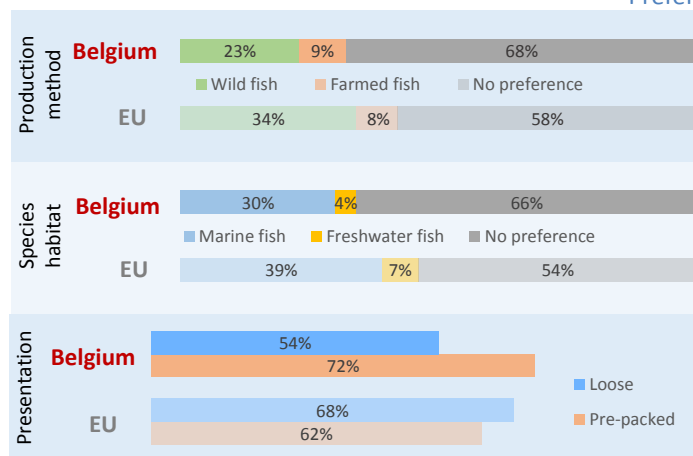
Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



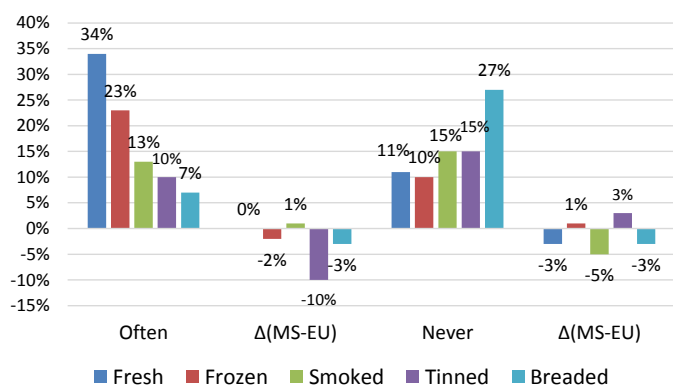
Preference about types of products



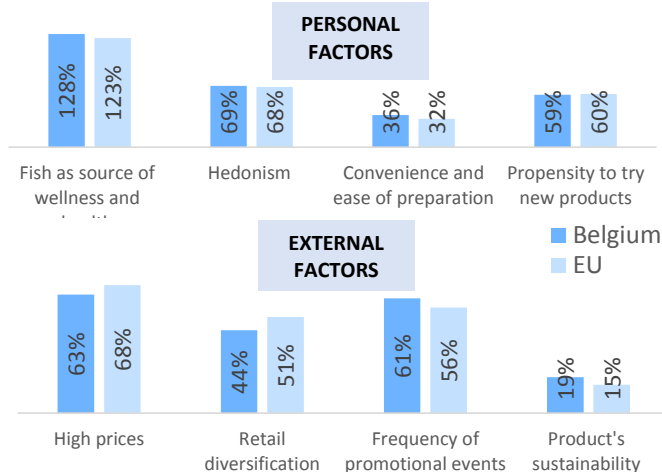
Preference about



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



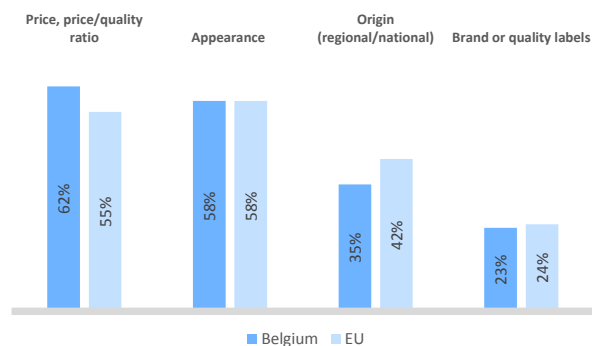
Main consumption/ purchasing factors



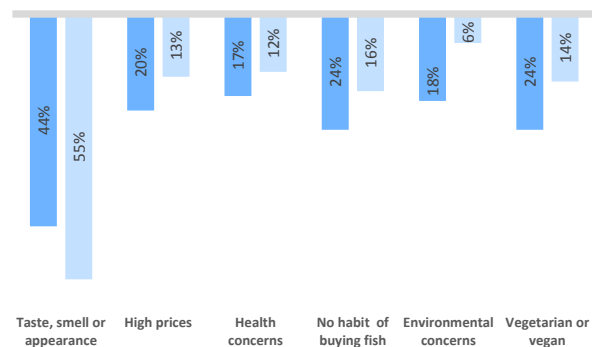


## Purchasing factors and use of information

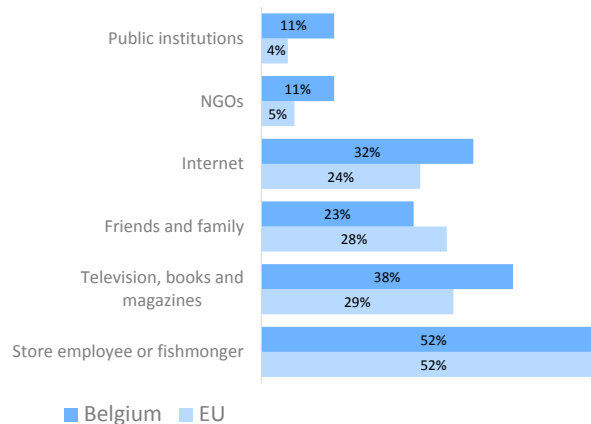
Factors influencing consumer demand and purchasing behaviour



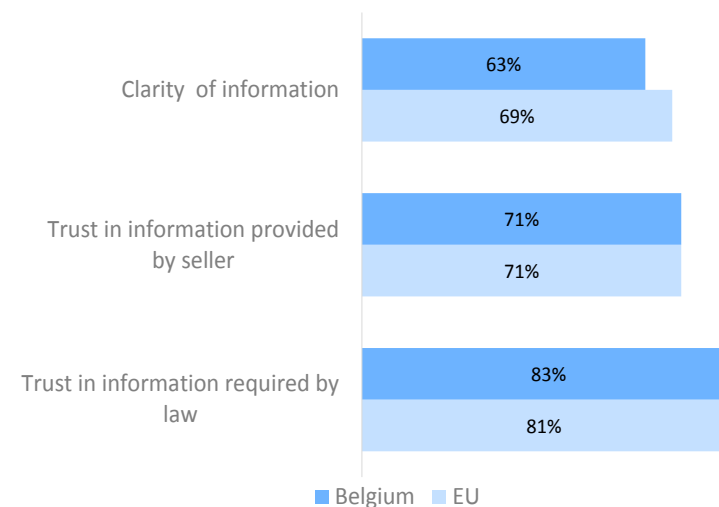
Main NON consumption/ NON purchasing factors



Information sources

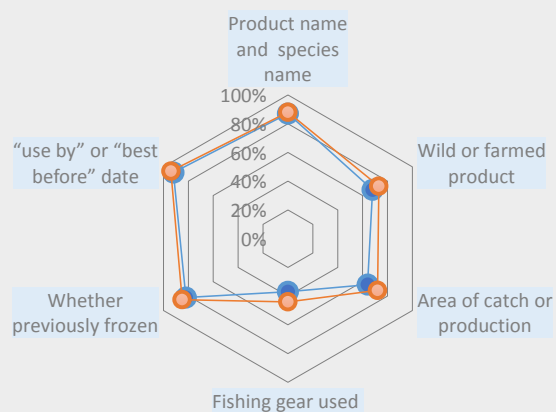


Consumer attitude to information on labels

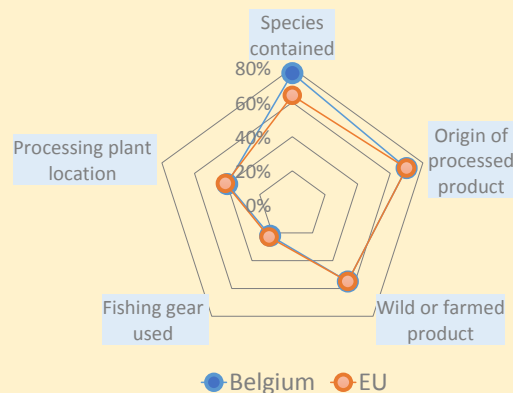


Consumer interest in information on labels

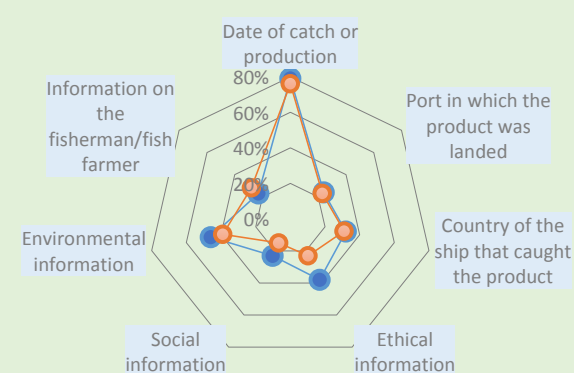
Fresh, frozen, smoked, dried products



Tinned or prepared products



Voluntary information for all FAPs





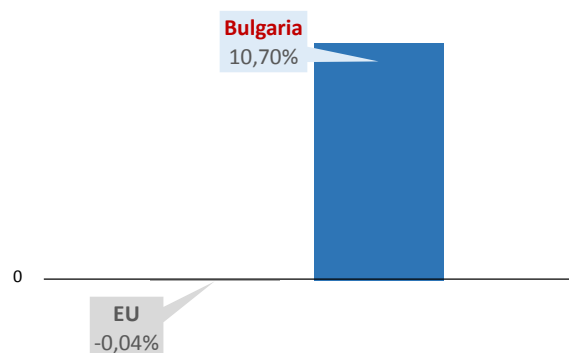
# BULGARIA

## Consumption and expenditure

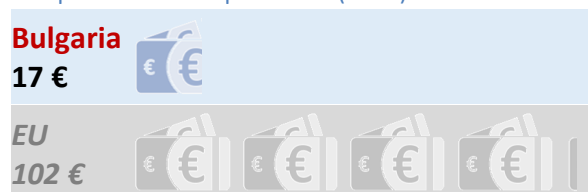
Per capita consumption (2014)



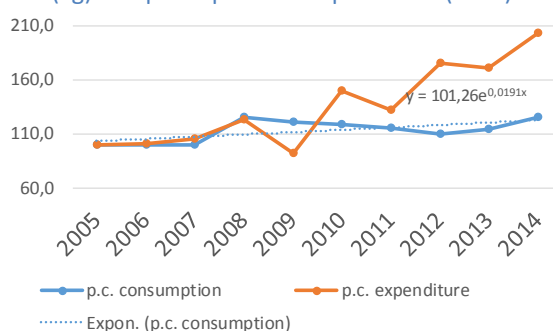
Real per capita expenditure growth rate (2005-2014)



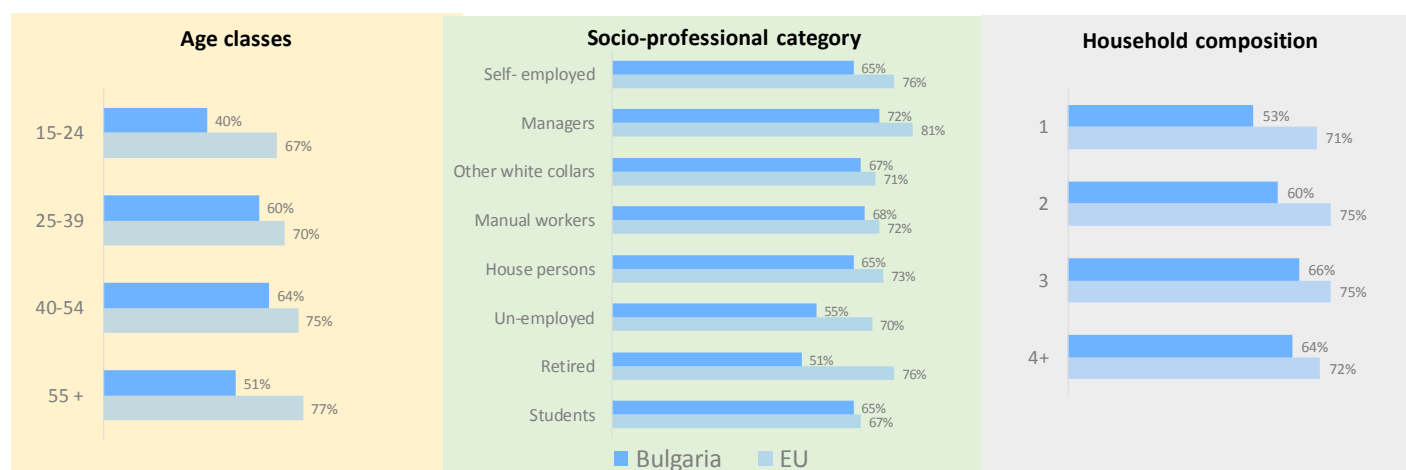
Per capita nominal expenditure (2014)



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



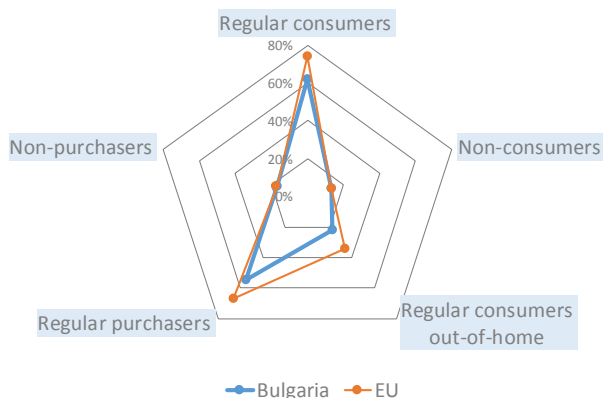
## Regular consumers<sup>3</sup> by socio-demographic group



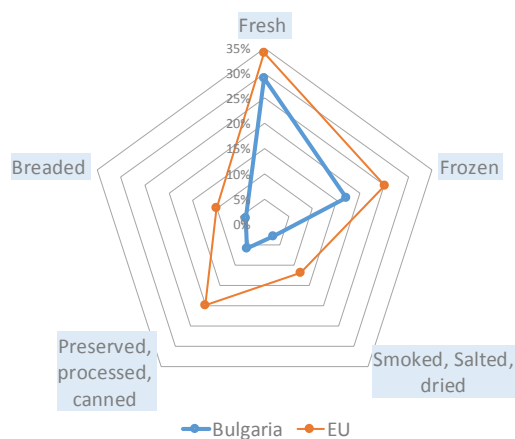
<sup>3</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



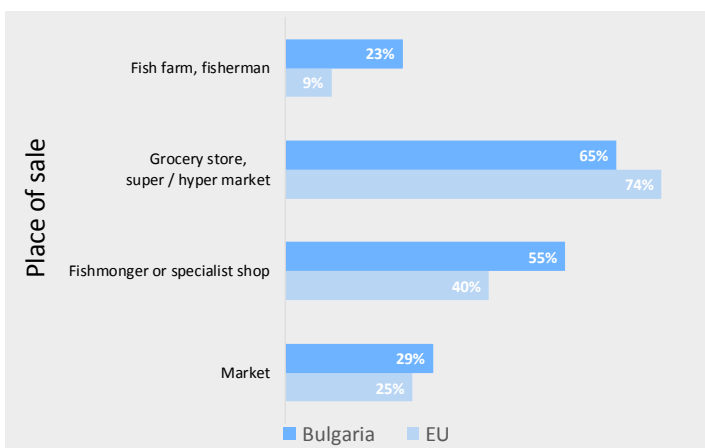
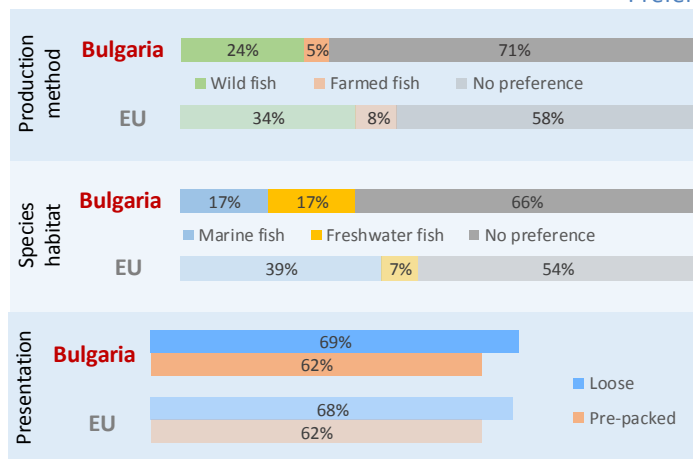
Preference about types of products



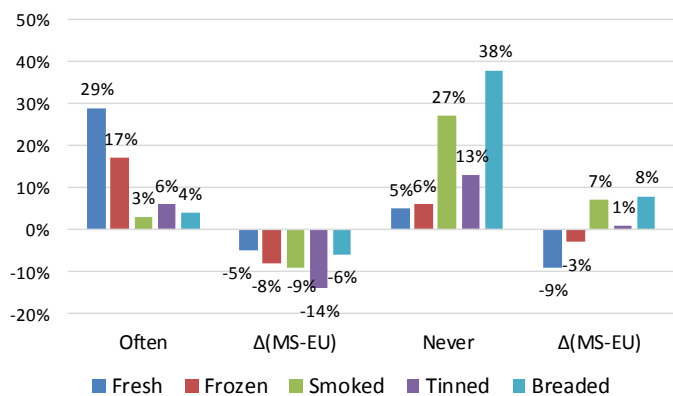
Main products consumed



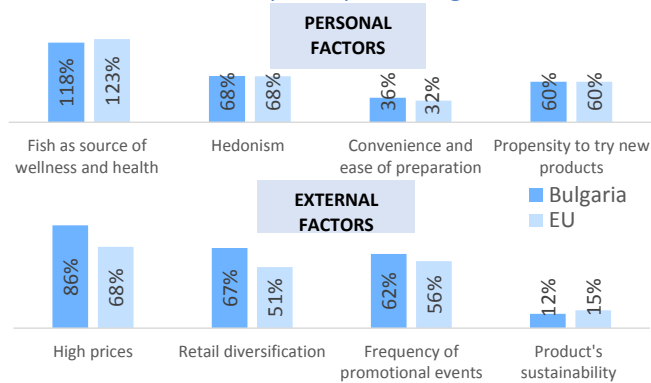
Preference about



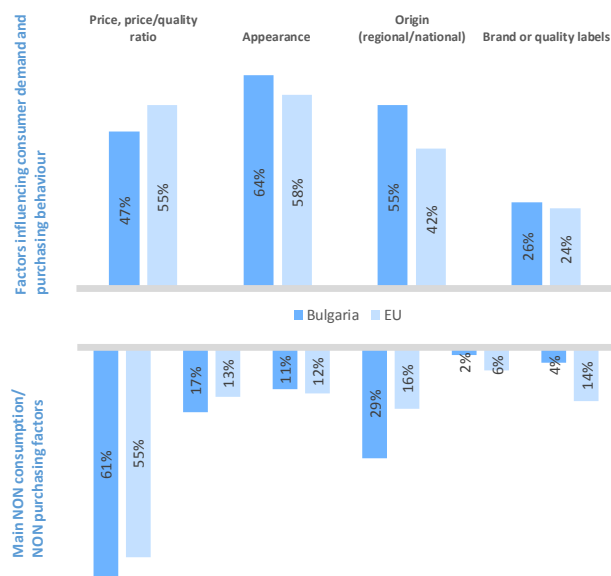
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



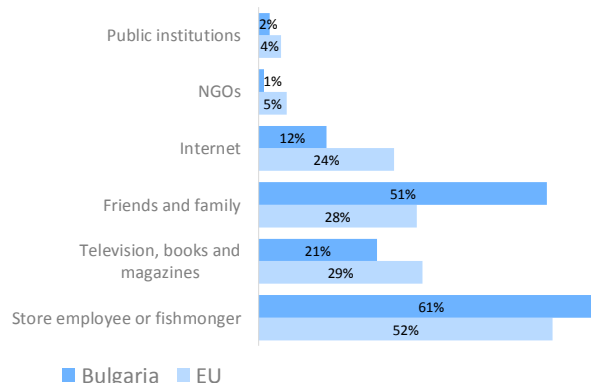
Main consumption/ purchasing factors



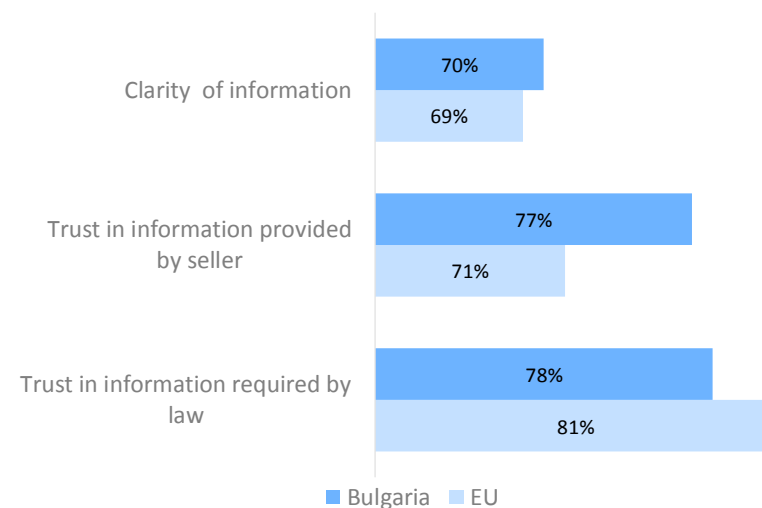
## Purchasing factors and use of information



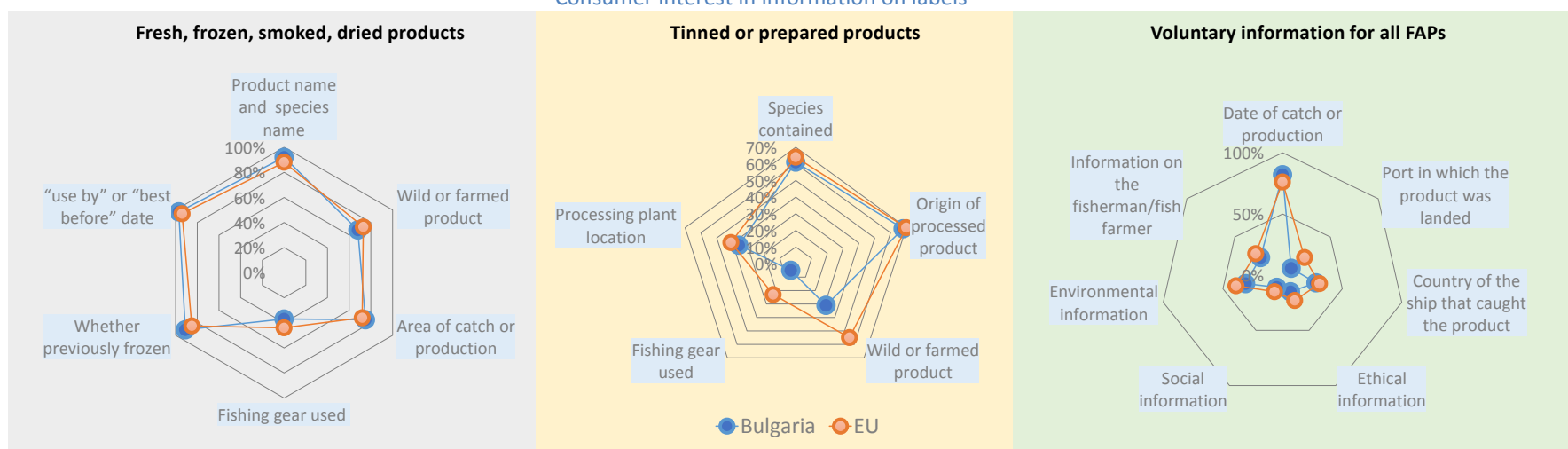
### Information sources



### Consumer attitude to information on labels



### Consumer interest in information on labels



# CROATIA

## Consumption and expenditure

### Per capita consumption (2014)

**Croatia**  
18,4  
kg/per capita



**EU**  
25,5  
kg/per capita



### Per capita nominal expenditure (2014)

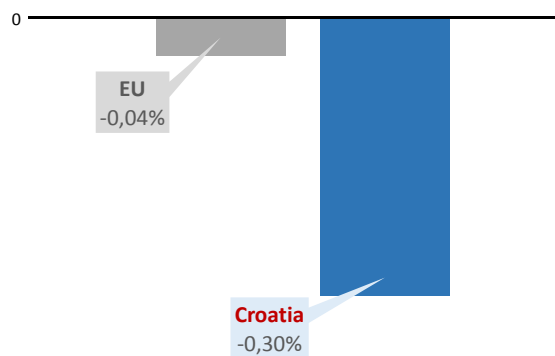
**Croatia**  
47 €



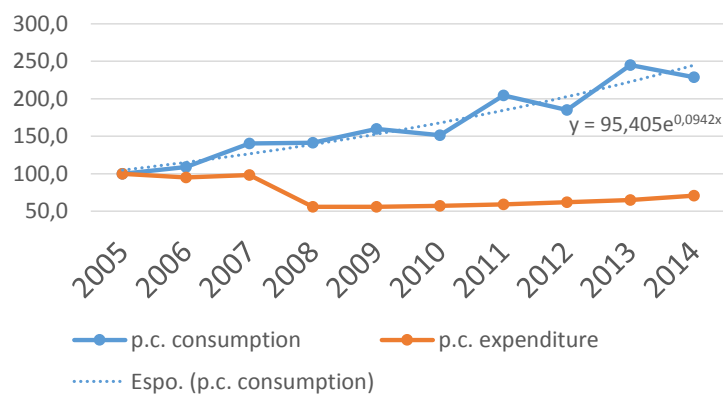
**EU**  
102 €



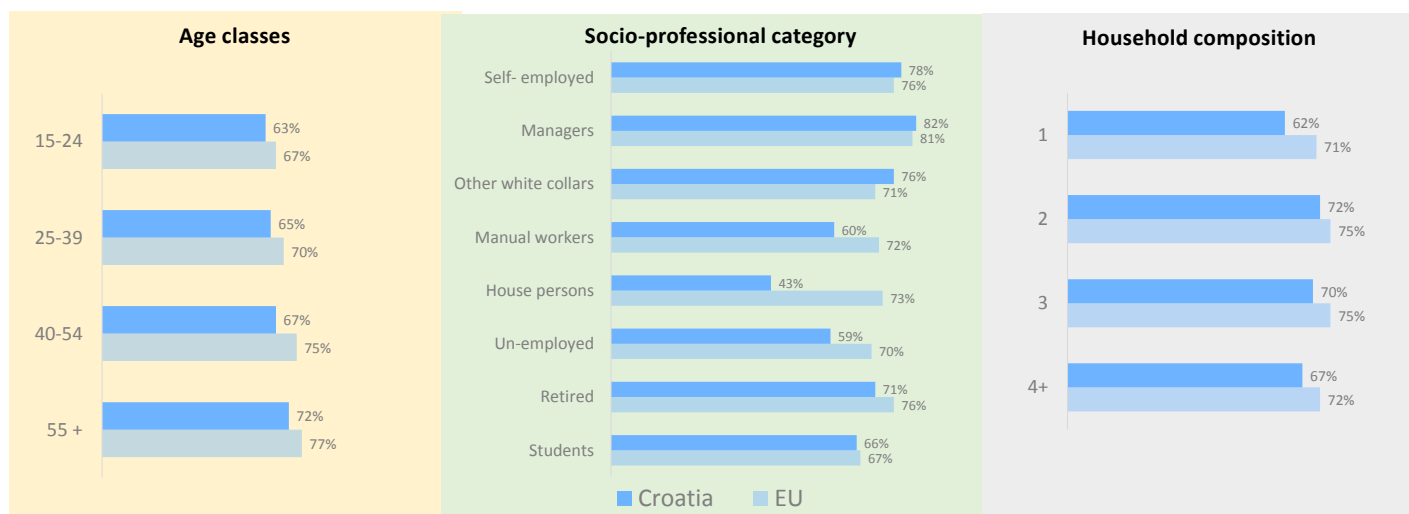
### Real per capita expenditure growth rate (2005-2014)



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



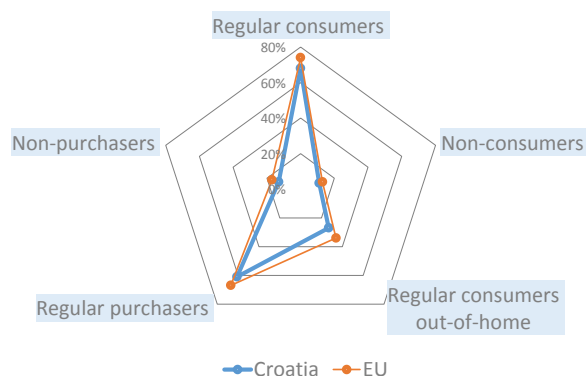
## Regular consumers<sup>4</sup> by socio-demographic group



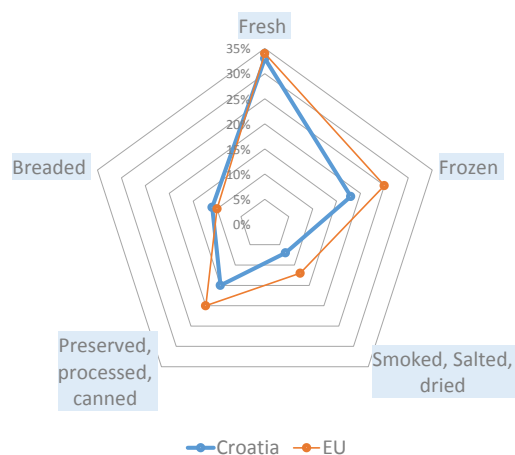
<sup>4</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



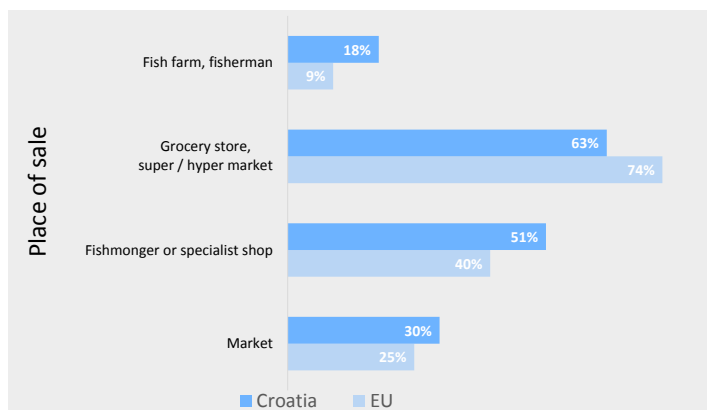
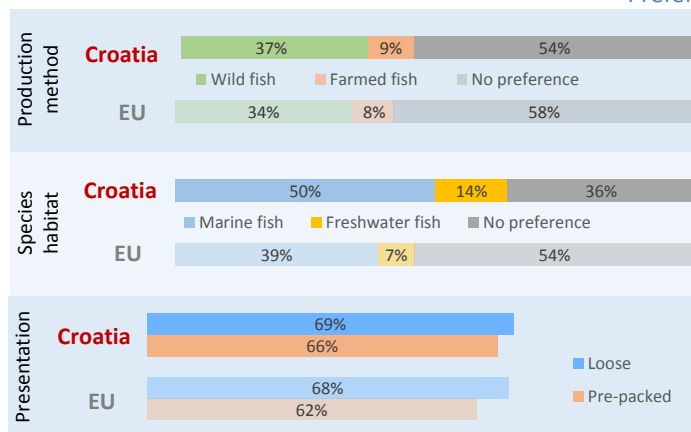
Preference about types of products



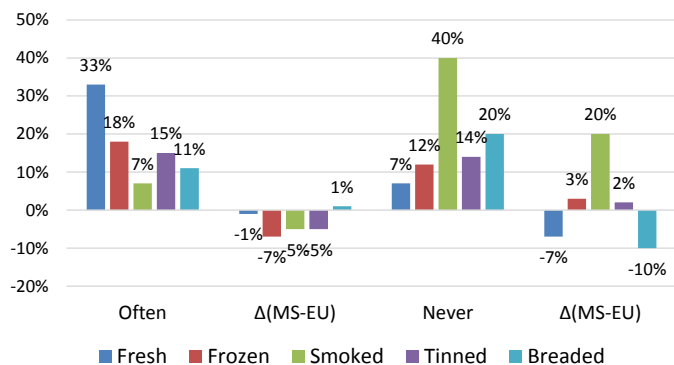
Main products consumed  
Marine

sardine hake

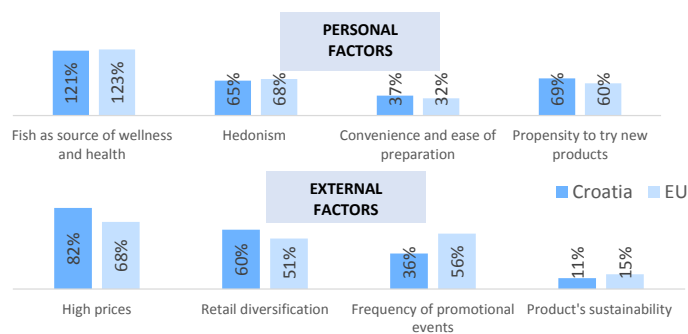
Preference about



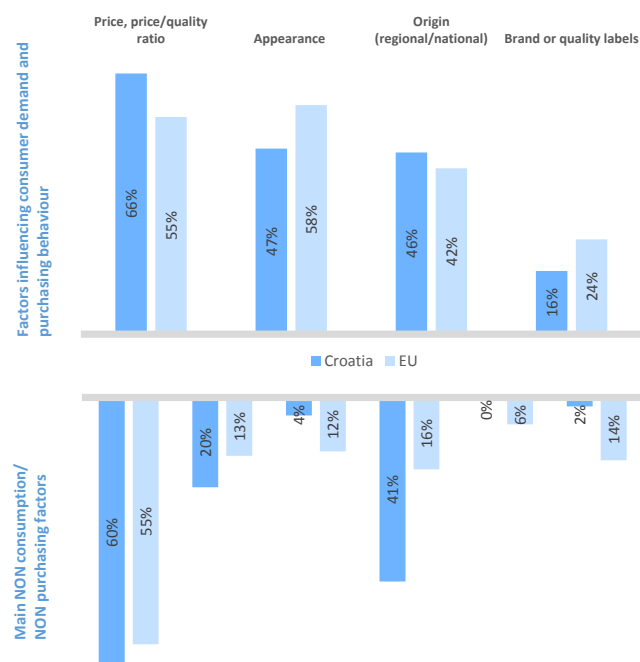
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



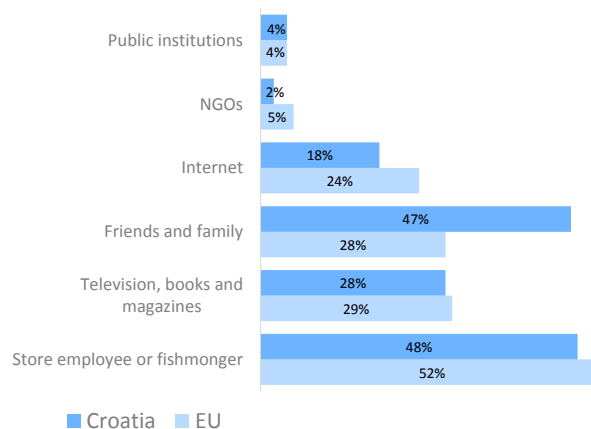
Main consumption/ purchasing factors



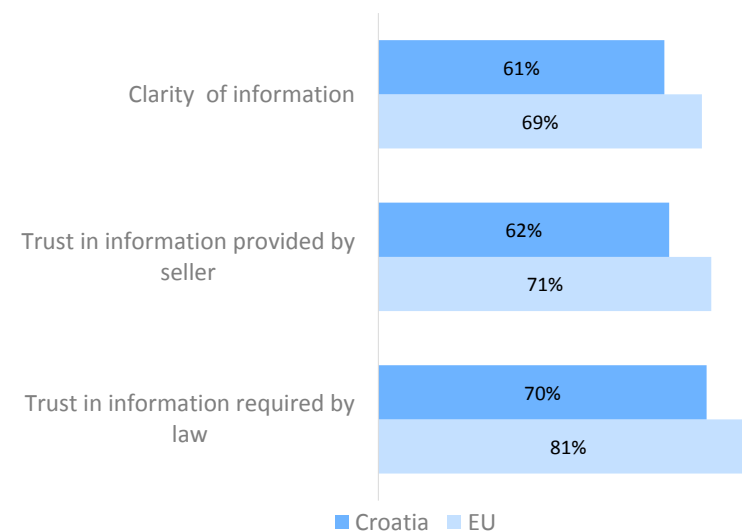
## Purchasing factors and use of information



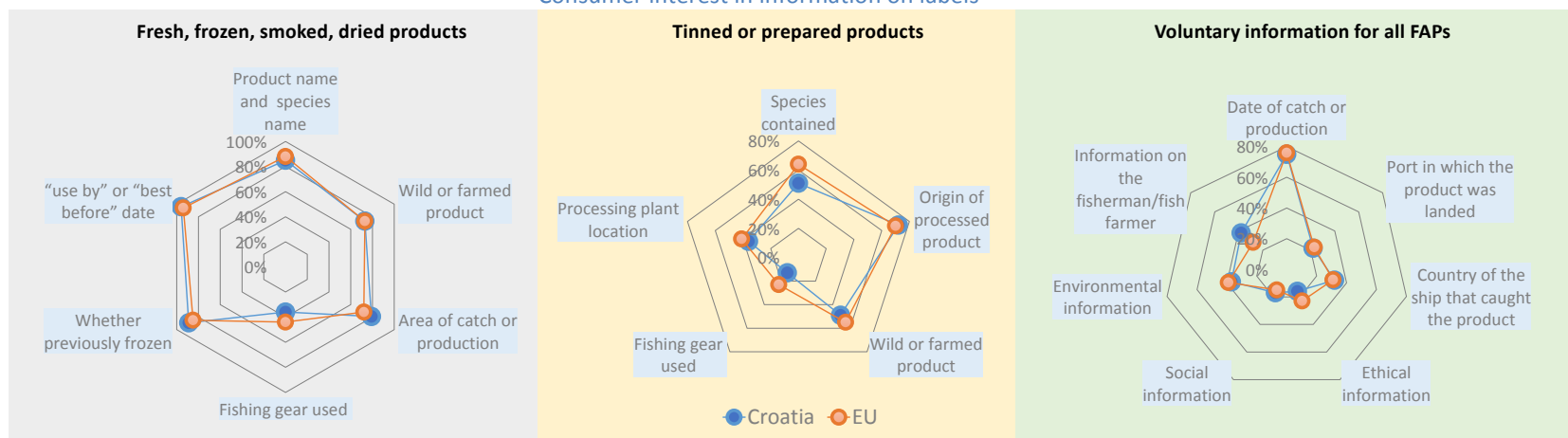
### Information sources



### Consumer attitude to information on labels



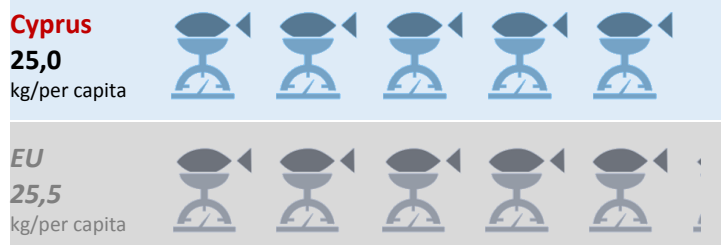
### Consumer interest in information on labels



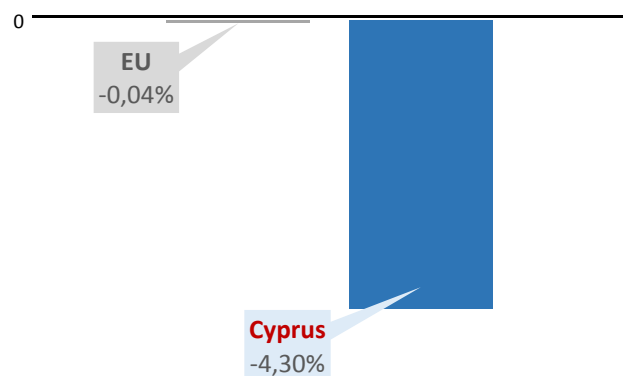
# CYPRUS

## Consumption and expenditure

Per capita consumption (2014)



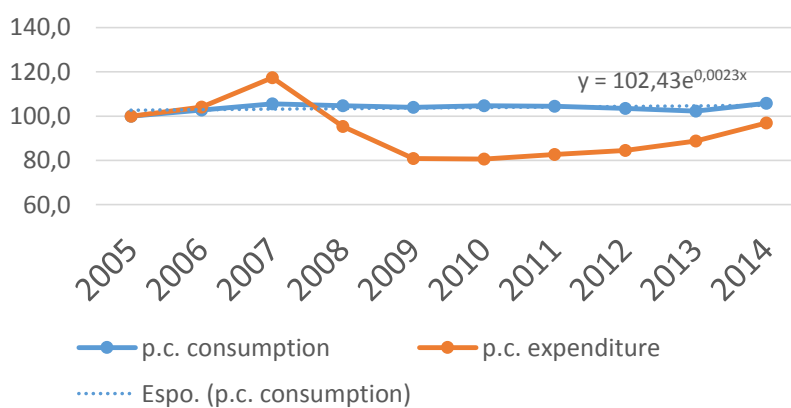
Real per capita expenditure growth rate (2005-2014)



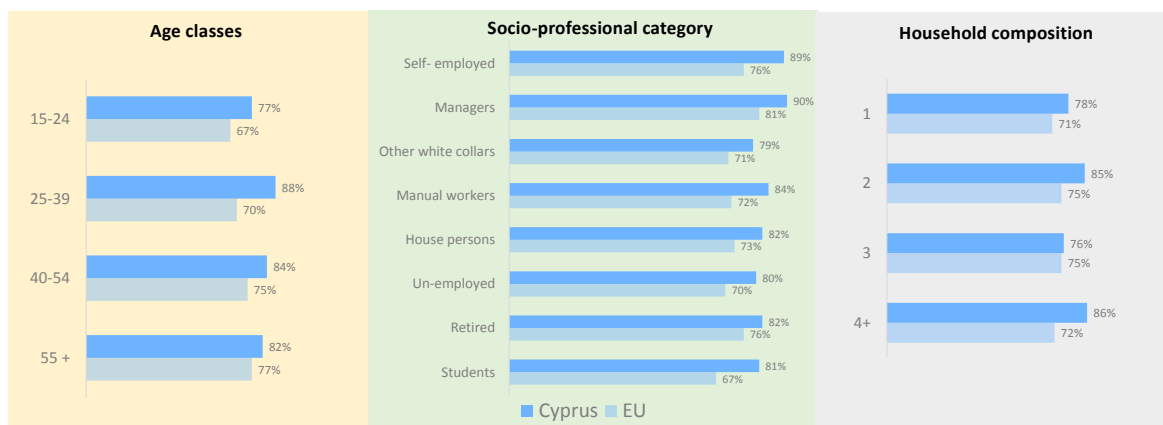
Per capita nominal expenditure (2014)



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



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

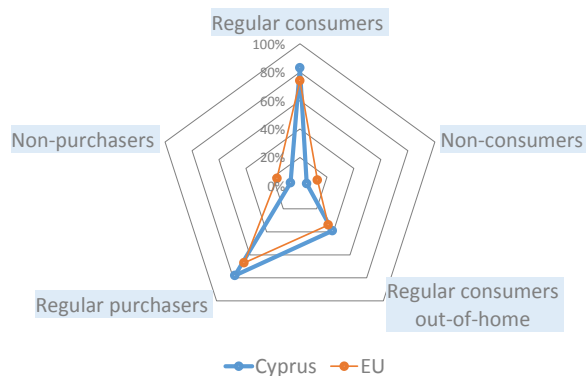


<sup>5</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

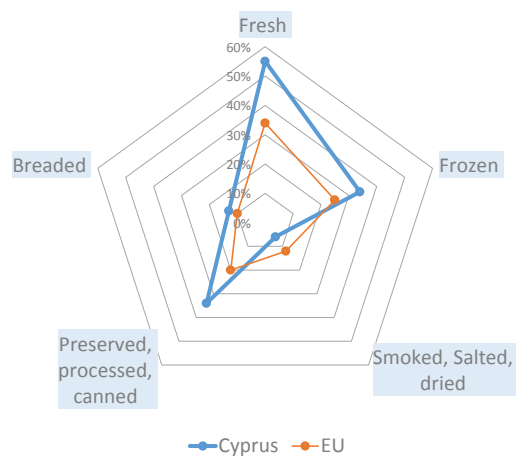


## Consumer habits

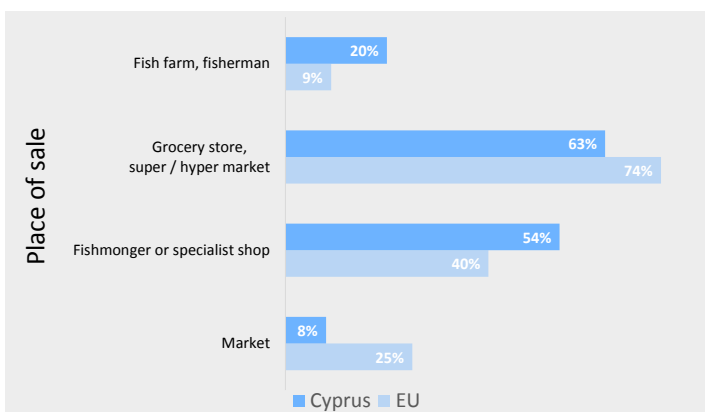
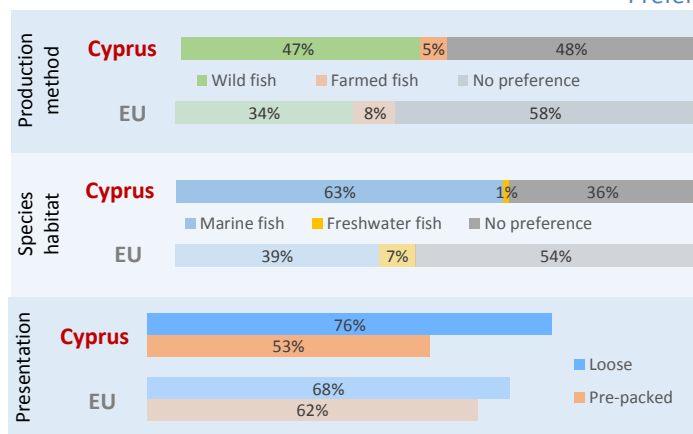
Regular consumers vs non-consumers &  
Regular purchasers vs non-purchasers



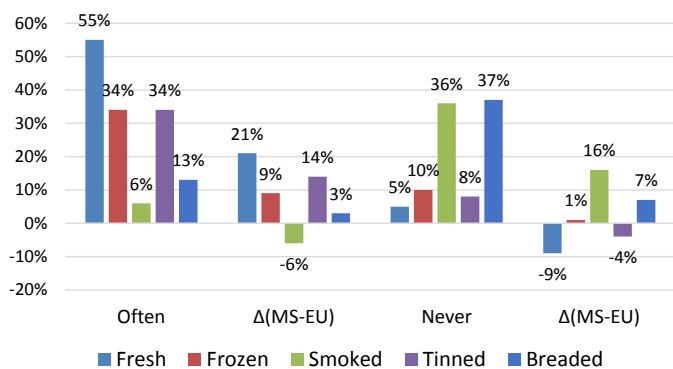
Preference about types of products



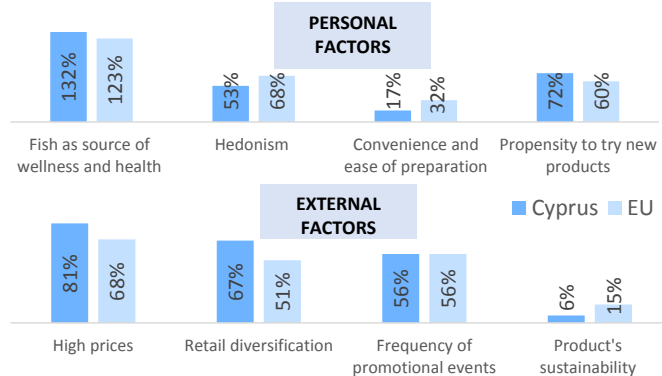
Preference about



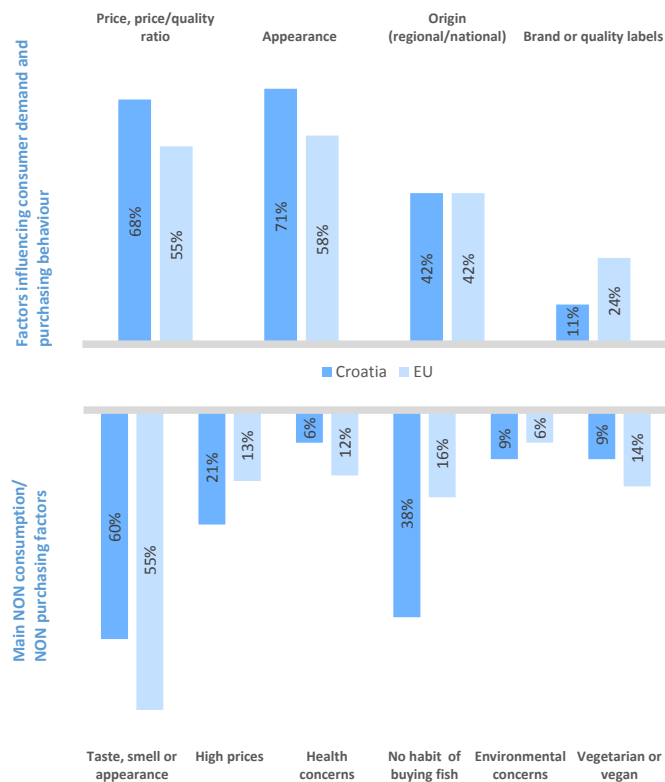
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



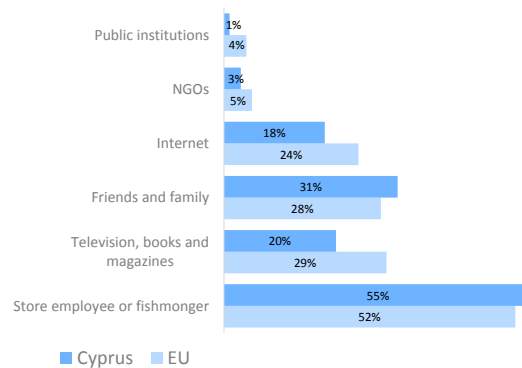
Main consumption/ purchasing factors



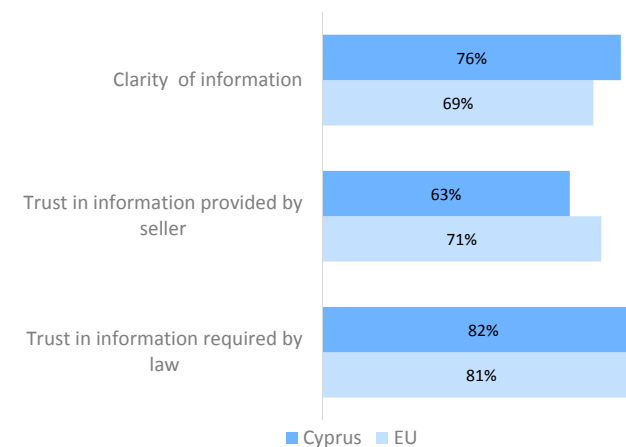
## Purchasing factors and use of information



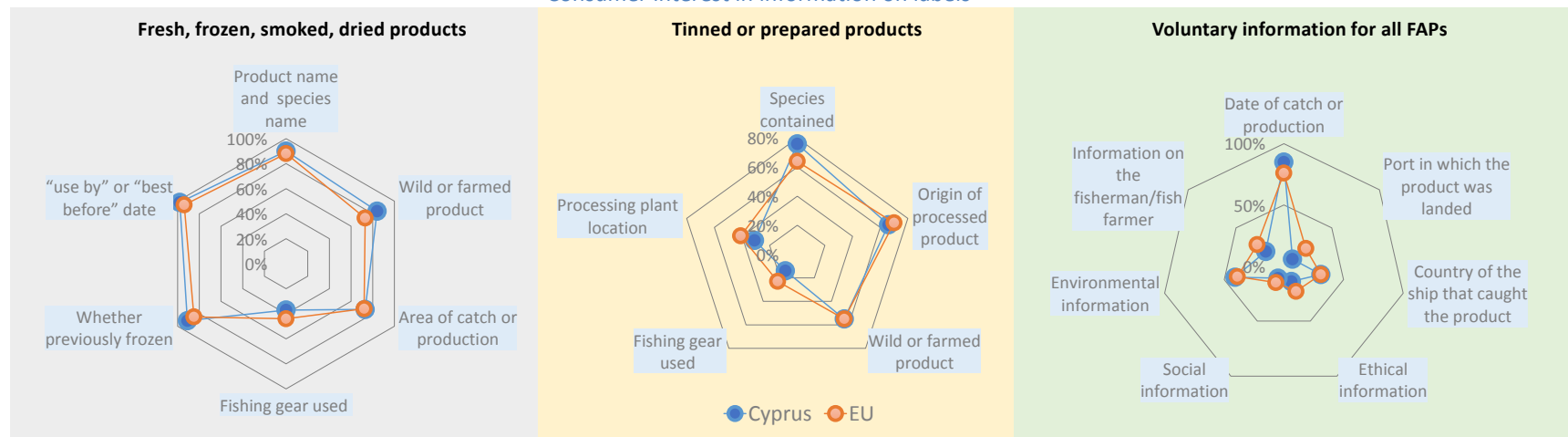
## Information sources



## Consumer attitude to information on labels



## Consumer interest in information on labels



# CZECH REPUBLIC

## Consumption and expenditure

### Per capita consumption (2014)

**Czech Republic**  
7,5  
kg/per capita



**EU**  
25,5  
kg/per capita



### Per capita nominal expenditure (2014)

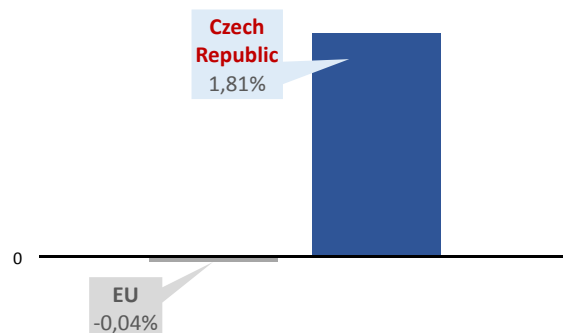
**Czech Republic**  
27 €



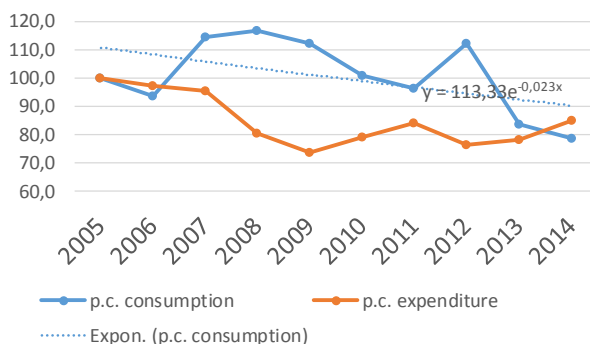
**EU**  
102 €



### Real per capita expenditure growth rate (2005-2014)



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



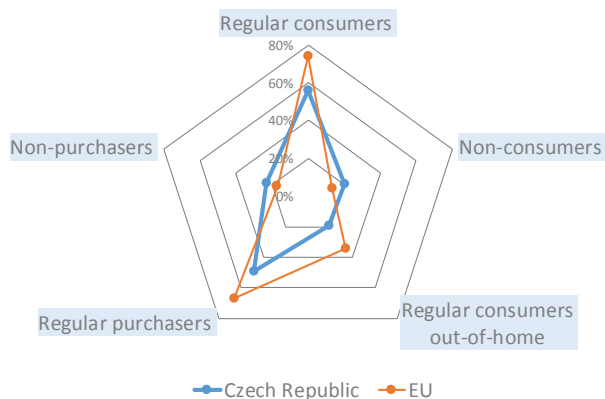
## Regular consumers<sup>6</sup> by socio-demographic group



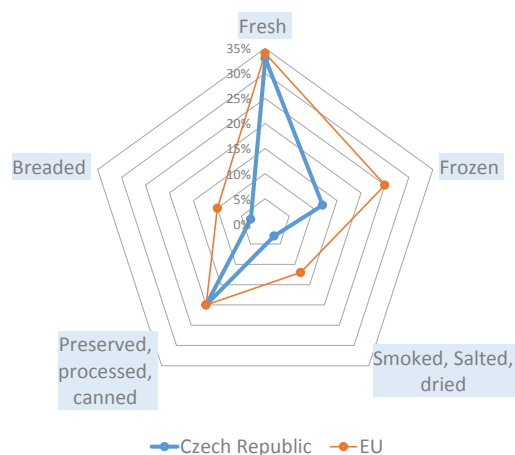
<sup>6</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



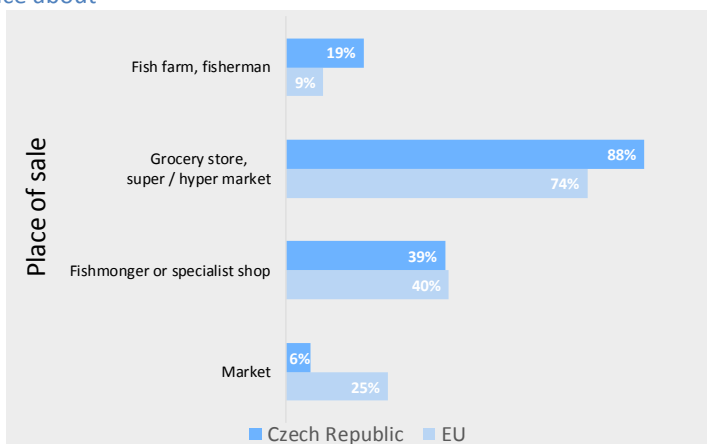
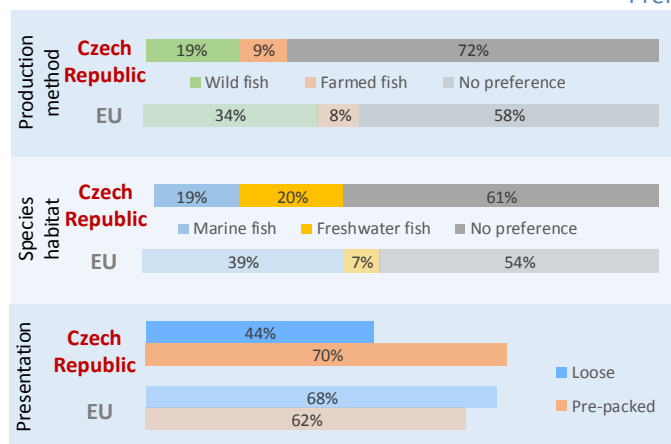
Preference about types of products



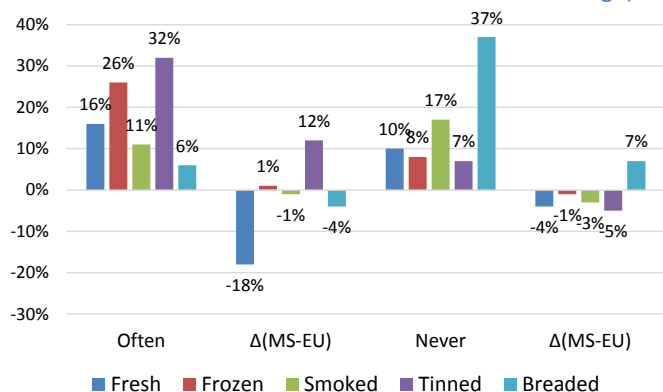
Main products consumed



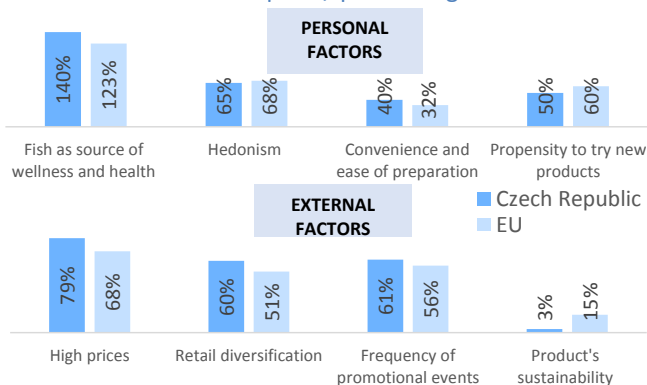
Preference about



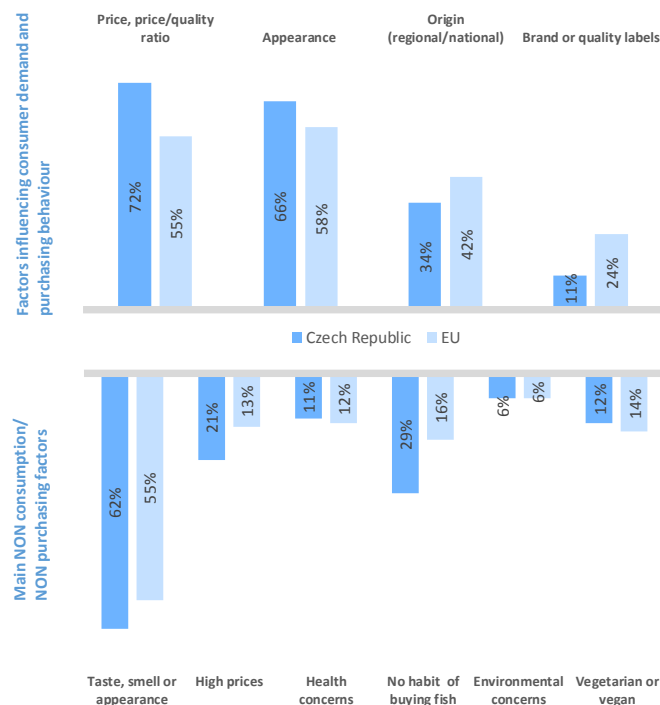
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



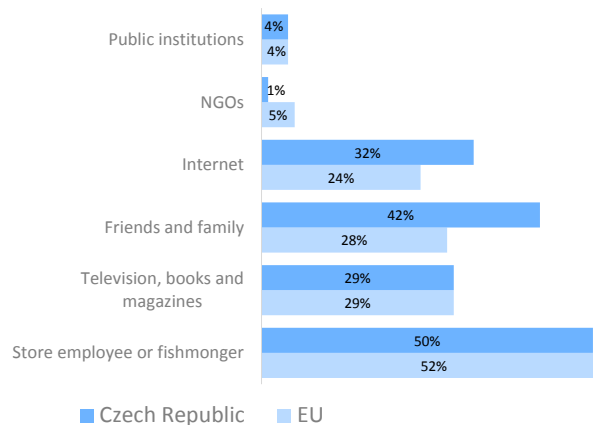
Main consumption/ purchasing factors



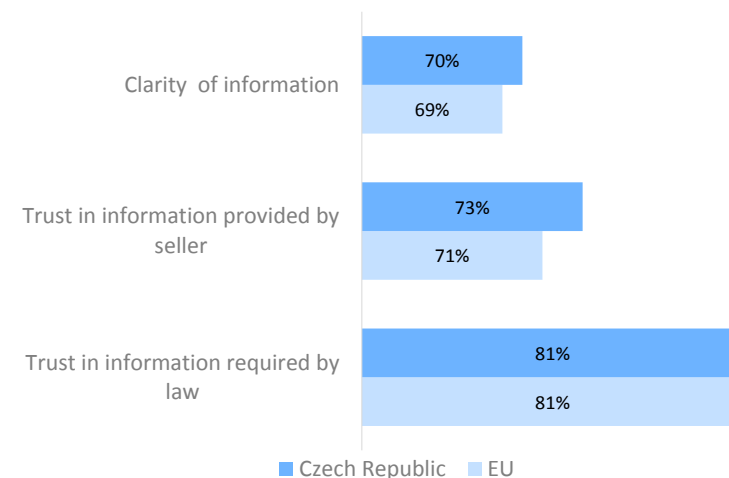
## Purchasing factors and use of information



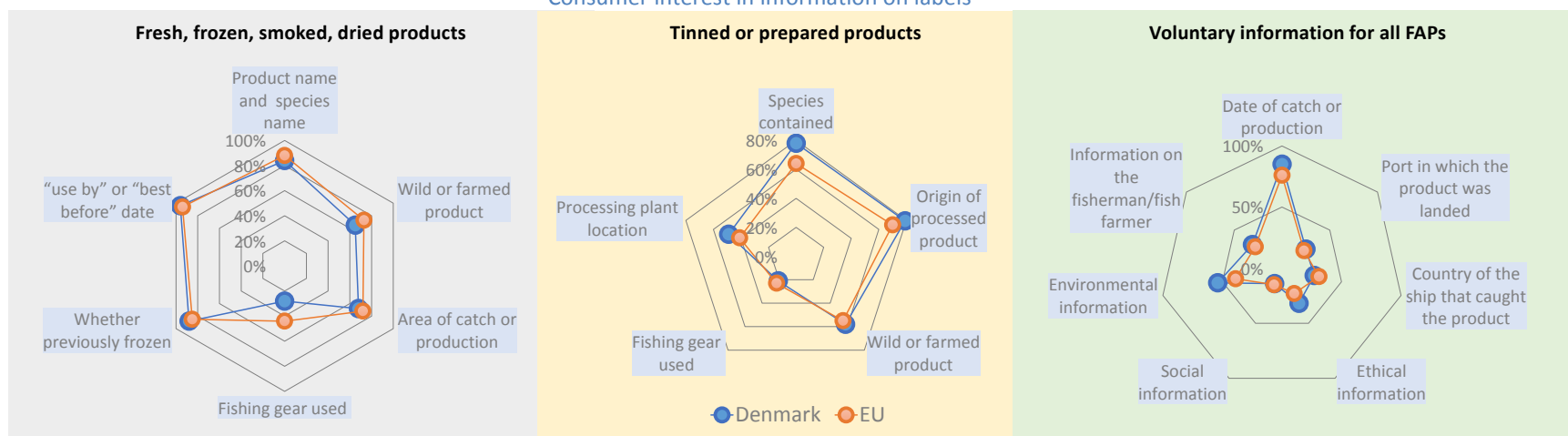
### Information sources



### Consumer attitude to information on labels



### Consumer interest in information on labels



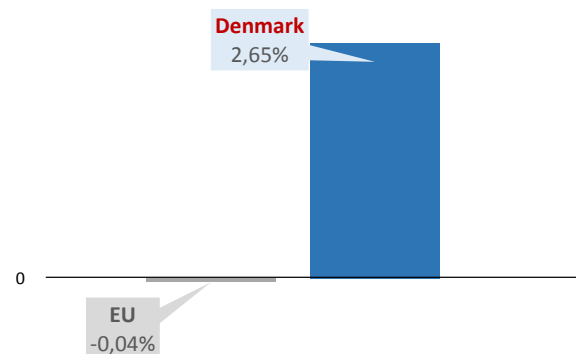
# DENMARK

## Consumption and expenditure

### Per capita consumption (2014)



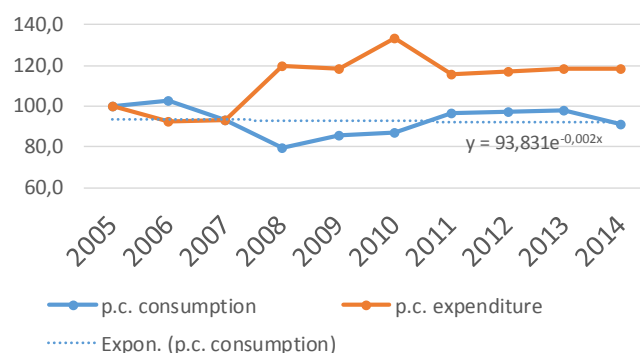
### Real per capita expenditure growth rate (2005-2014)



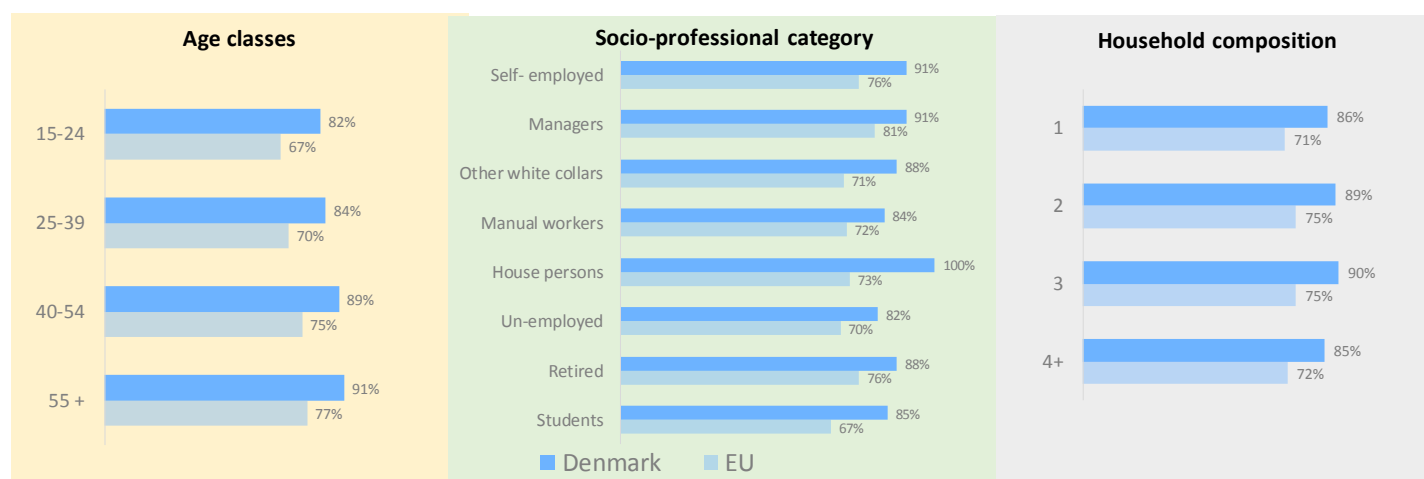
### Per capita nominal expenditure (2014)



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



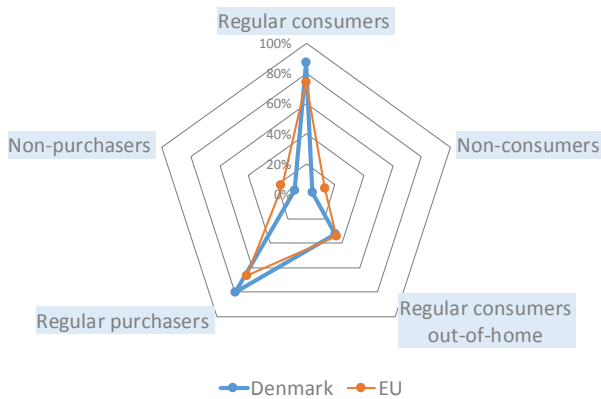
## Regular consumers<sup>7</sup> by socio-demographic group



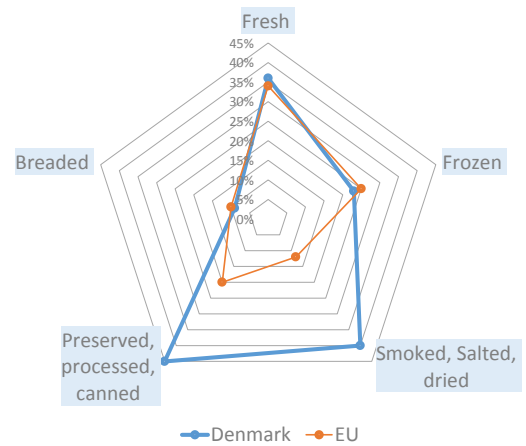
<sup>7</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

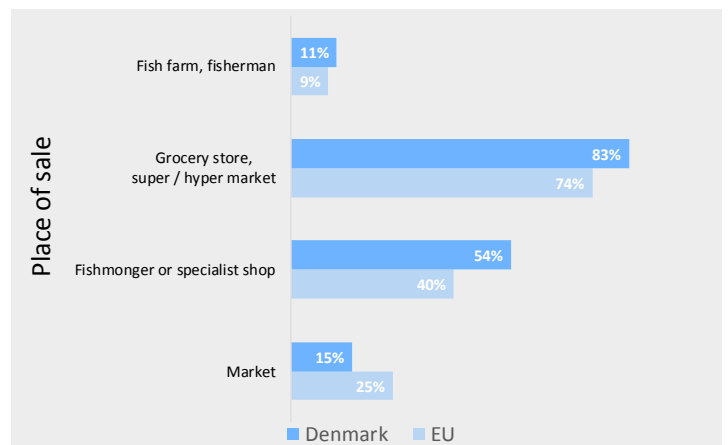
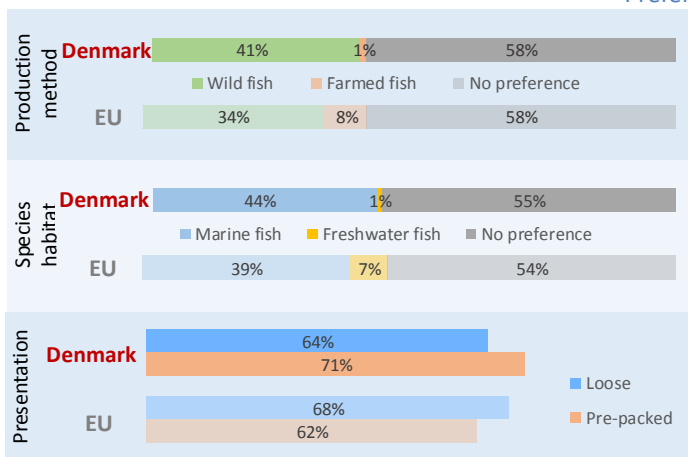
Regular consumers vs non-consumers &  
Regular purchasers vs non-purchasers



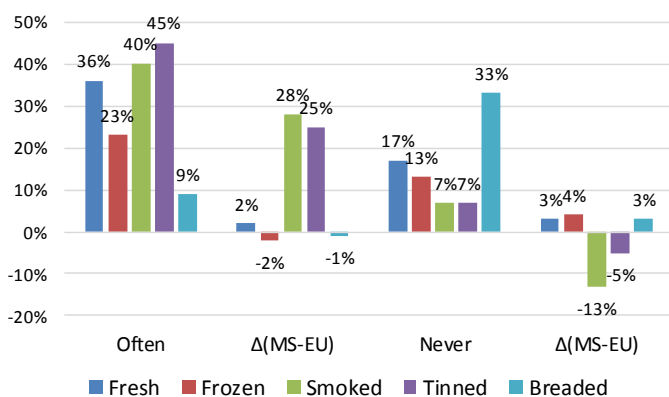
Preference about types of products



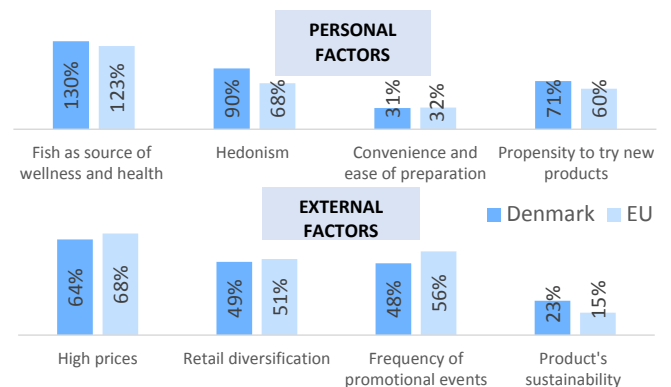
Preference about



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



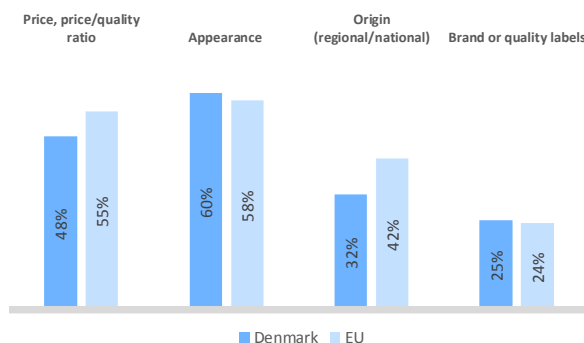
Main consumption/ purchasing factors





## Purchasing factors and use of information

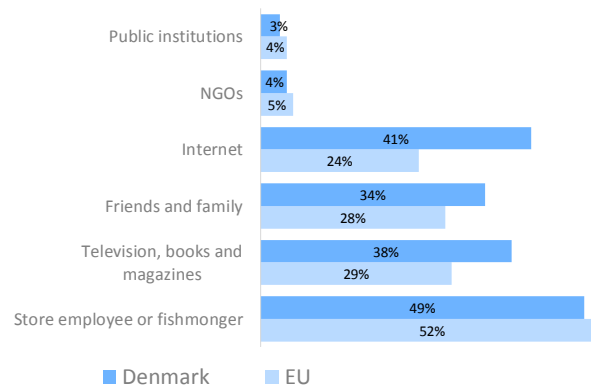
Factors influencing consumer demand and purchasing behaviour



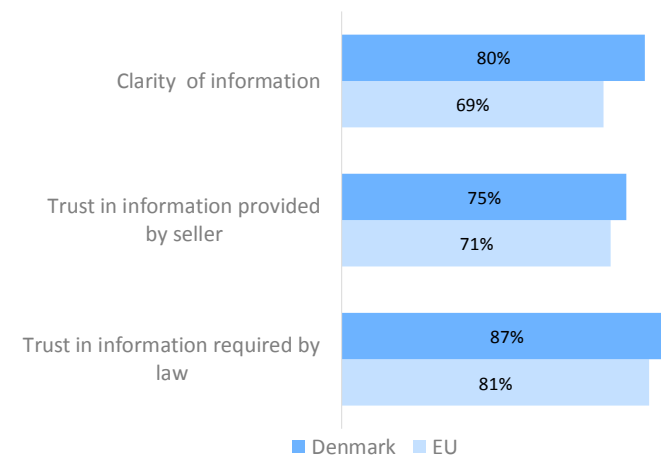
Main NON consumption/ NON purchasing factors



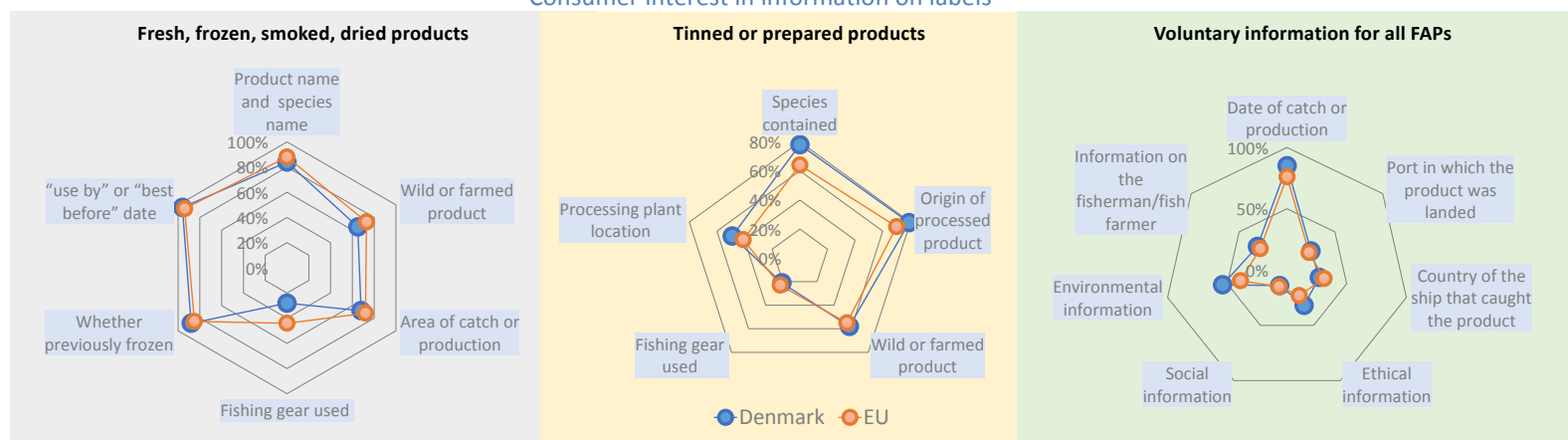
Information sources



Consumer attitude to information on labels



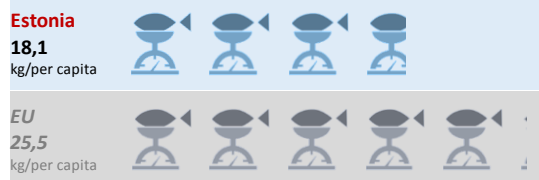
Consumer interest in information on labels



# ESTONIA

## Consumption and expenditure

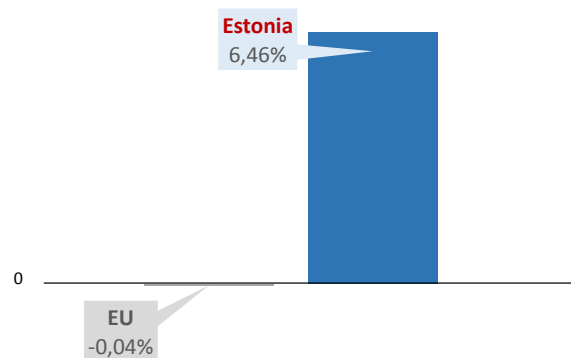
### Per capita consumption (2014)



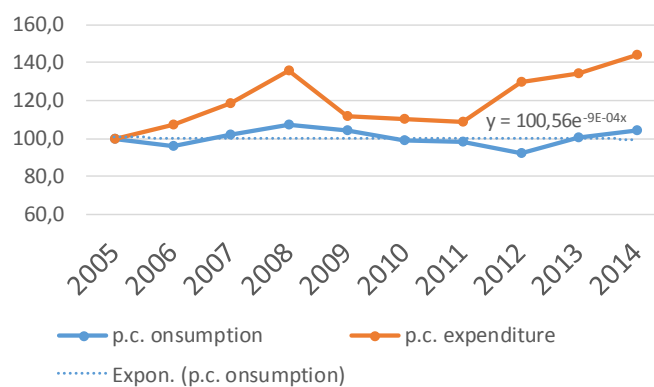
### Per capita nominal expenditure (2014)



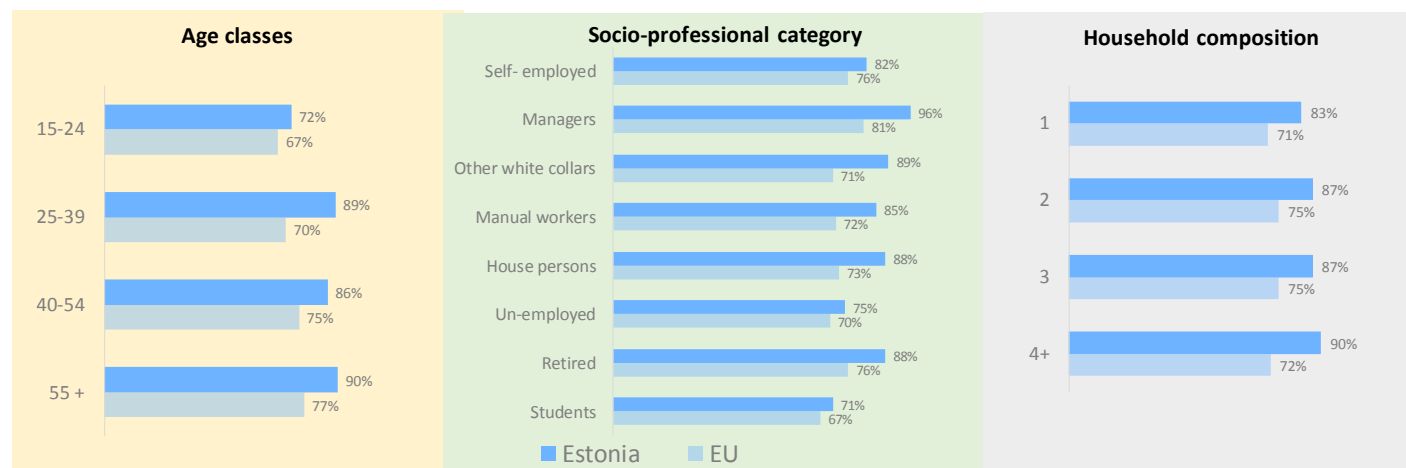
### Real per capita expenditure growth rate (2005-2014)



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



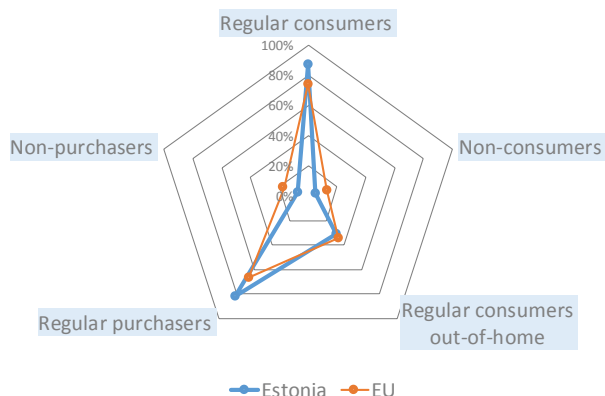
## Regular consumers<sup>8</sup> by socio-demographic group



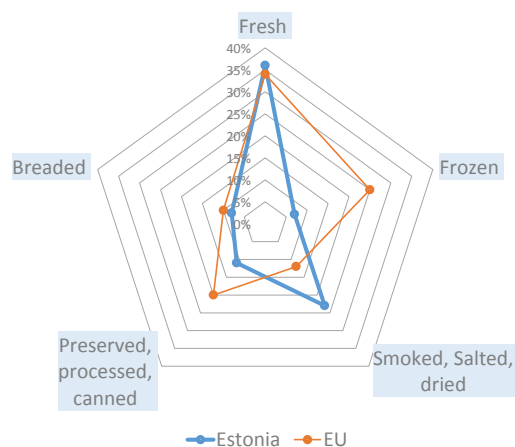
<sup>8</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



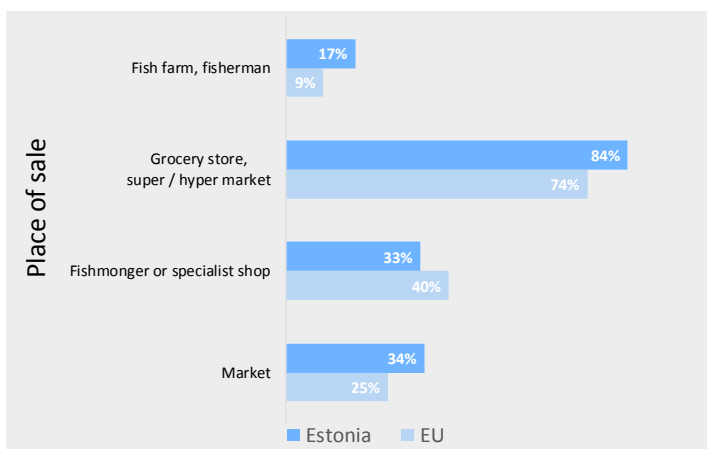
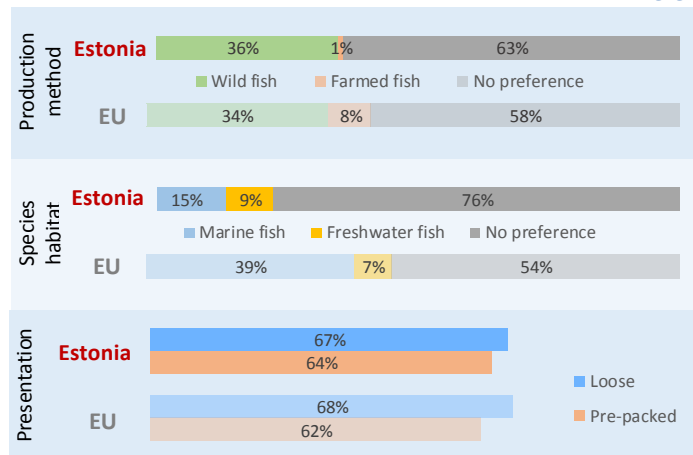
Preference about types of products



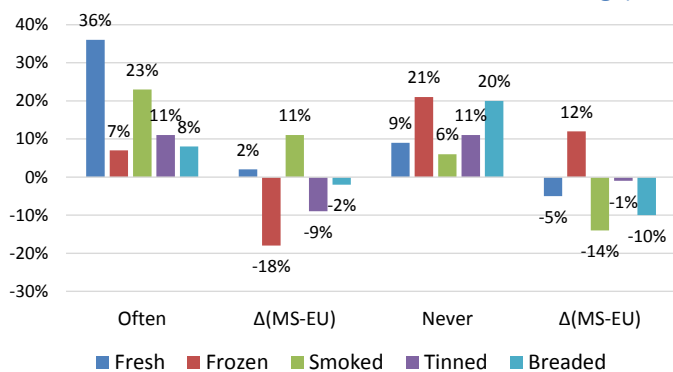
Main products consumed



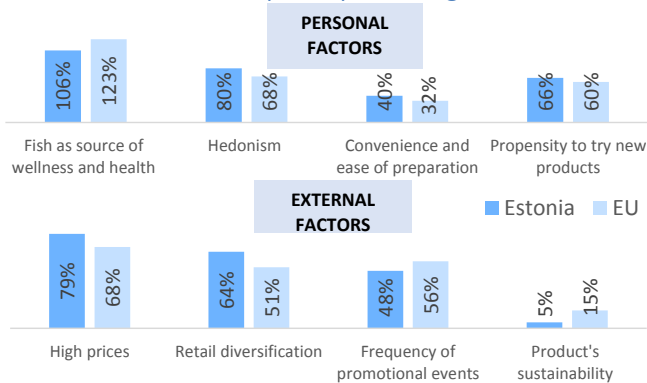
Preference about



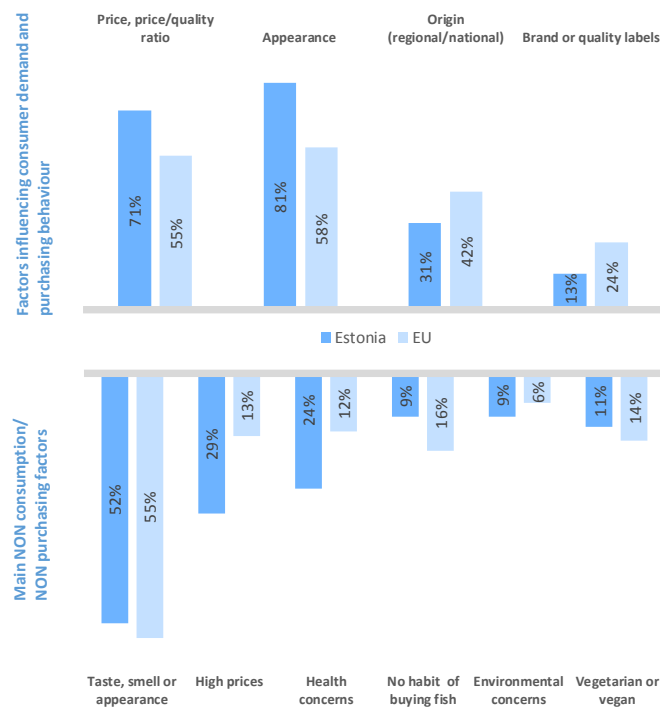
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



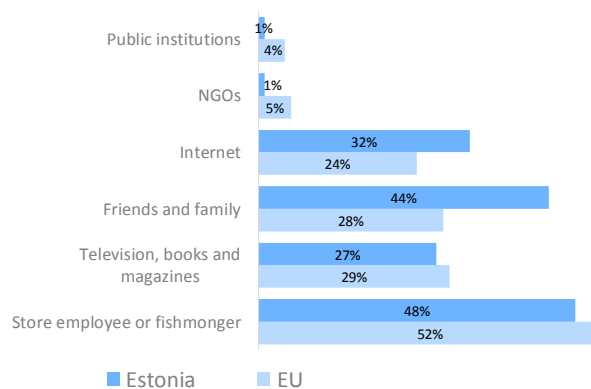
Main consumption/ purchasing factors



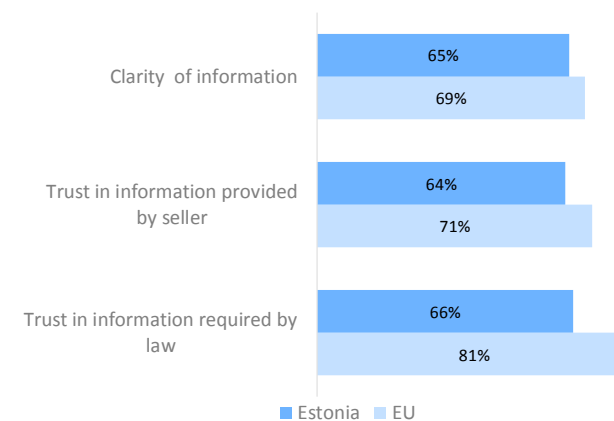
## Purchasing factors and use of information



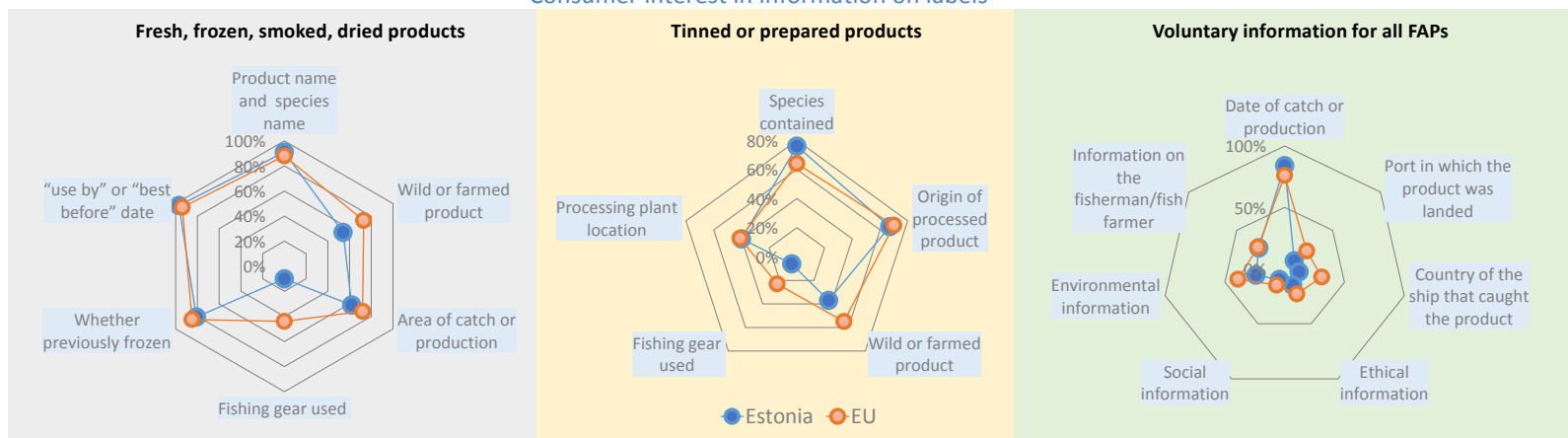
### Information sources



### Consumer attitude to information on labels



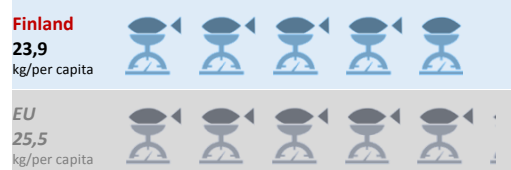
### Consumer interest in information on labels



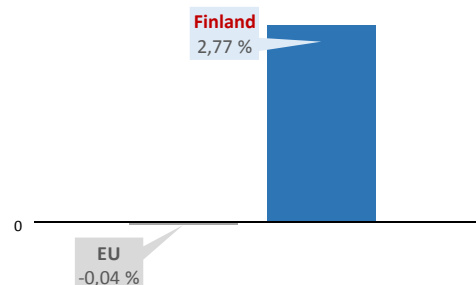
# FINLAND

## Consumption and expenditure

### Per capita consumption (2014)



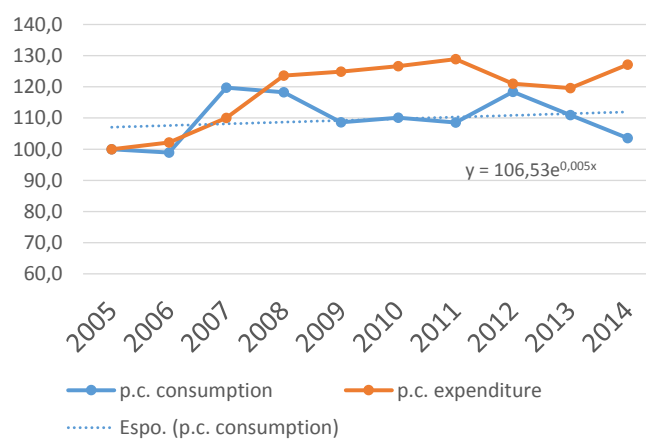
### Real per capita expenditure growth rate (2005-2014)



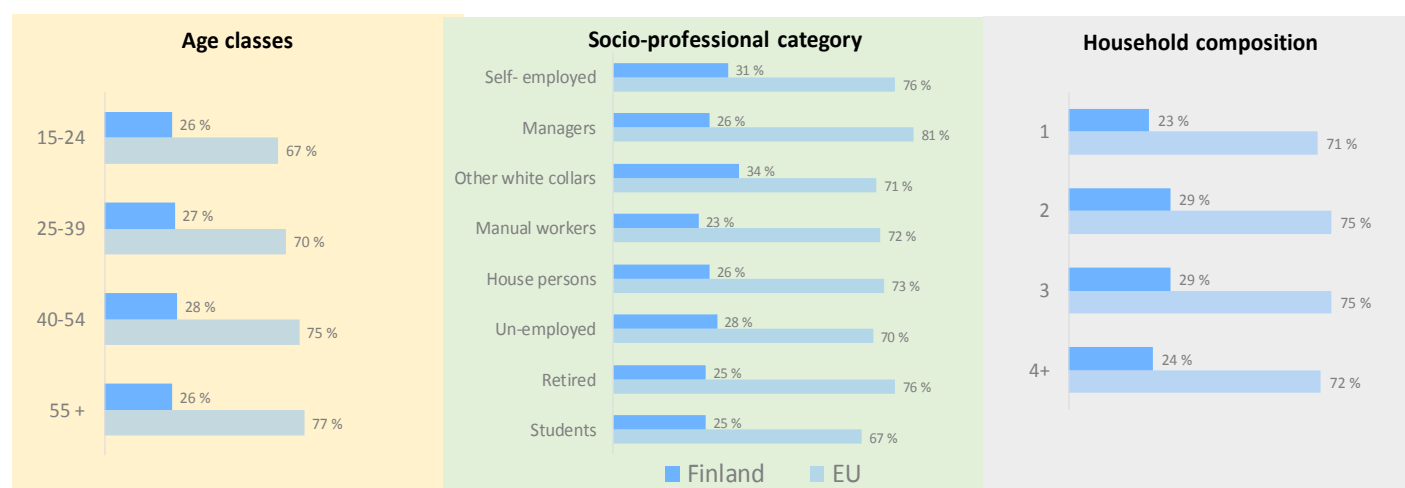
### Per capita nominal expenditure (2014)



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



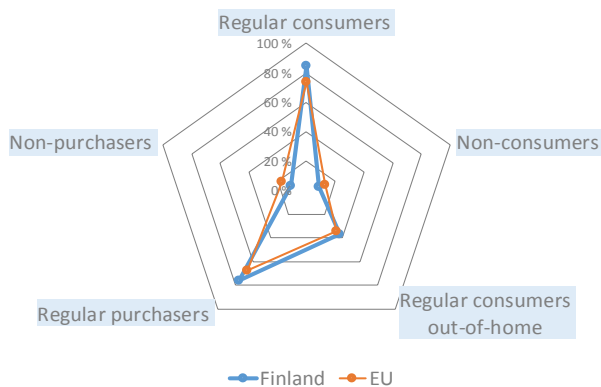
## Regular consumers<sup>9</sup> by socio-demographic group



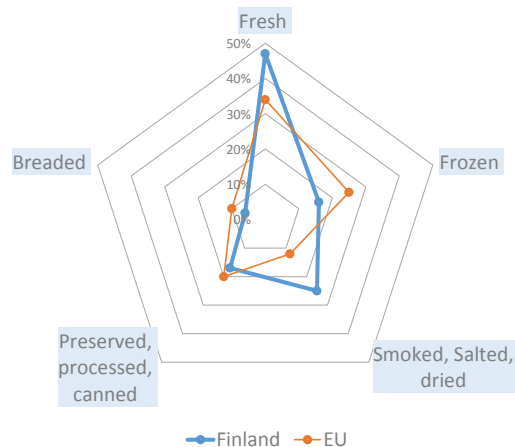
<sup>9</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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

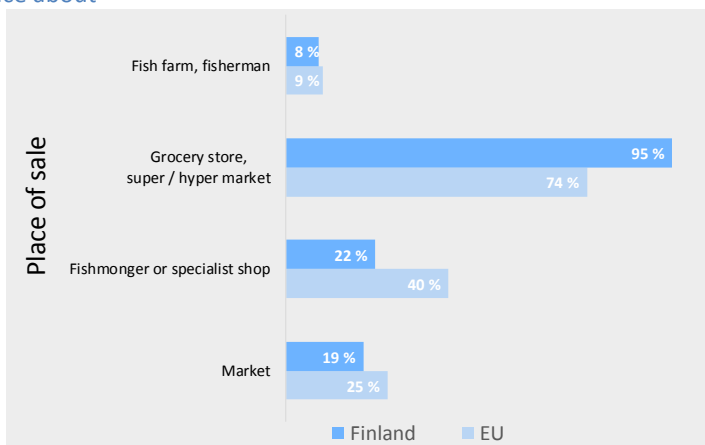
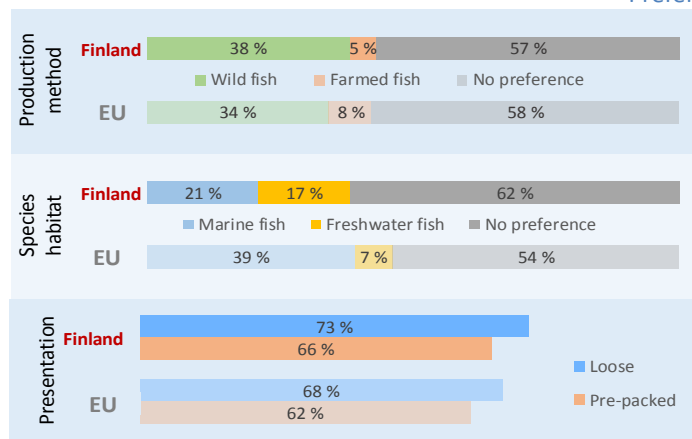


Preference about types of products

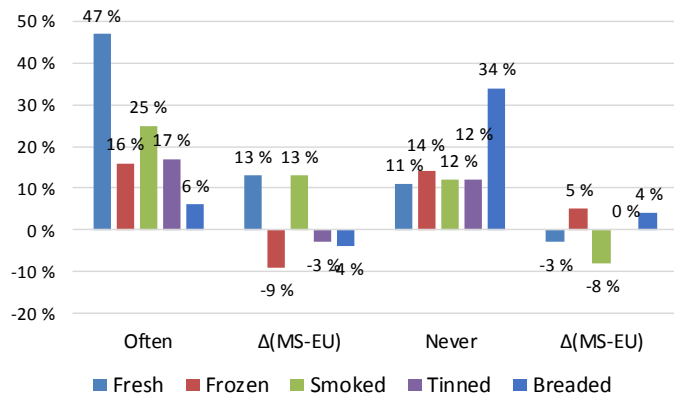


Marine	Smoked, salted, dried fish	Tinned	Freshwater
Herring	Herring	Canned tuna	Salmonids Rainbow trout

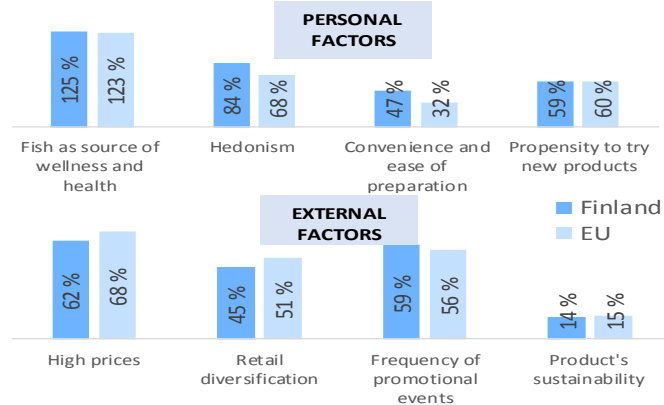
Preference about



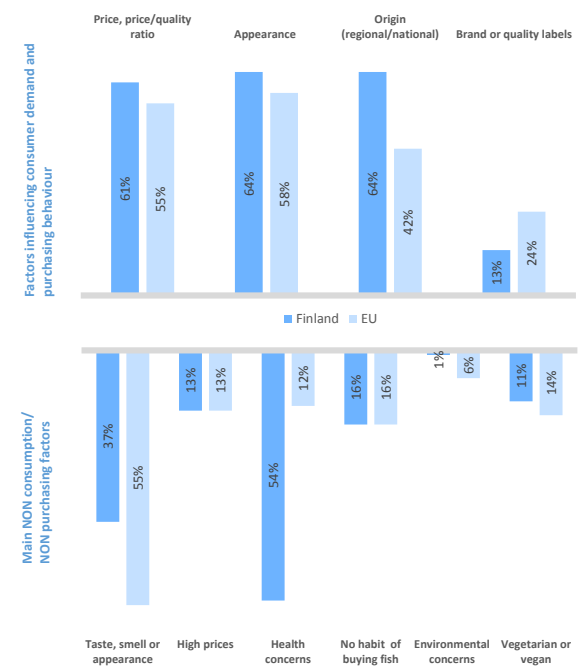
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



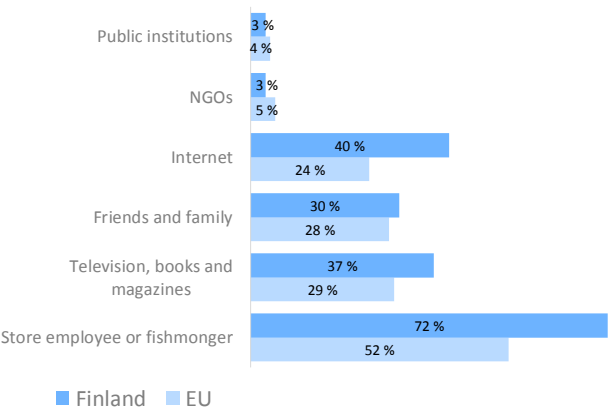
Main consumption/ purchasing factors



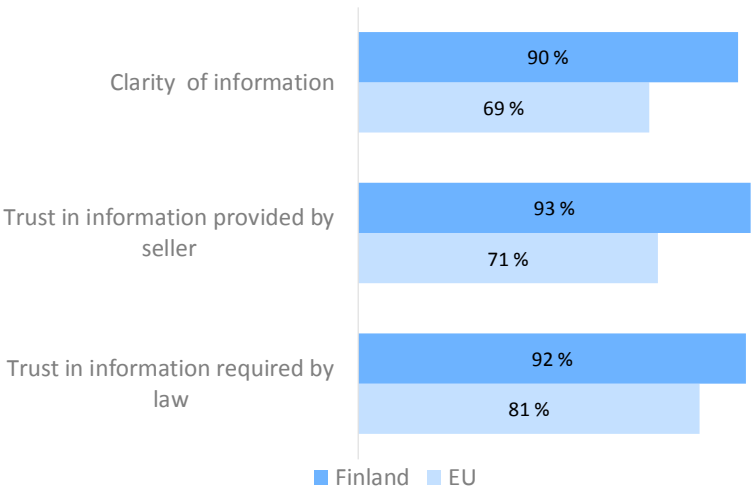
Purchasing factors and use of information



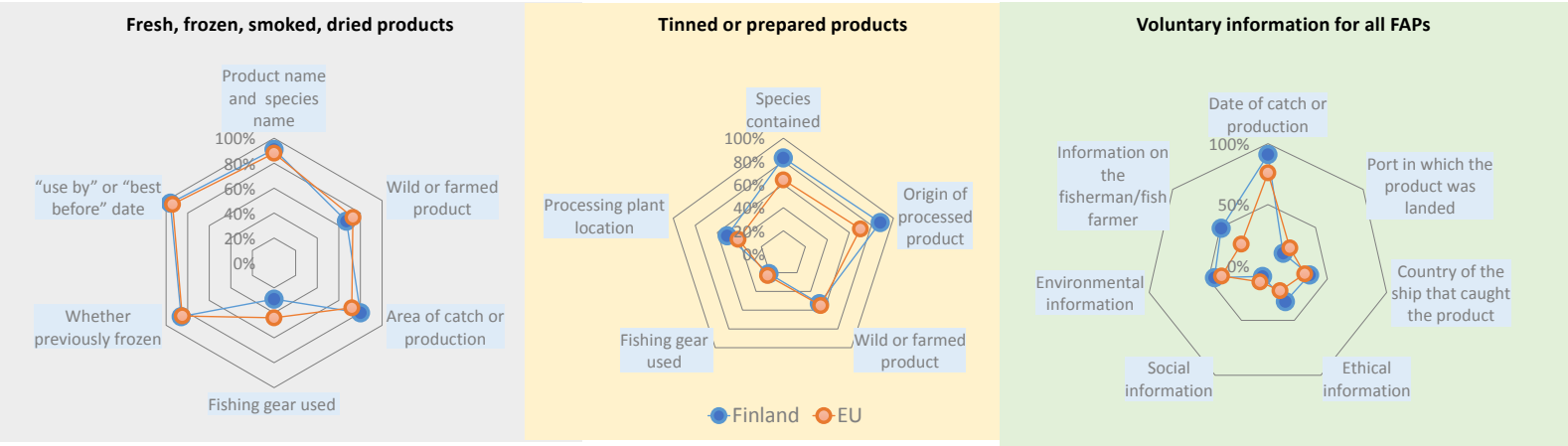
Information sources



Consumer attitude to information on labels



Consumer interest in information on labels

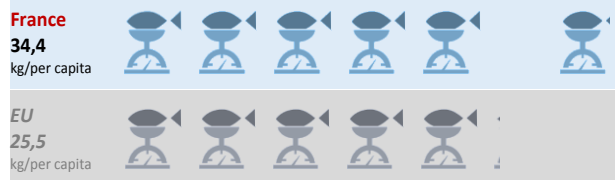




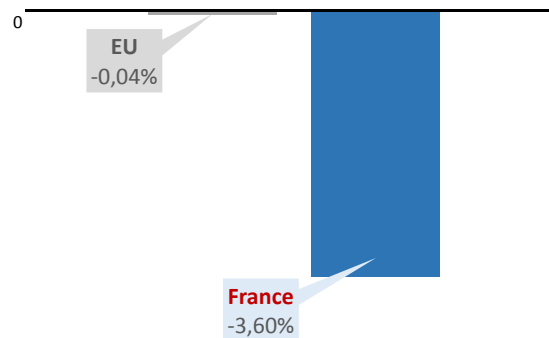
# FRANCE

## Consumption and expenditure

### Per capita consumption (2014)



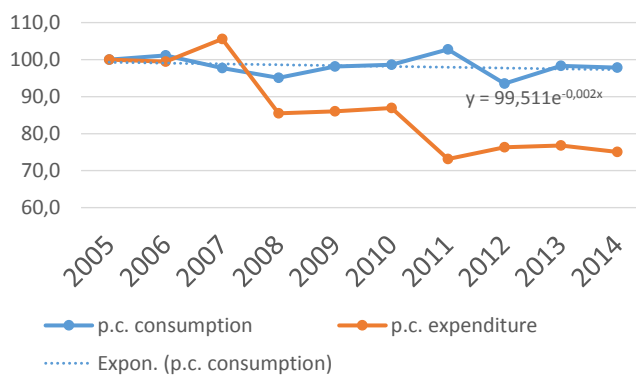
### Real per capita expenditure growth rate (2005-2014)



### Per capita nominal expenditure (2014)



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



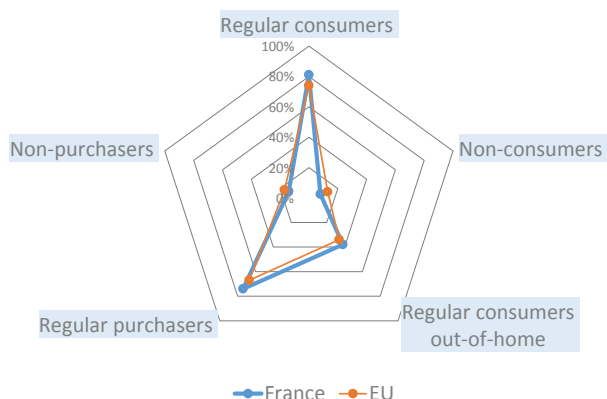
## Regular consumers<sup>10</sup> by socio-demographic group



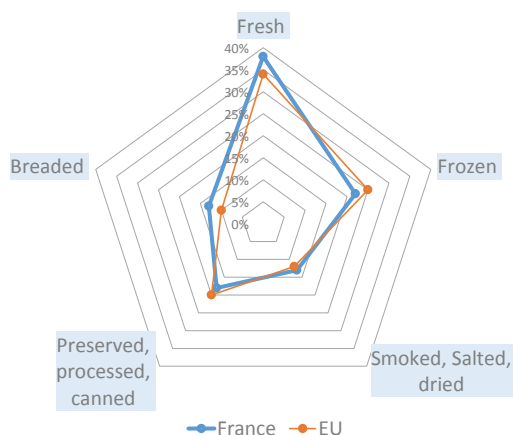
<sup>10</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

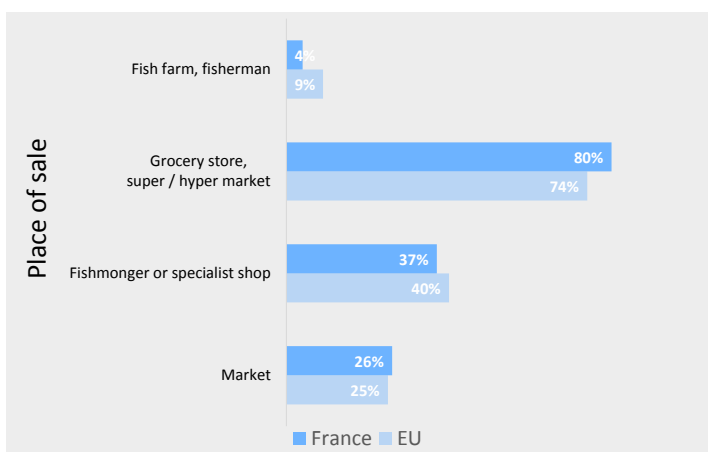
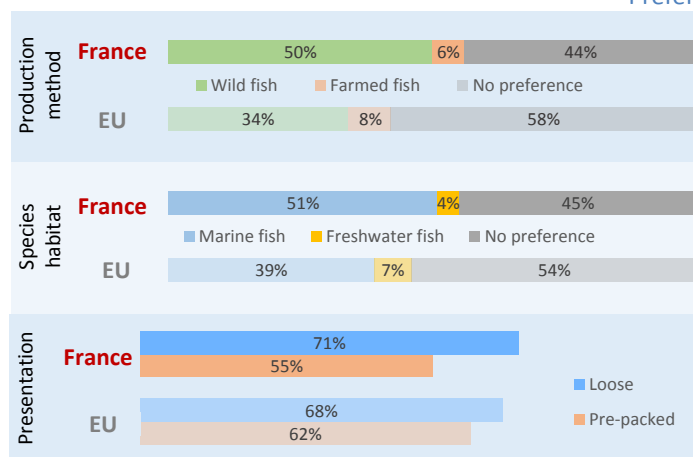
Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



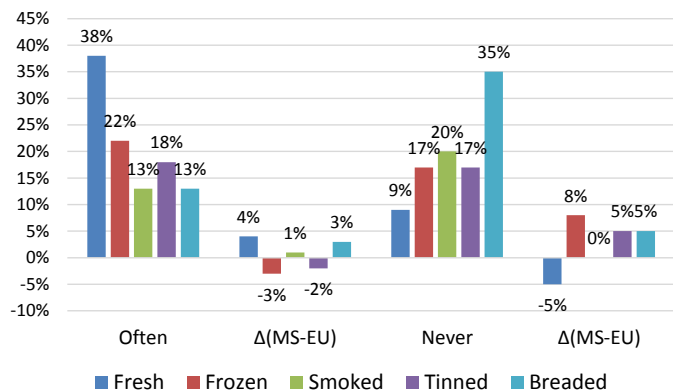
Preference about types of products



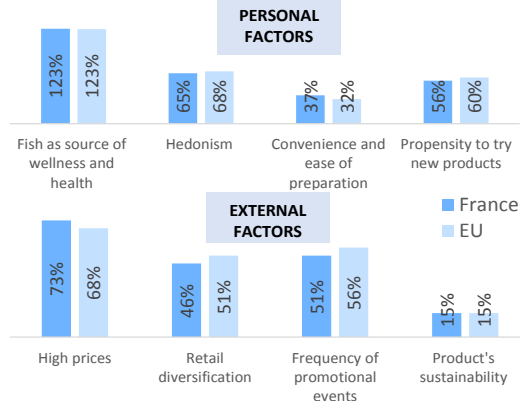
Preference about



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

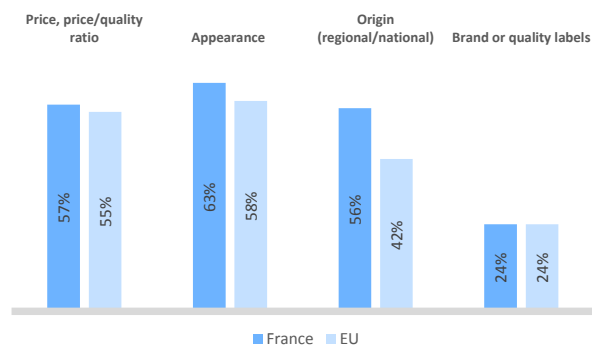


Main consumption/ purchasing factors

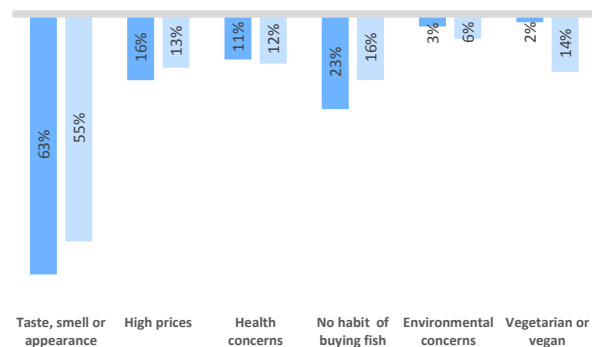


## Purchasing factors and use of information

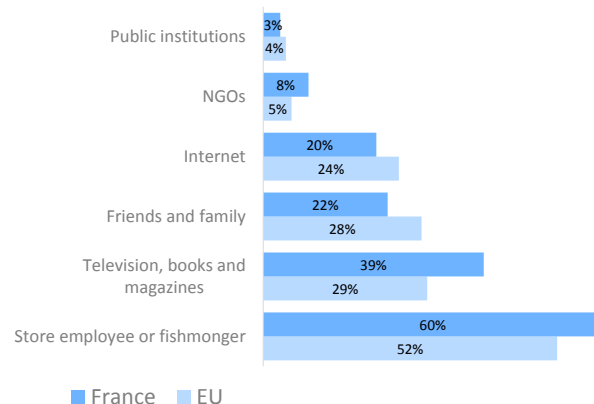
Factors influencing consumer demand and purchasing behaviour



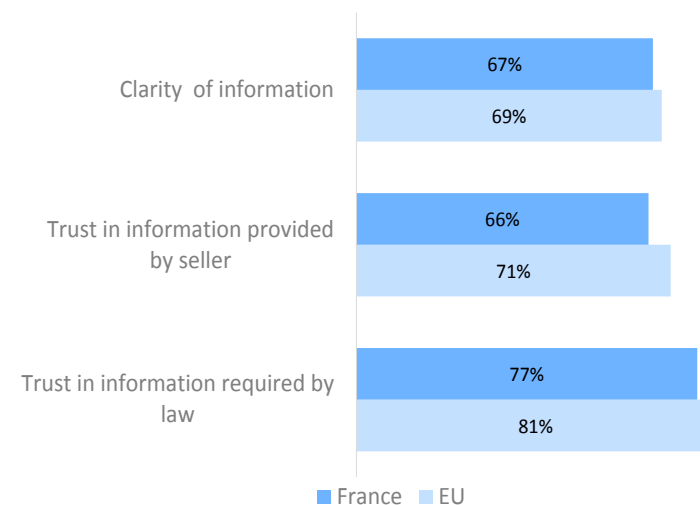
Main NON consumption/ NON purchasing factors



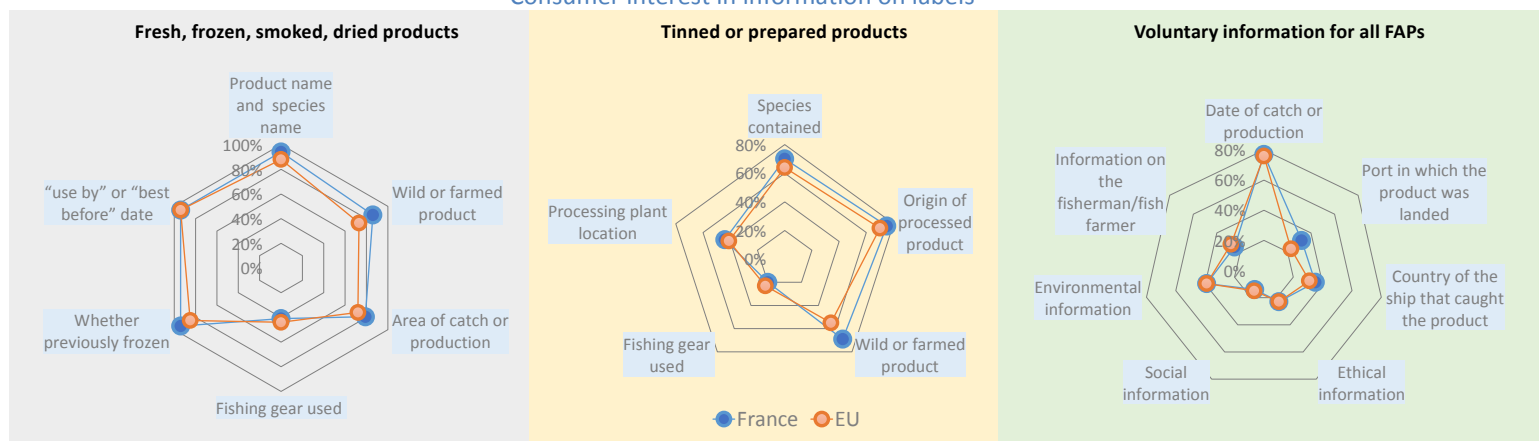
Information sources



Consumer attitude to information on labels



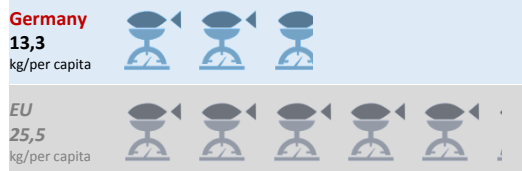
Consumer interest in information on labels



# GERMANY

## Consumption and expenditure

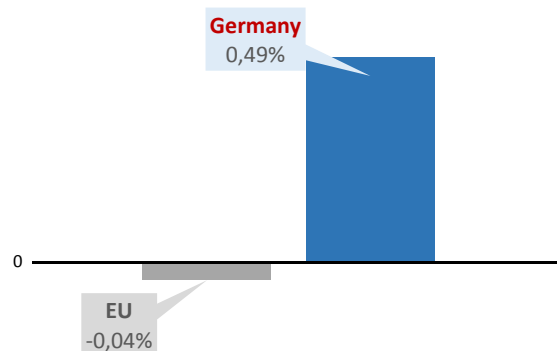
### Per capita consumption (2014)



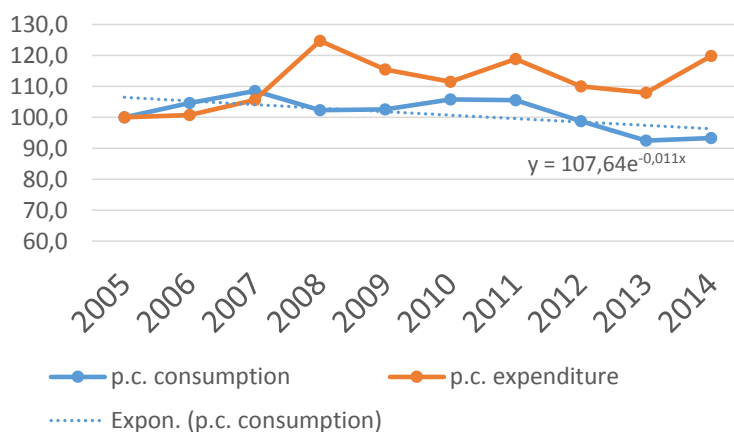
### Per capita nominal expenditure (2014)



### Real per capita expenditure growth rate (2005-2014)



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



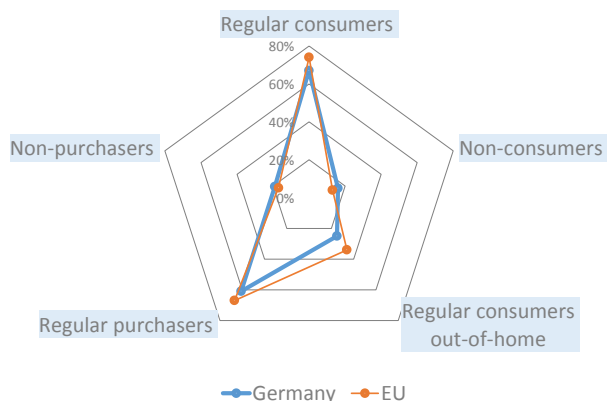
## Regular consumers<sup>11</sup> by socio-demographic group



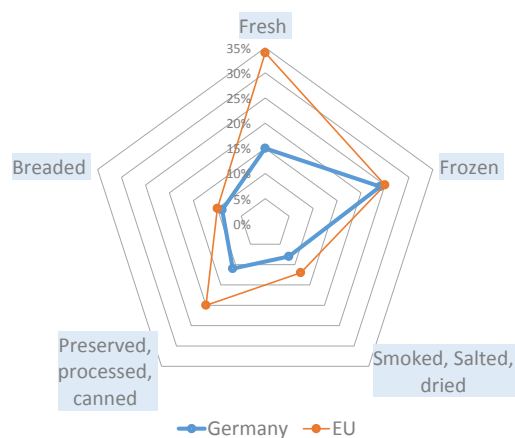
<sup>11</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



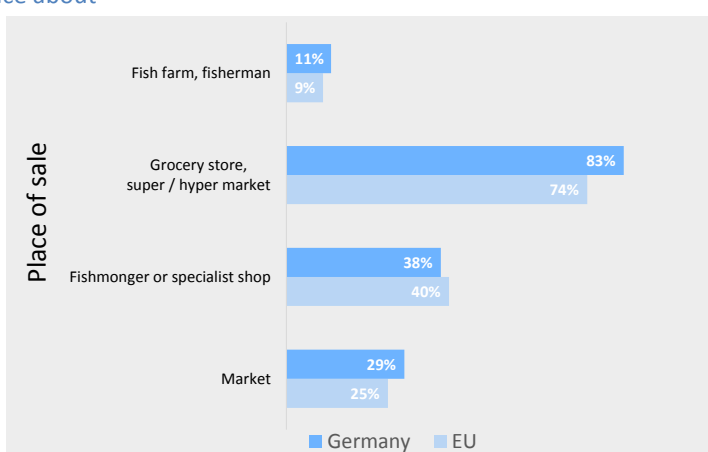
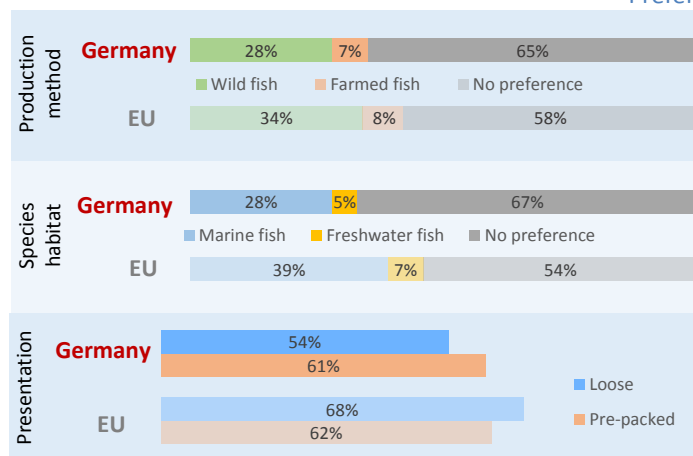
Preference about types of products



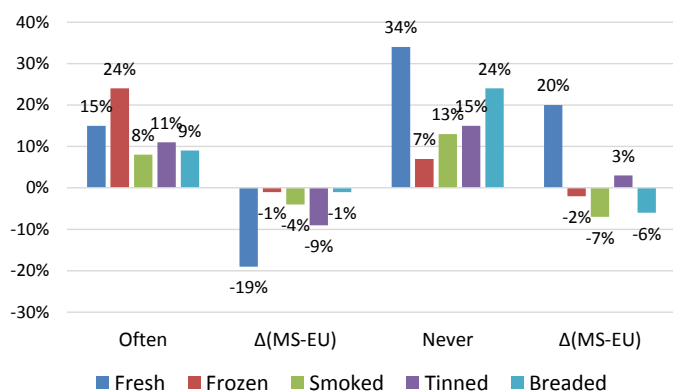
Main products consumed



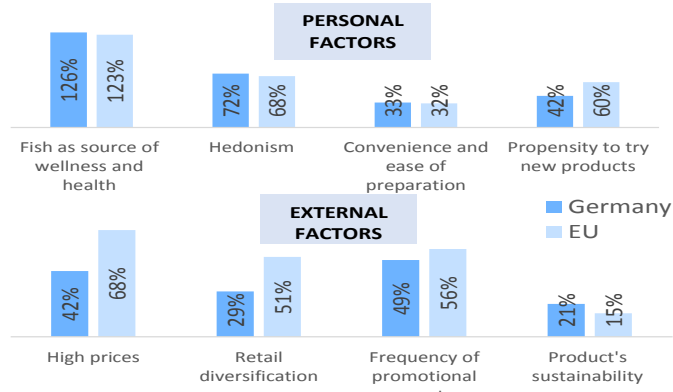
Preference about



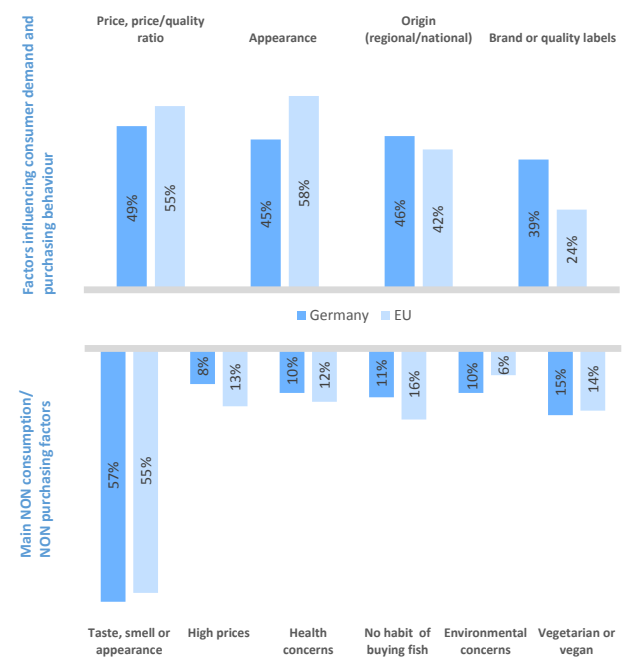
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



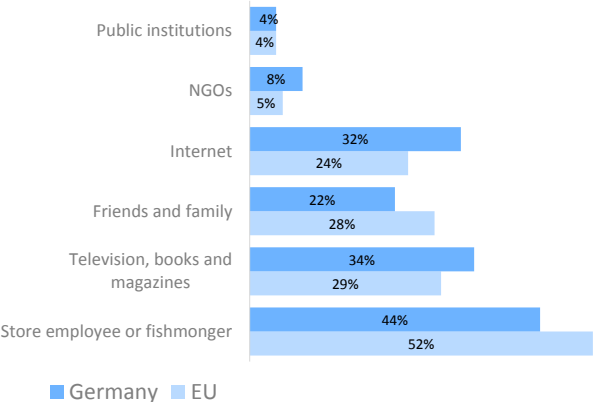
Main consumption/ purchasing factors



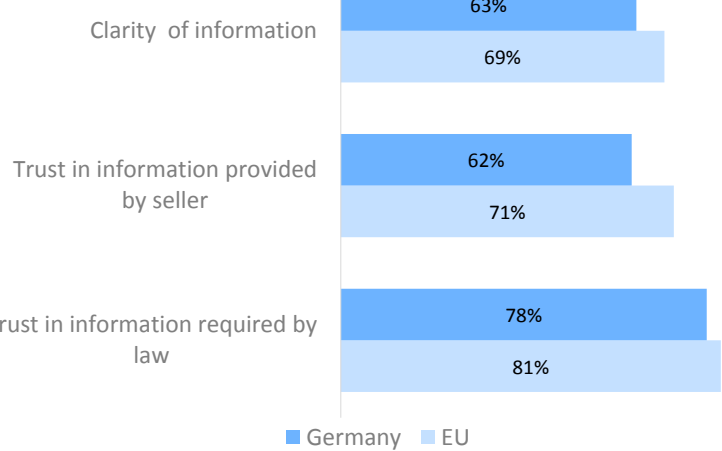
Purchasing factors and use of information



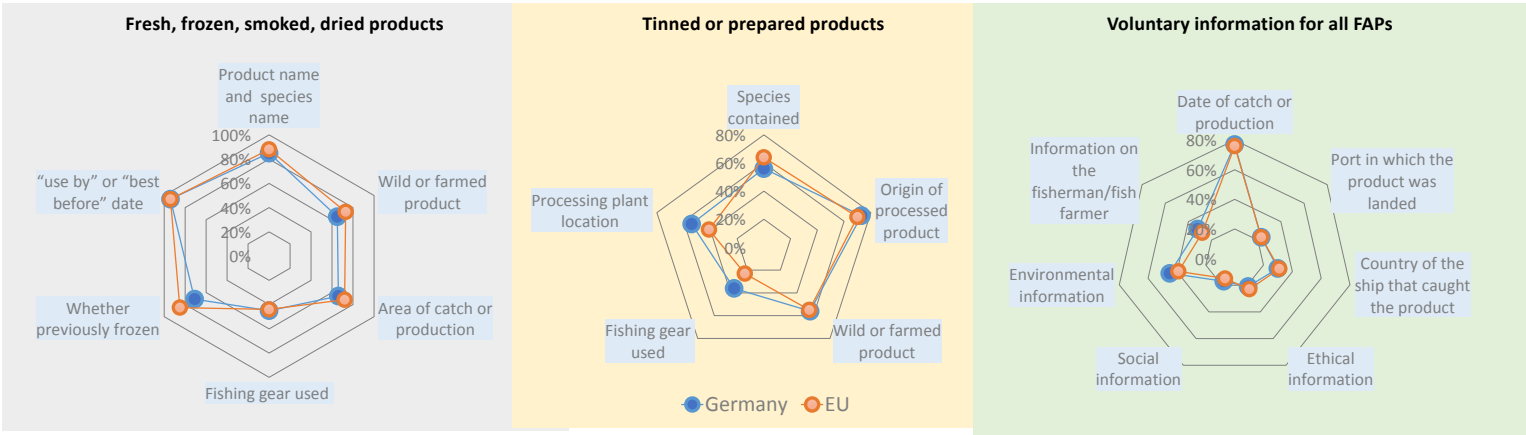
Information sources



Consumer attitude to information on labels



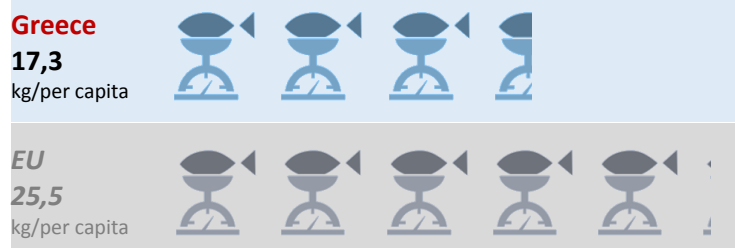
Consumer interest in information on labels



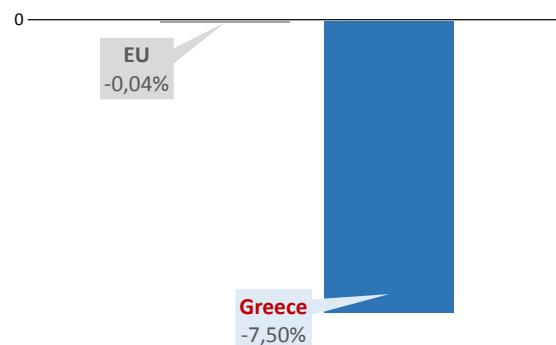
# GREECE

## Consumption and expenditure

Per capita consumption (2014)



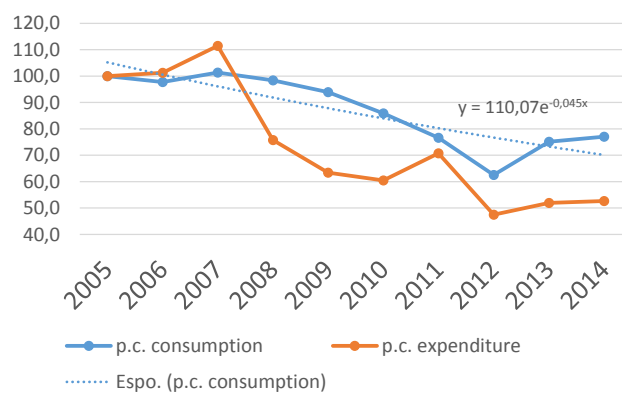
Real per capita expenditure growth rate (2005-2014)



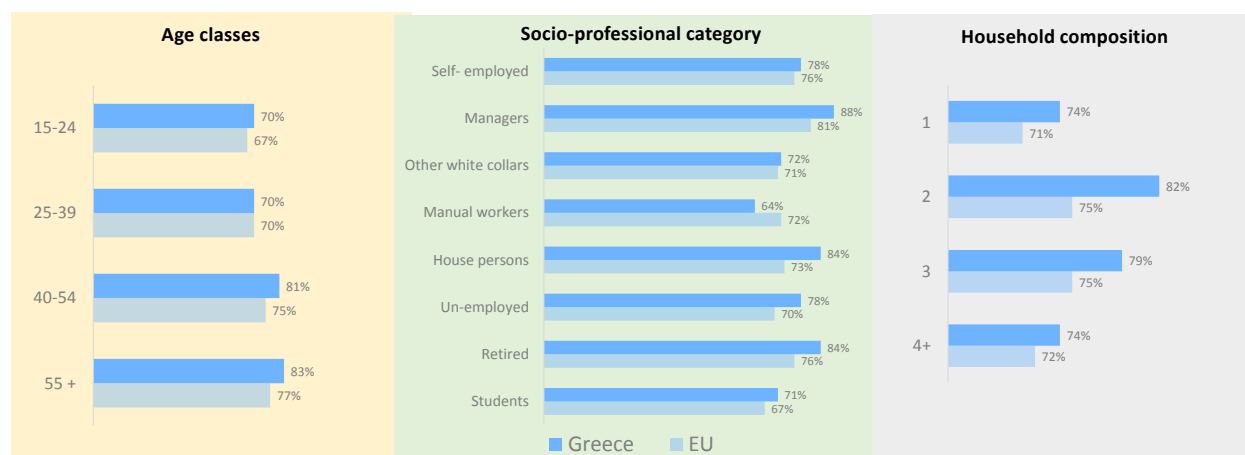
Per capita nominal expenditure (2014)



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



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

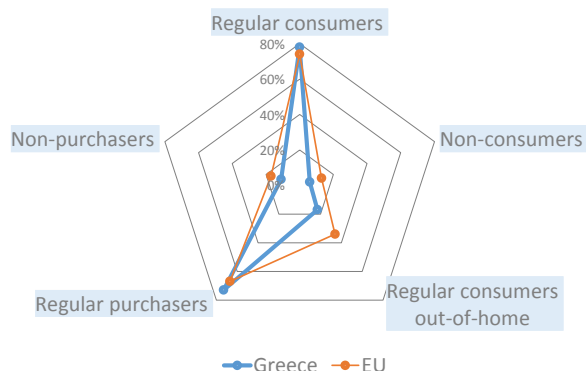


<sup>12</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

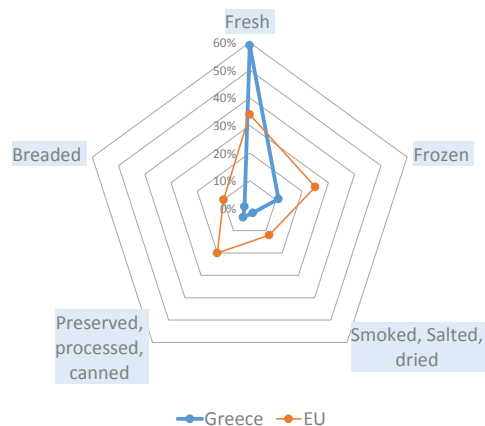


## Consumer habits

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



Preference about types of products

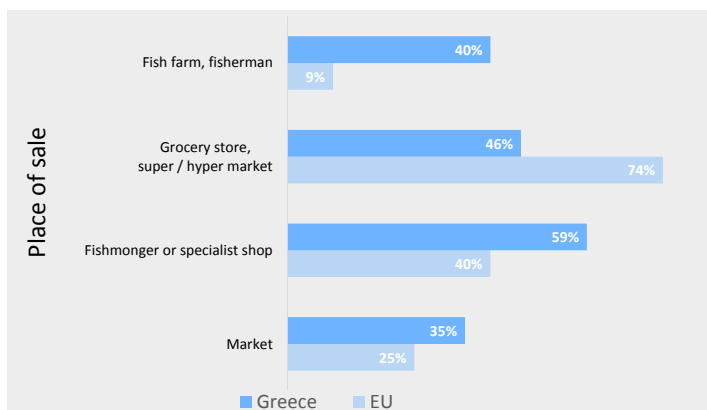
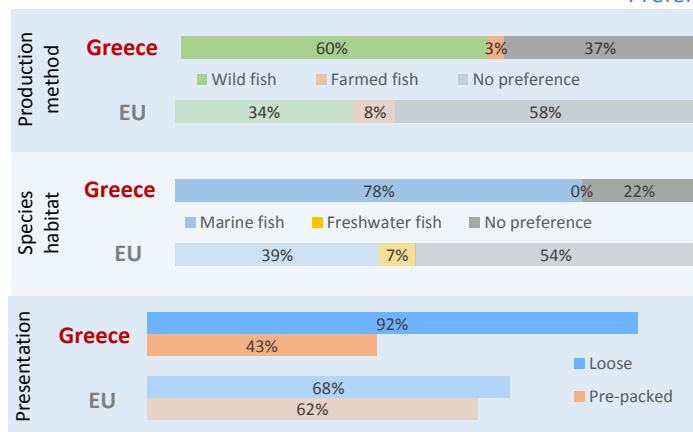


Main products consumed

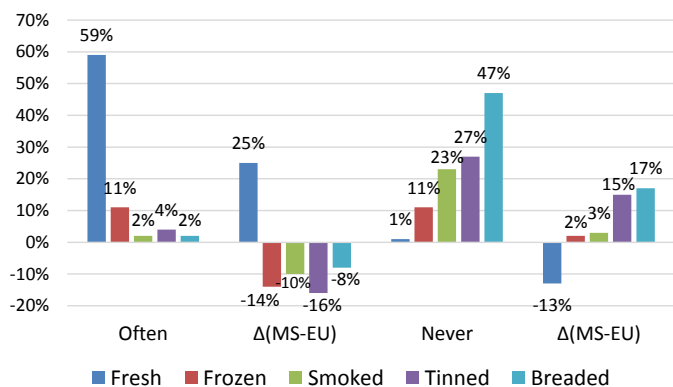
Marine

Gilthead seabream Seabass

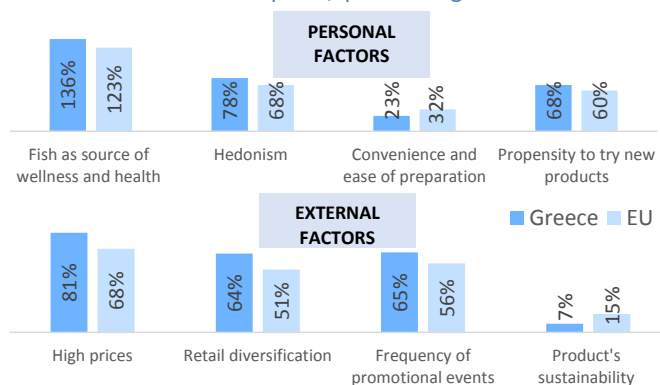
Preference about



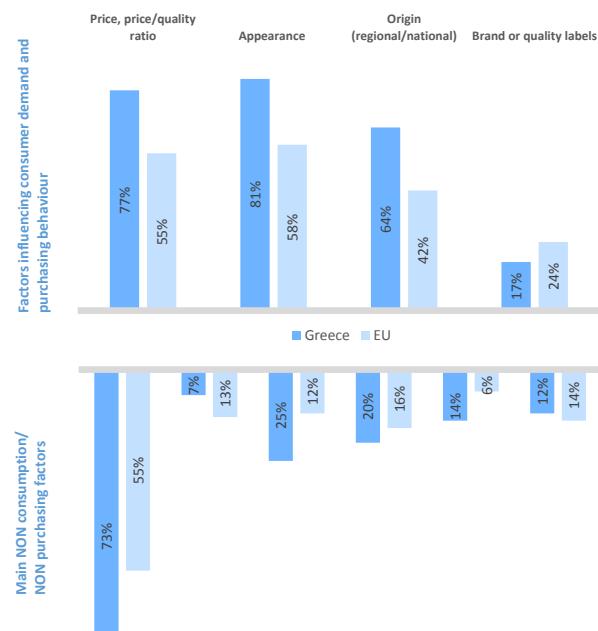
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



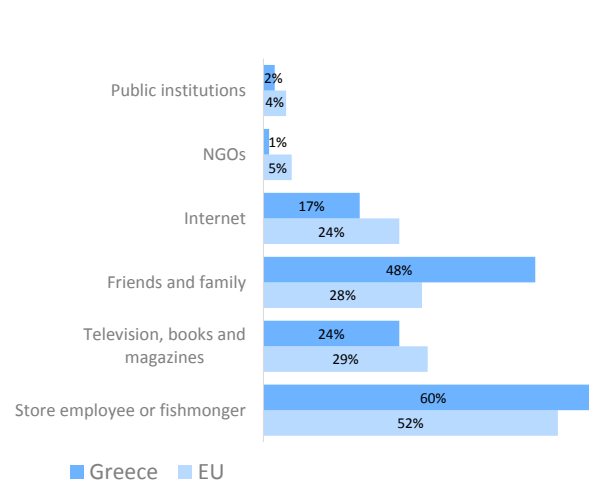
Main consumption/ purchasing factors



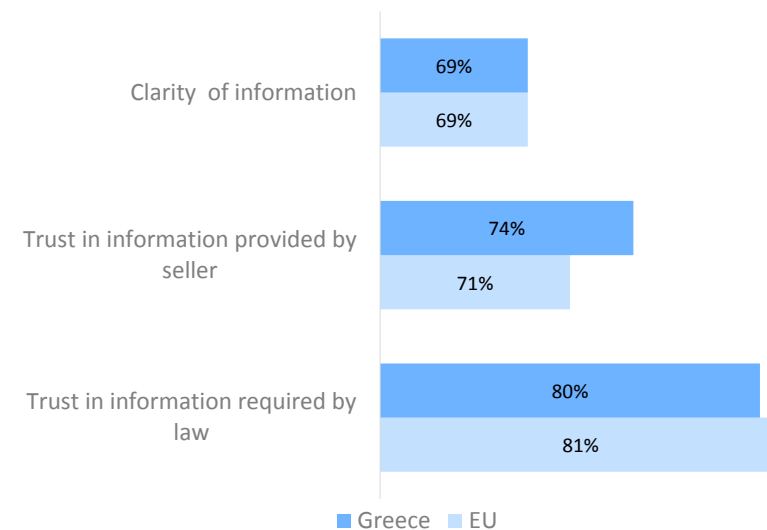
## Purchasing factors and use of information



### Information sources



### Consumer attitude to information on labels



### Consumer interest in information on labels



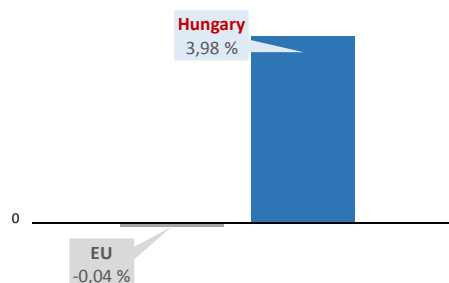
# HUNGARY

## Consumption and expenditure

Per capita consumption (2014)



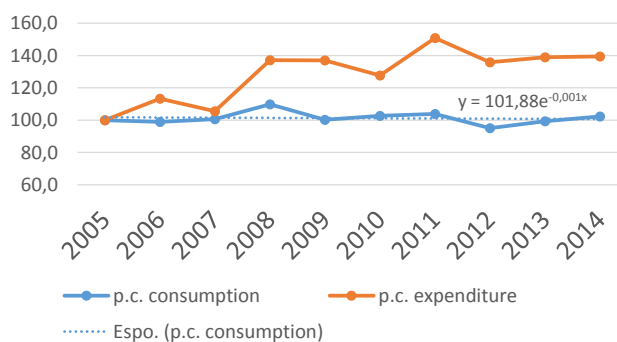
Real per capita expenditure growth rate (2005-2014)



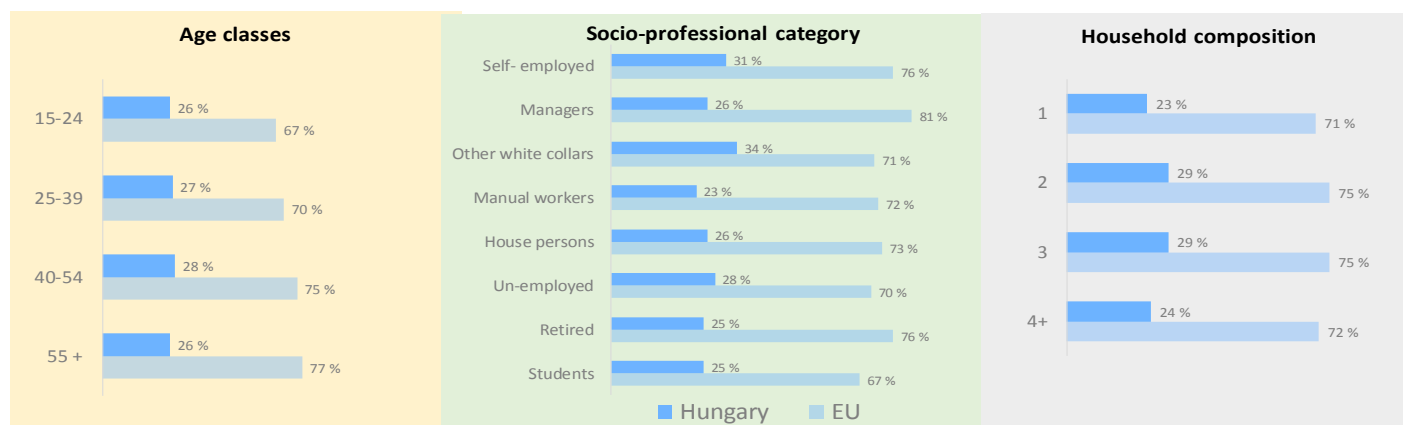
Per capita nominal expenditure (2014)



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



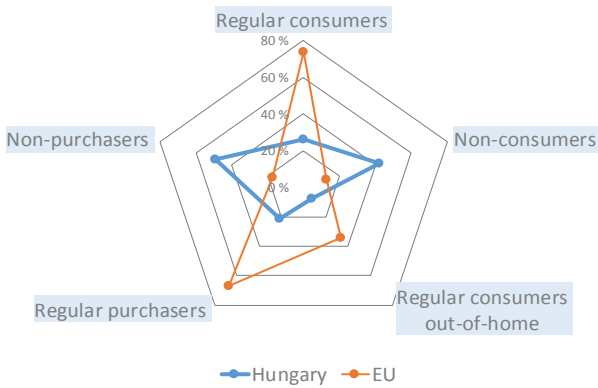
## Regular consumers<sup>13</sup> by socio-demographic group



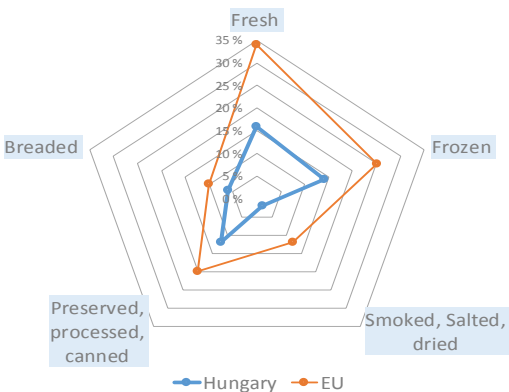
<sup>13</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

Consumer habits

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



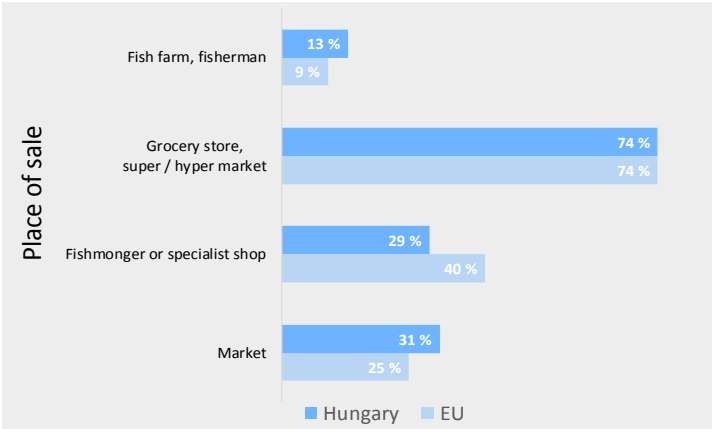
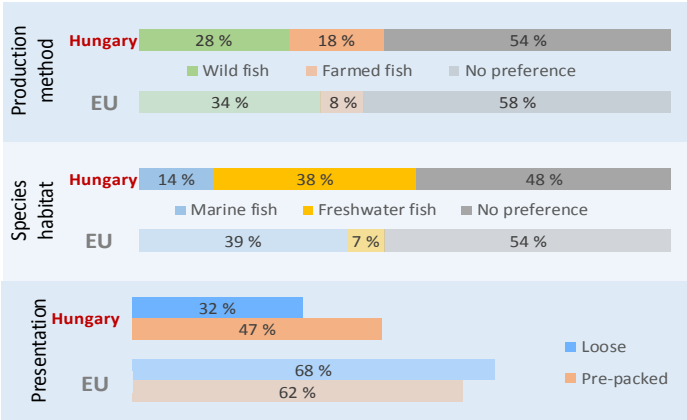
Preference about types of products



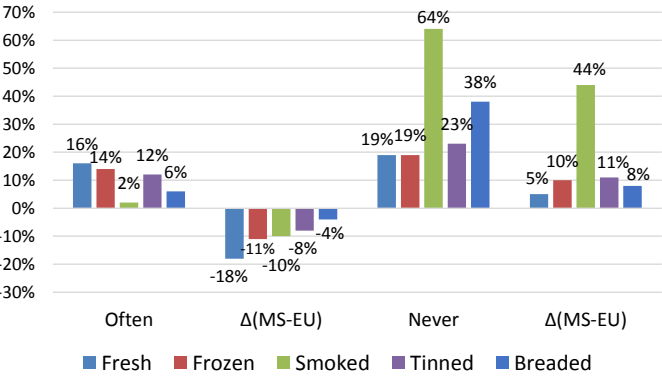
Main products consumed

Freshwater  
carp

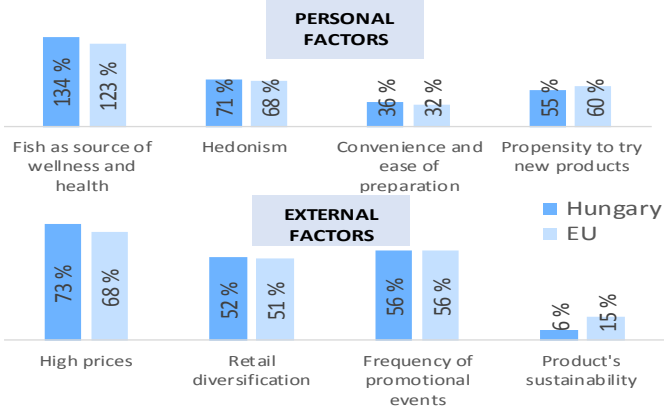
Preference about



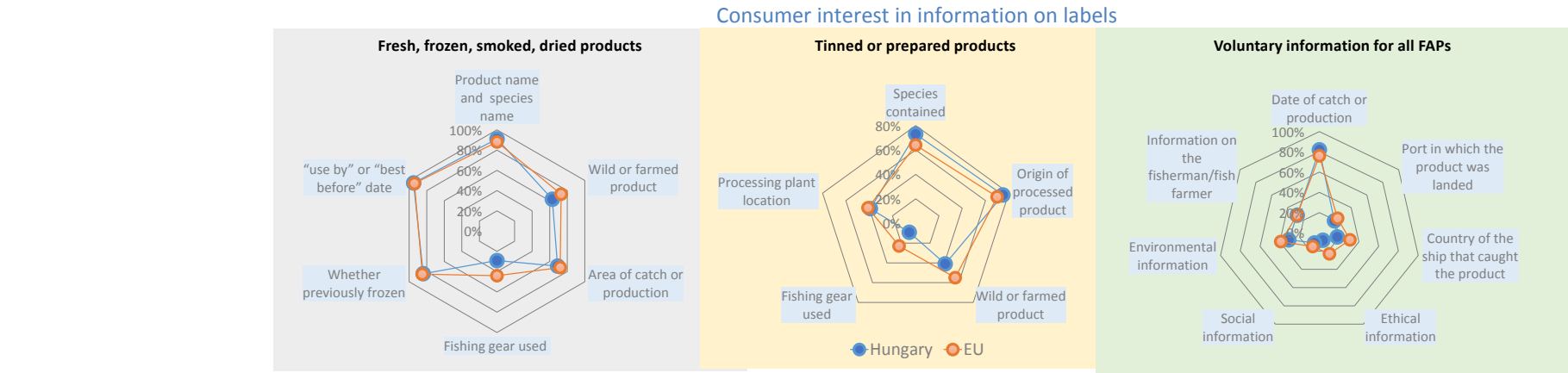
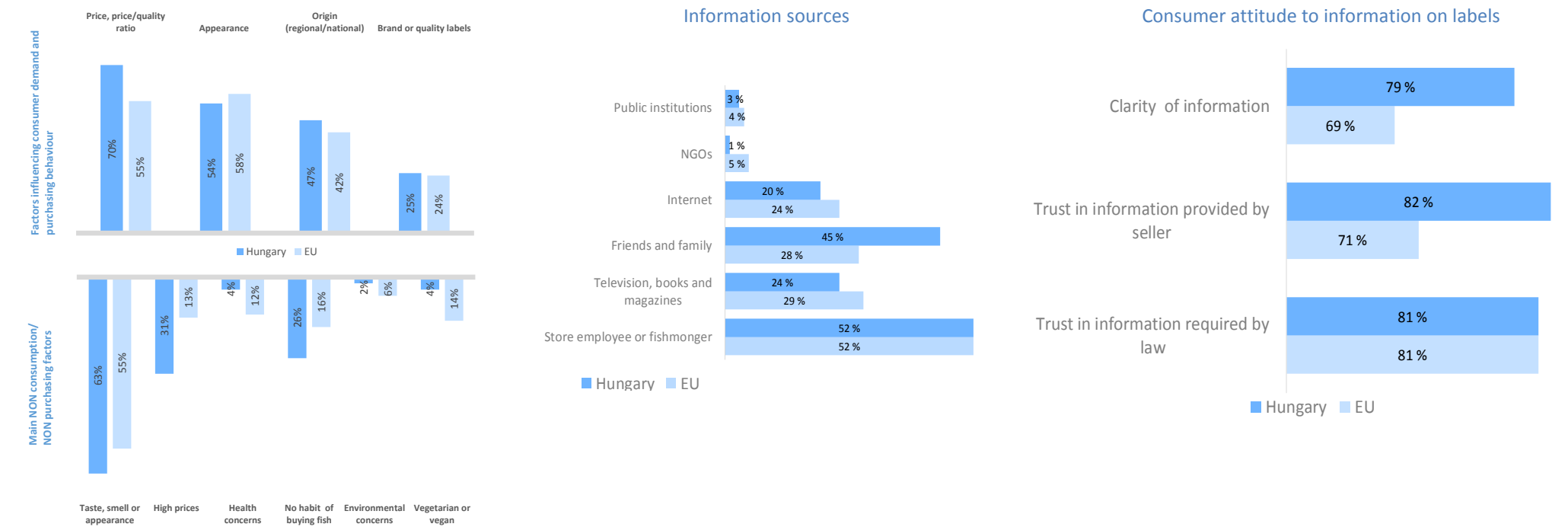
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



Main consumption/ purchasing factors



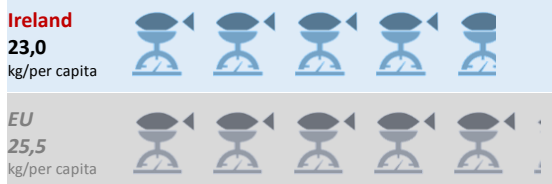
# Purchasing factors and use of information



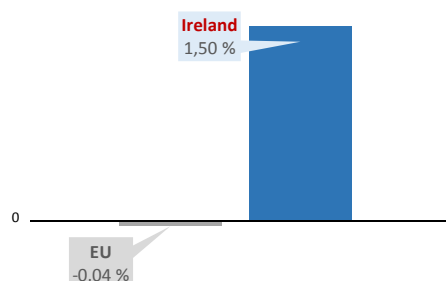
# IRELAND

## Consumption and expenditure

Per capita consumption (2014)



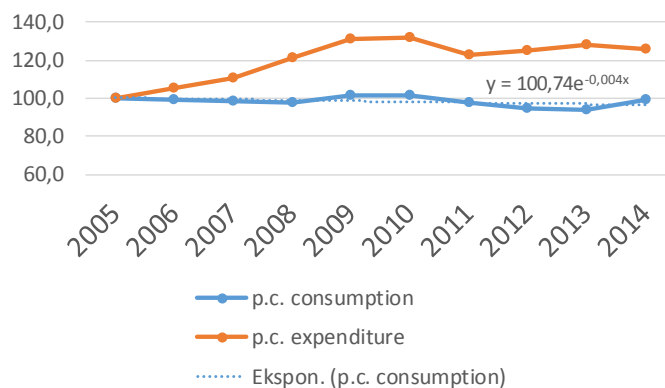
Real per capita expenditure growth rate (2005-2014)



Per capita nominal expenditure (2014)



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



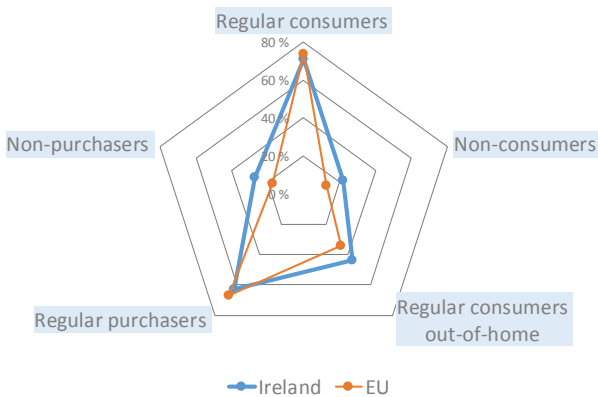
## Regular consumers<sup>14</sup> by socio-demographic group



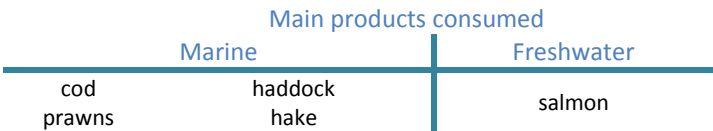
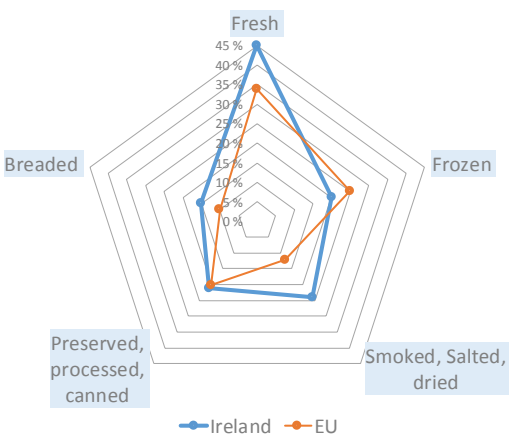
<sup>14</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

Consumer habits

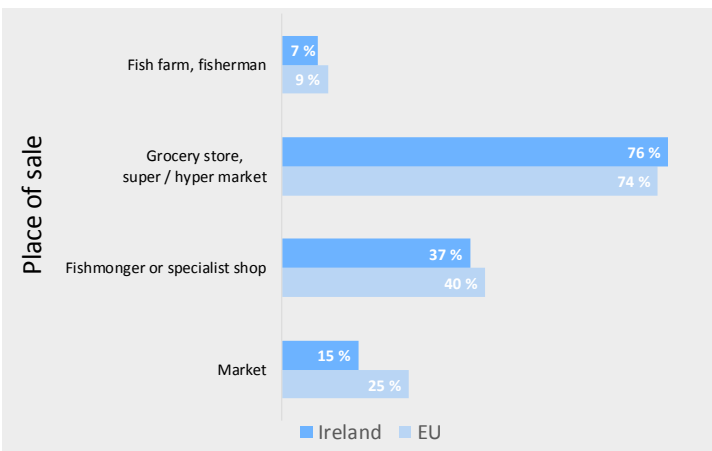
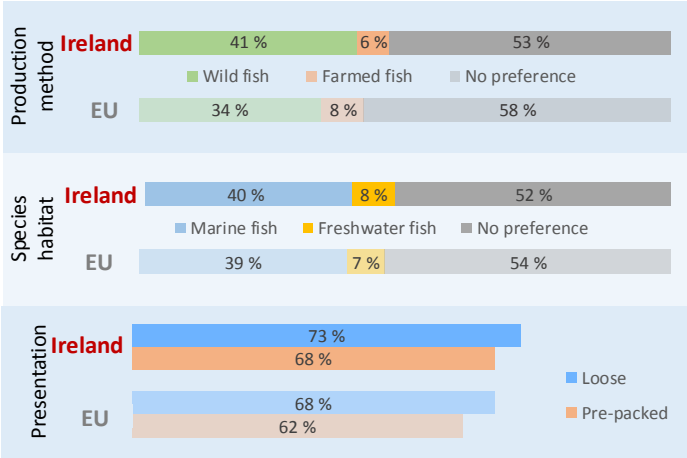
Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



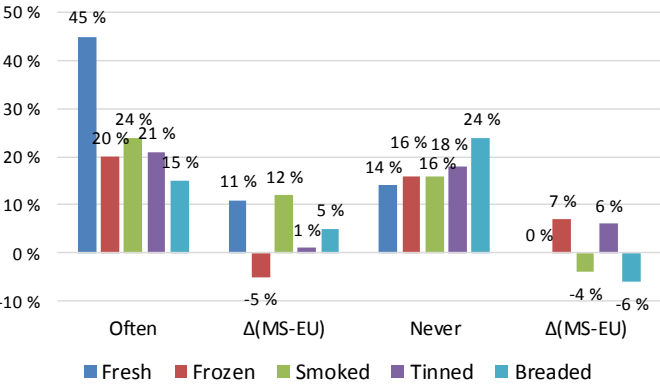
Preference about types of products



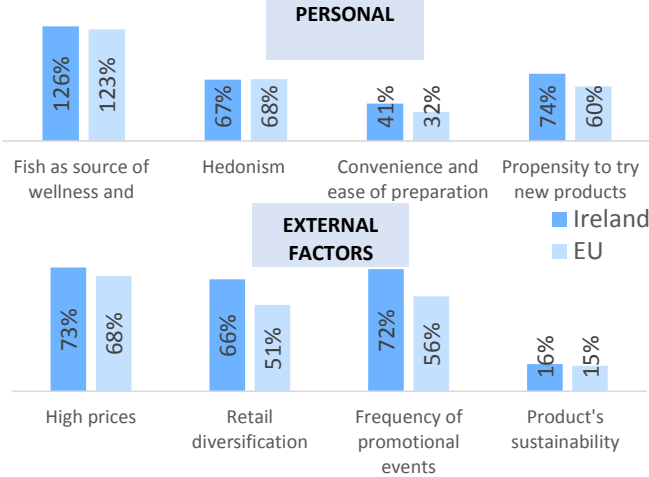
Preference about



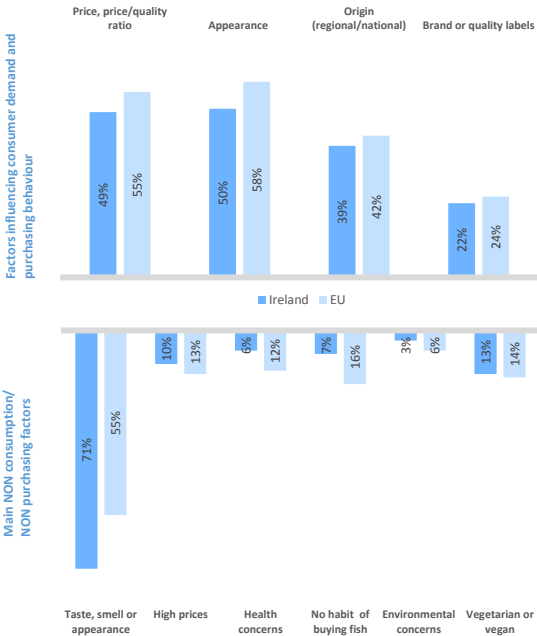
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



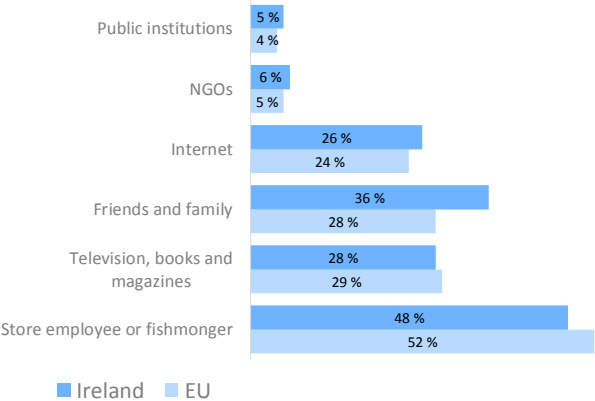
Main consumption/ purchasing factors



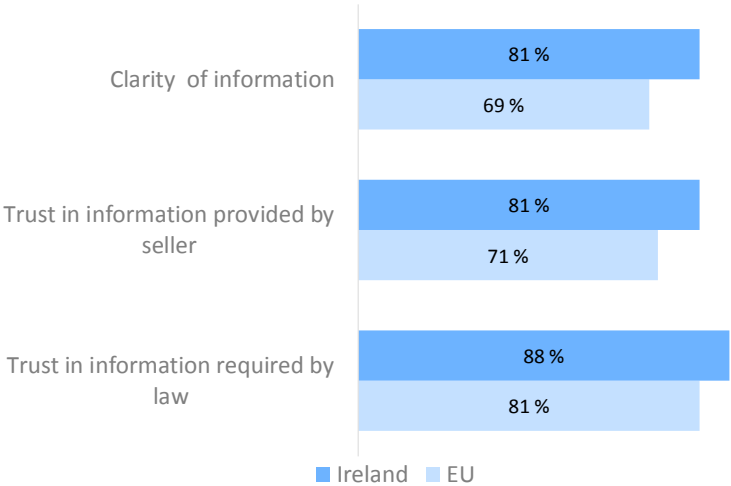
Purchasing factors and use of information



Information sources



Consumer attitude to information on labels



Consumer interest in information on labels





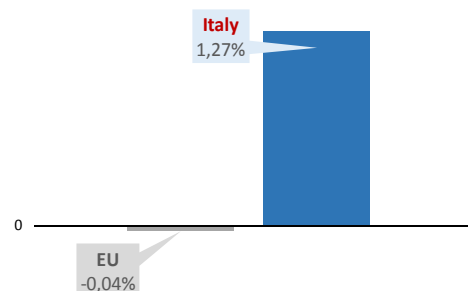
# ITALY

## Consumption and expenditure

### Per capita consumption (2014)



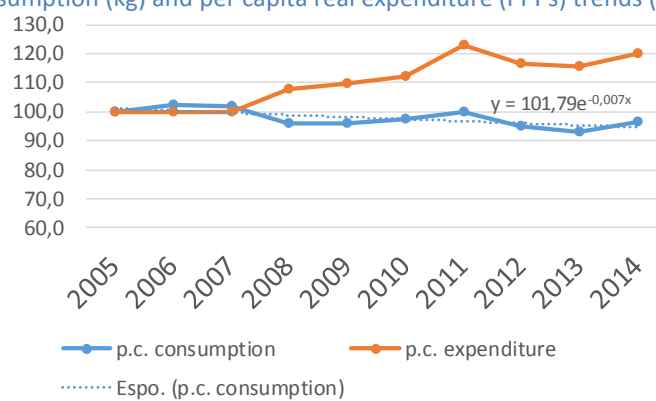
### Real per capita expenditure growth rate (2005-2014)



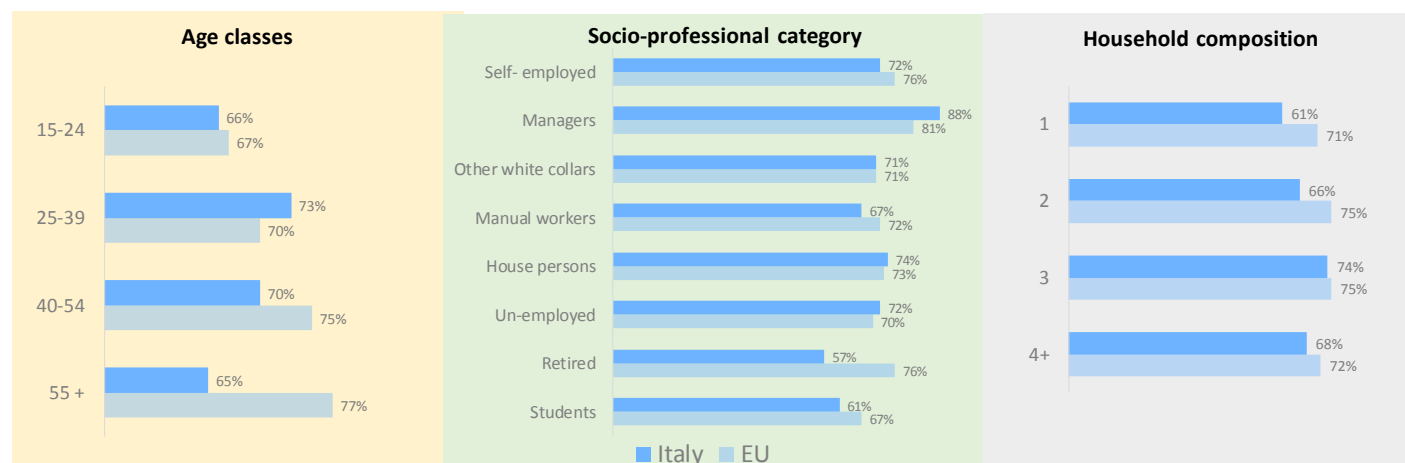
### Per capita nominal expenditure (2014)



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



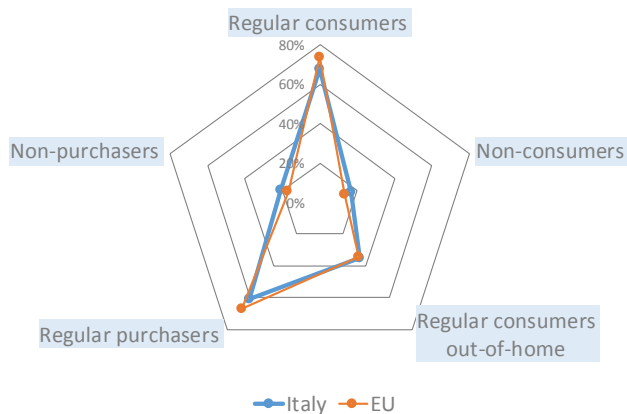
## Regular consumers<sup>15</sup> by socio-demographic group



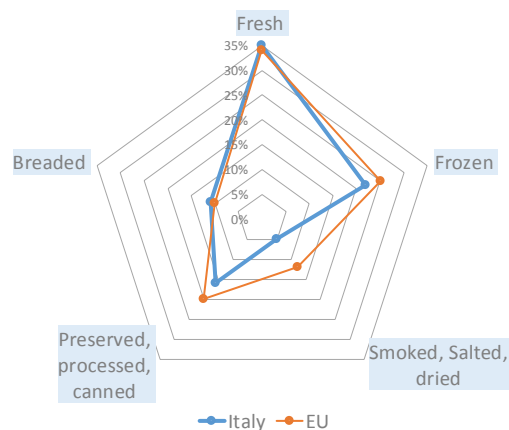
<sup>15</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



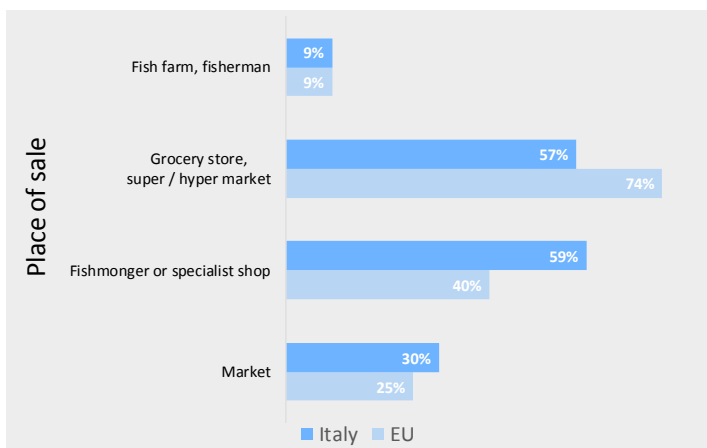
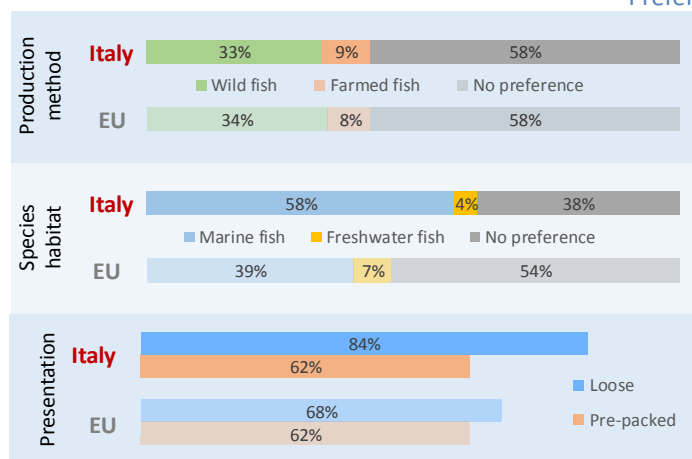
Preference about types of products



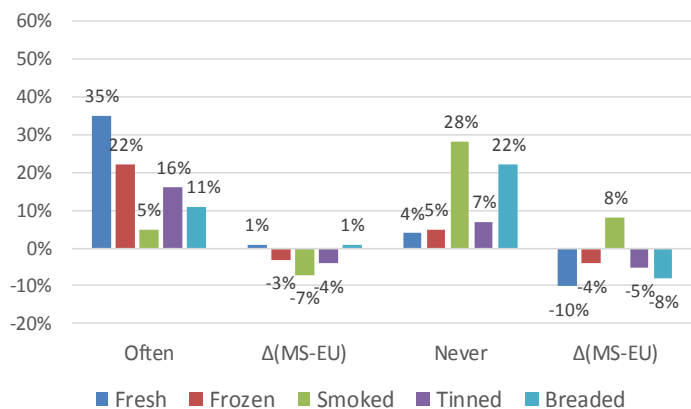
Main products consumed

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

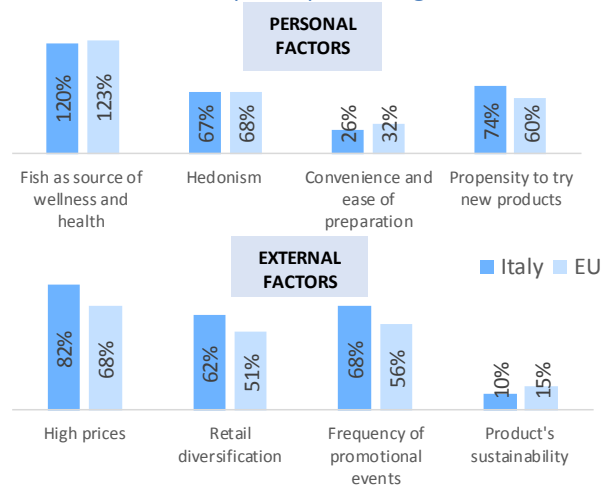
Preference about



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

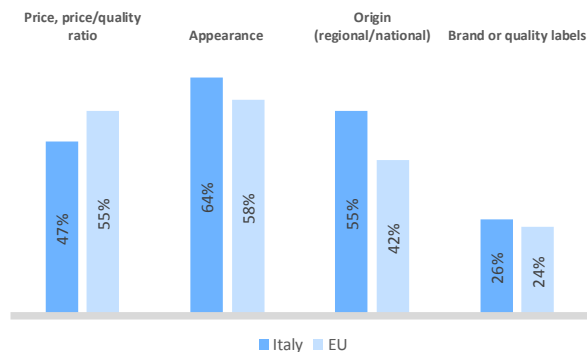


Main consumption/ purchasing factors

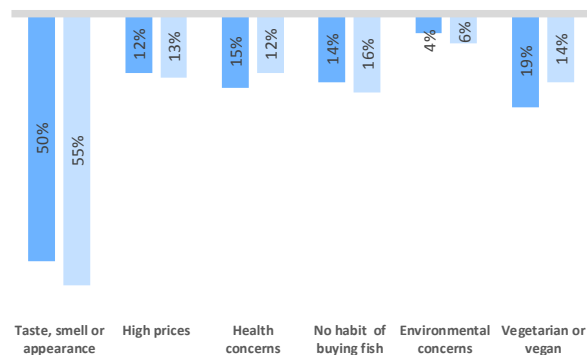


## Purchasing factors and use of information

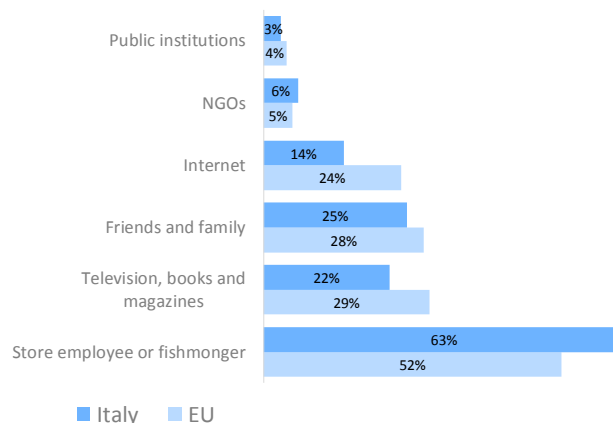
Factors influencing consumer demand and purchasing behaviour



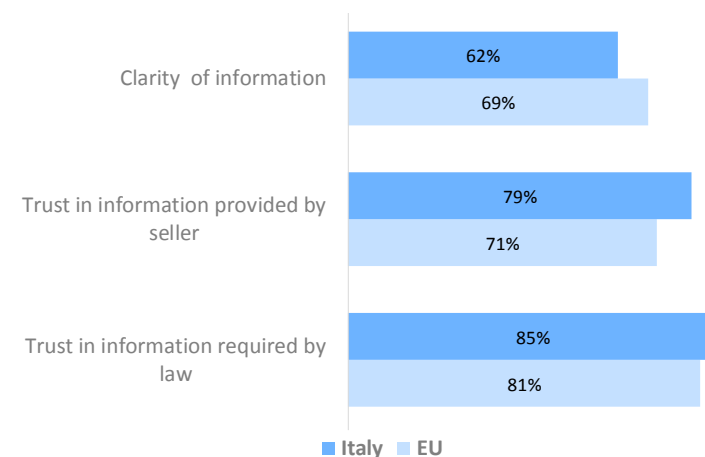
Main NON consumption/ NON purchasing factors



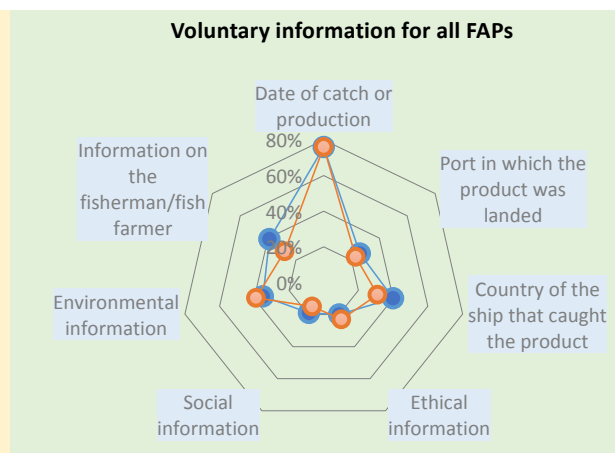
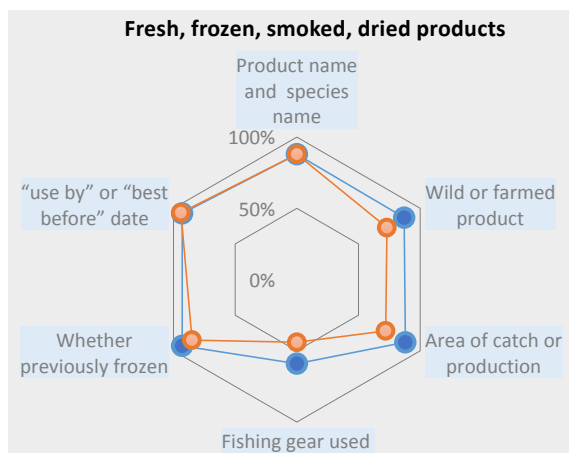
### Information sources



### Consumer attitude to information on labels



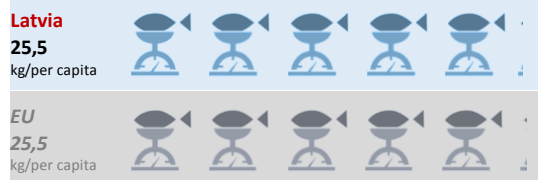
### Consumer interest in information on labels



# LATVIA

## Consumption and expenditure

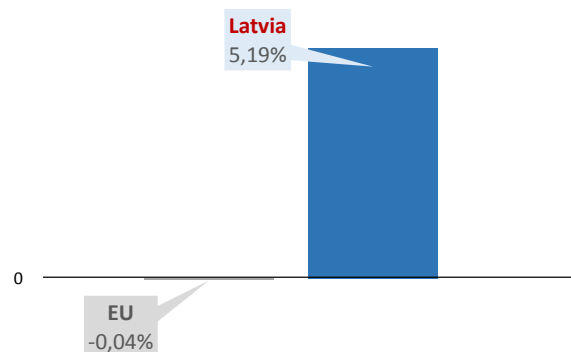
### Per capita consumption (2014)



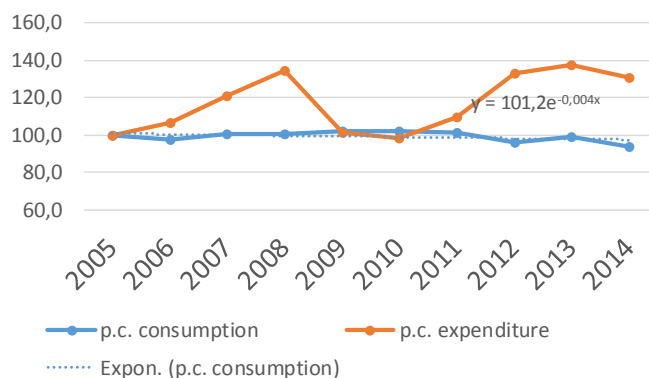
### Per capita nominal expenditure (2014)



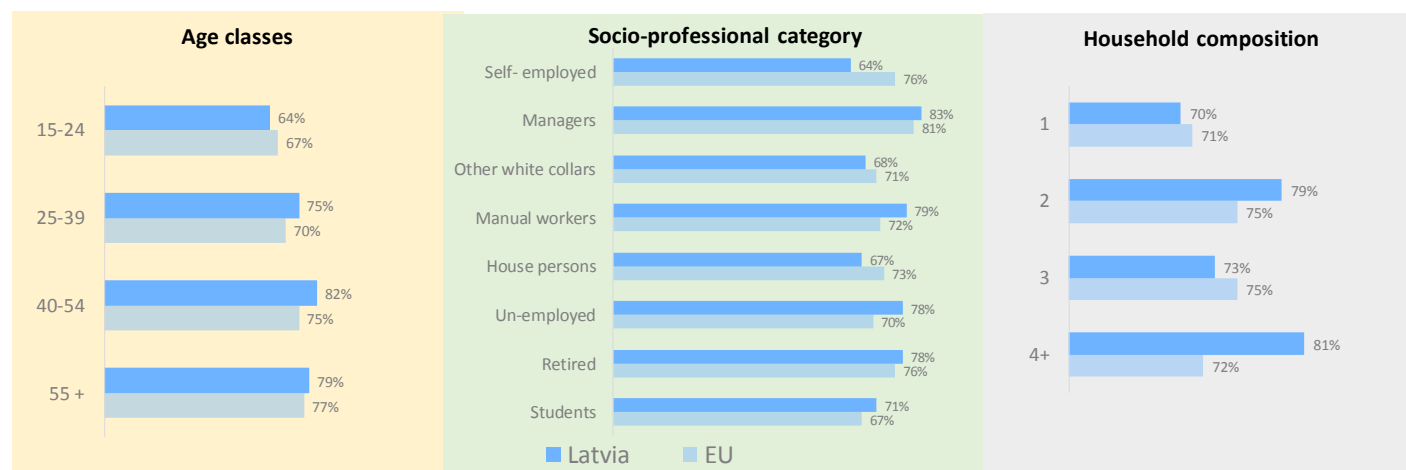
### Real per capita expenditure growth rate (2005-2014)



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



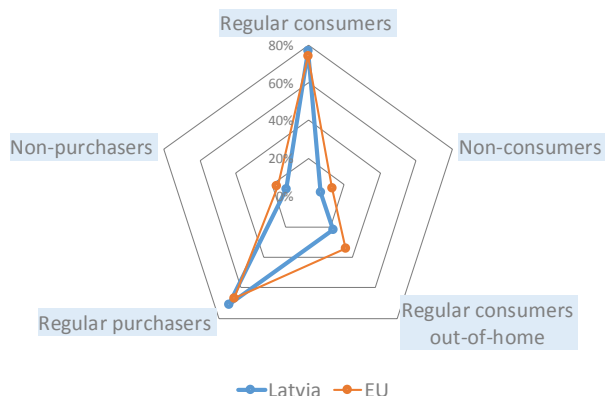
## Regular consumers<sup>16</sup> by socio-demographic group



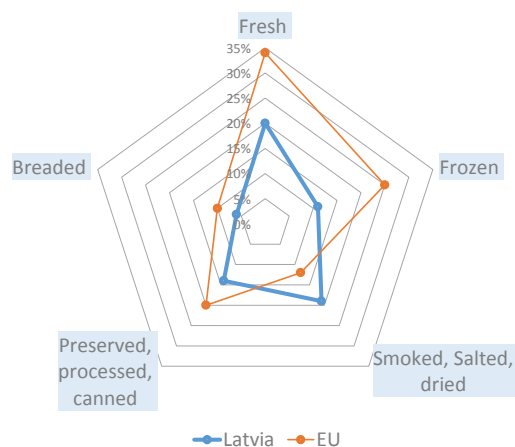
<sup>16</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



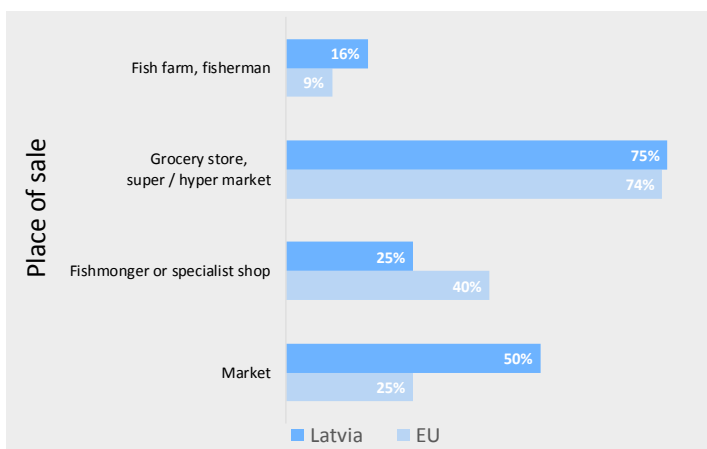
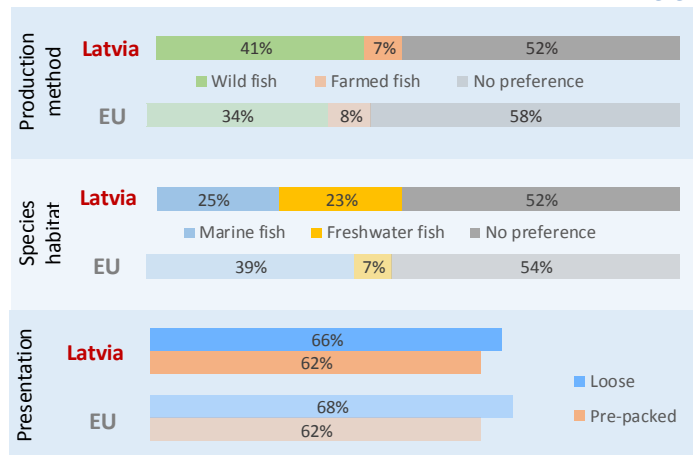
Preference about types of products



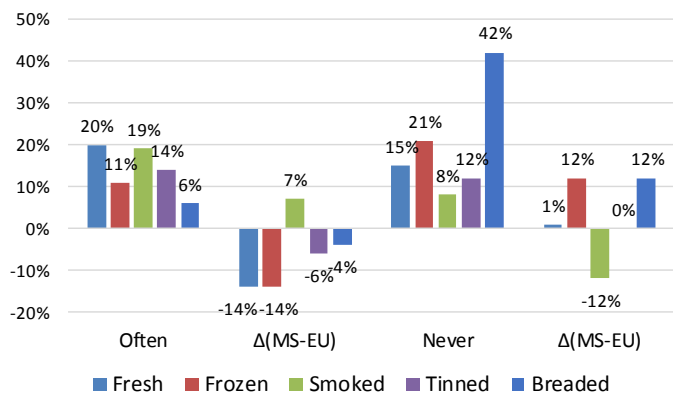
Main products consumed



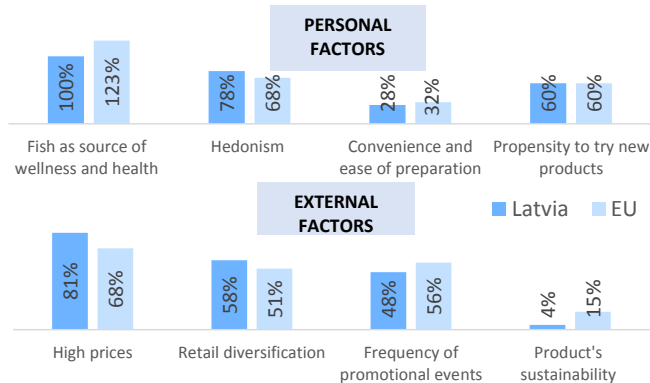
Preference about



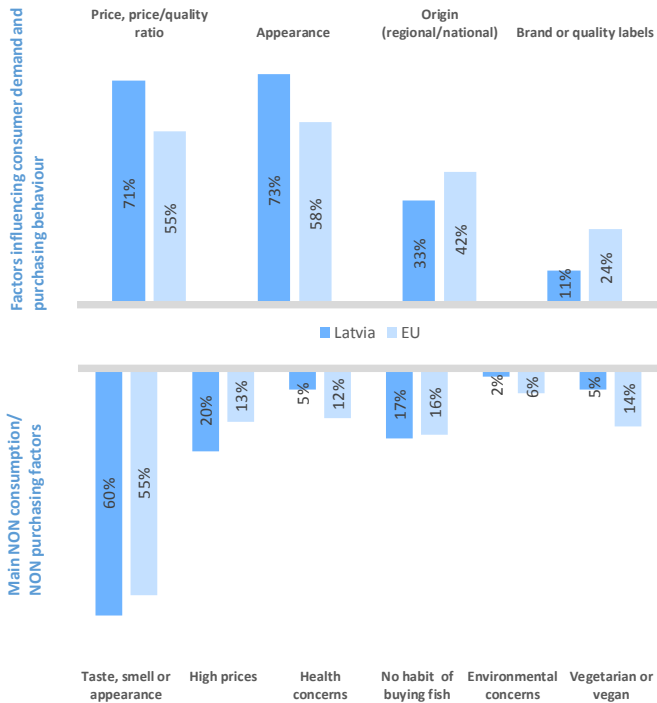
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between MS and % EU average)



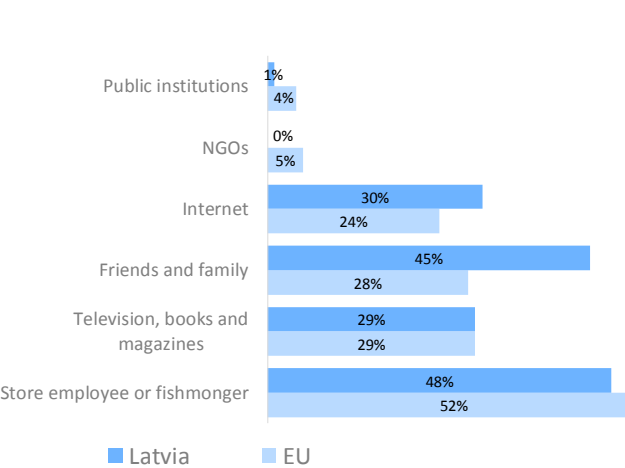
Main consumption/ purchasing factors



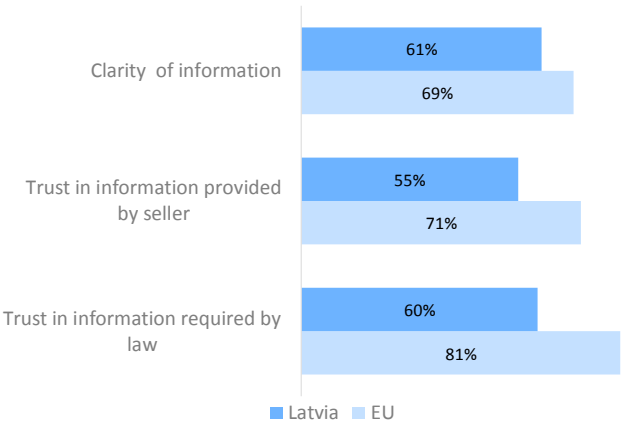
Purchasing factors and use of information



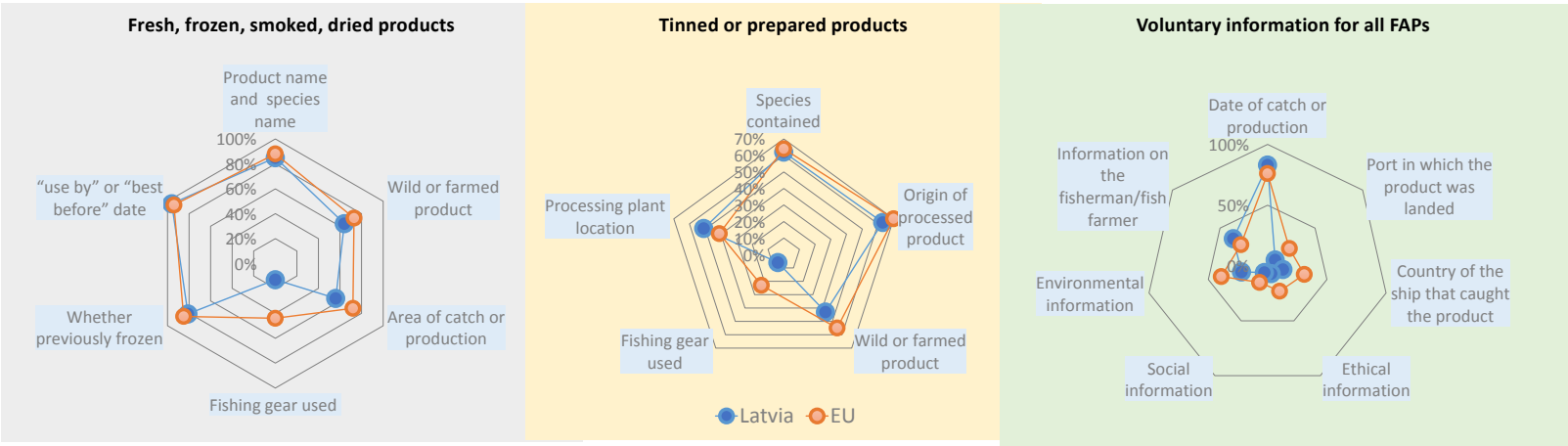
Information sources



Consumer attitude to information on labels



Consumer interest in information on labels



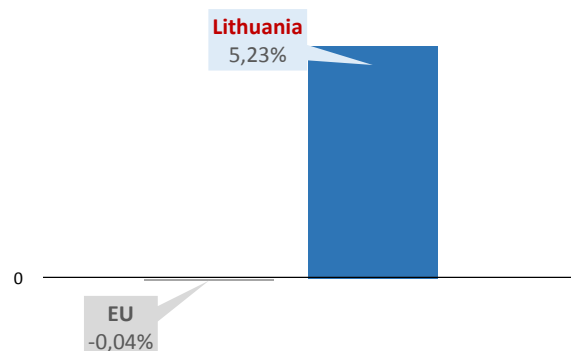
# LITHUANIA

## Consumption and expenditure

### Per capita consumption (2014)



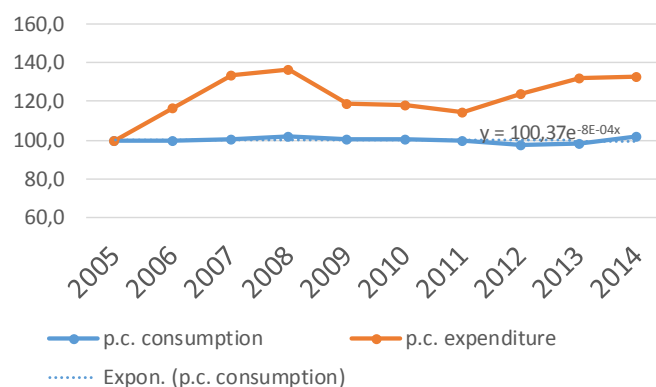
### Real per capita expenditure growth rate (2005-2014)



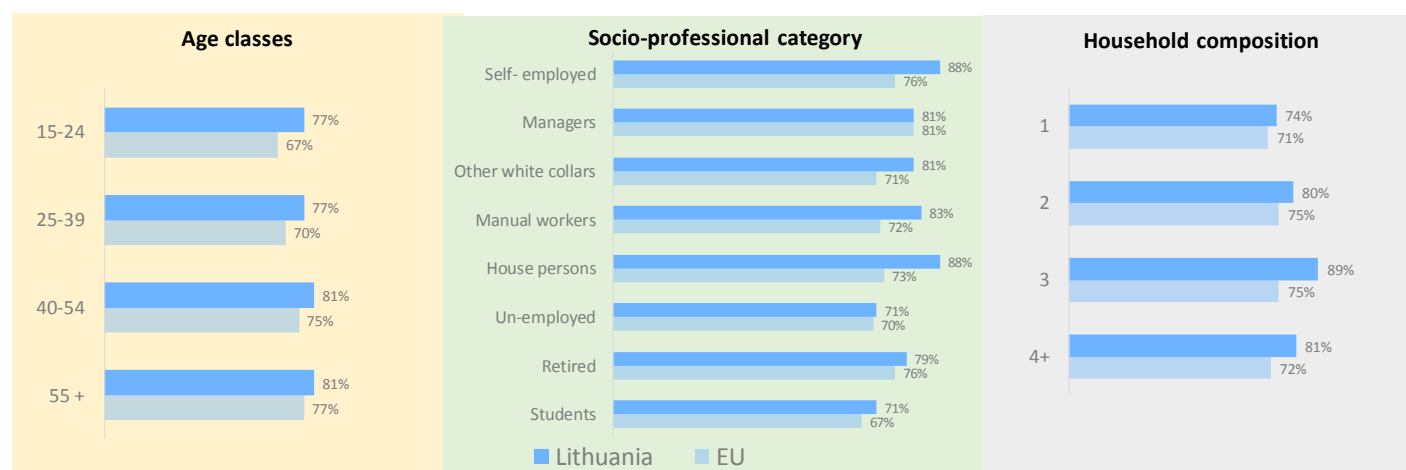
### Per capita nominal expenditure (2014)



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



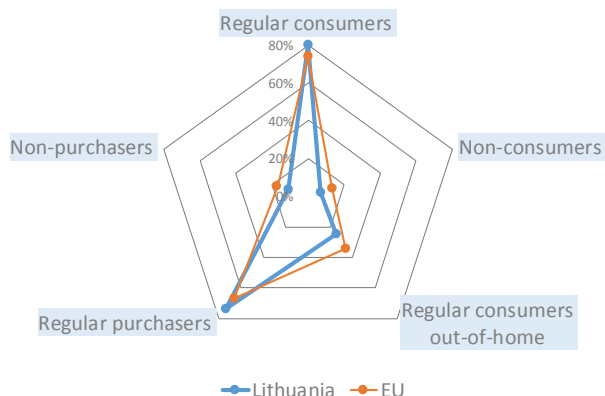
## Regular consumers<sup>17</sup> by socio-demographic group



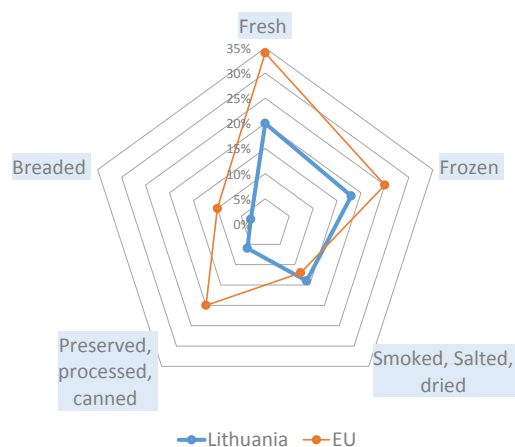
<sup>17</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



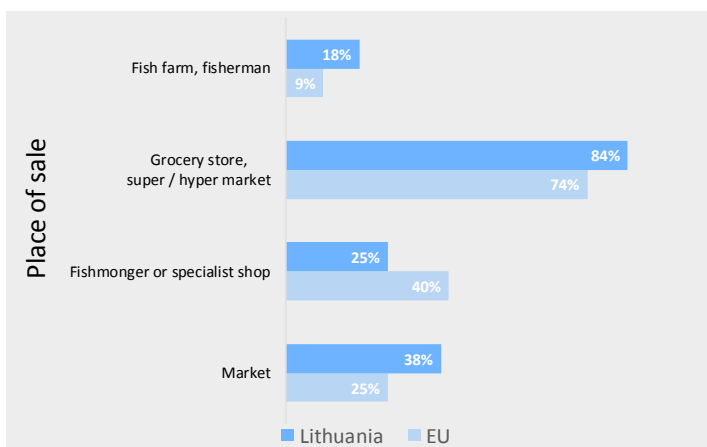
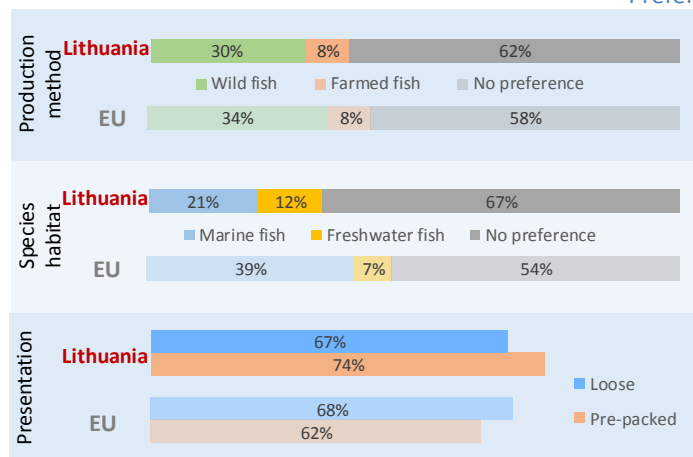
Preference about types of products



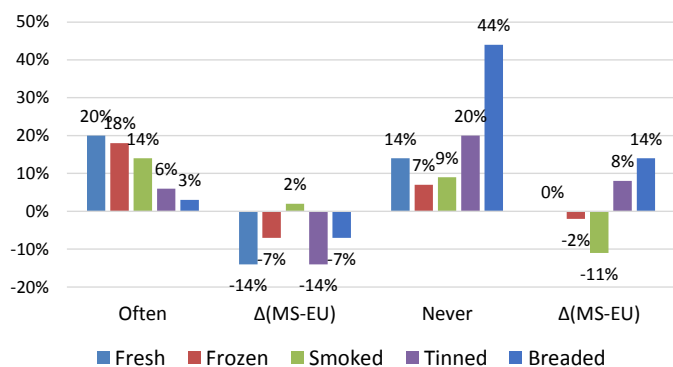
Main products consumed



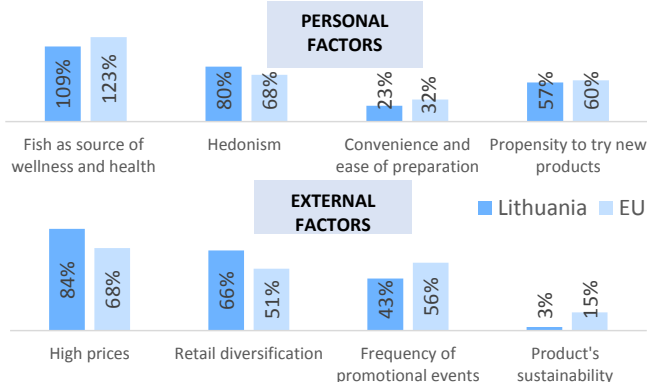
Preference about



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

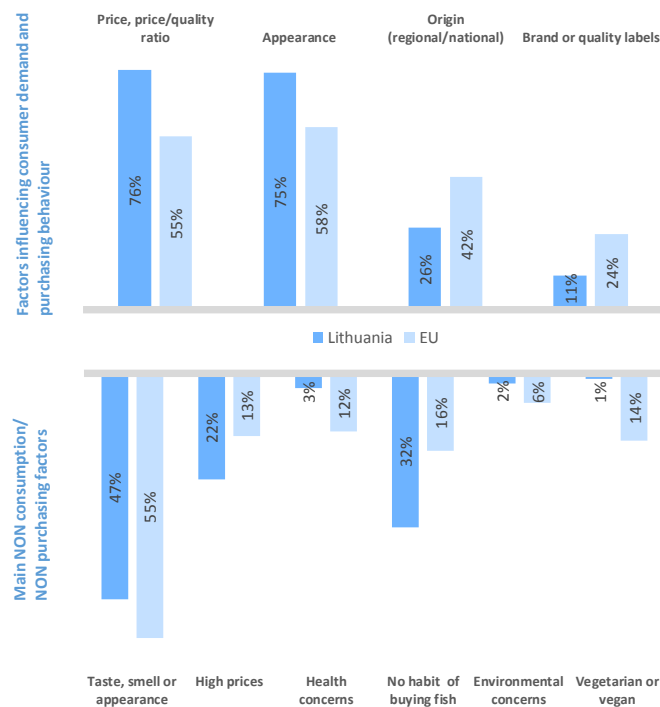


Main consumption/ purchasing factors

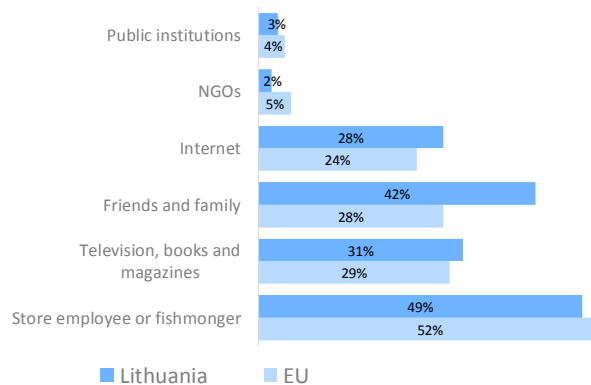




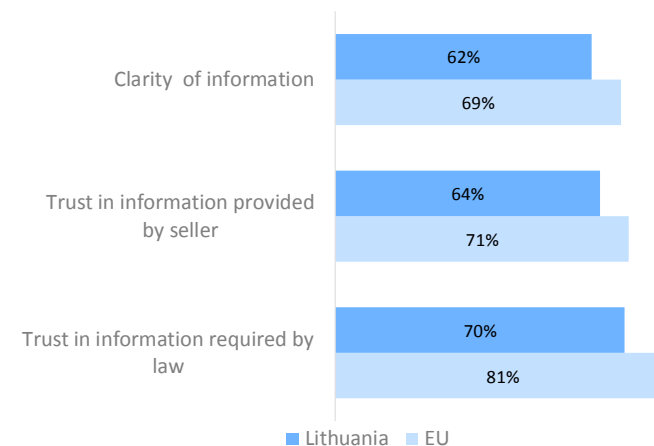
## Purchasing factors and use of information



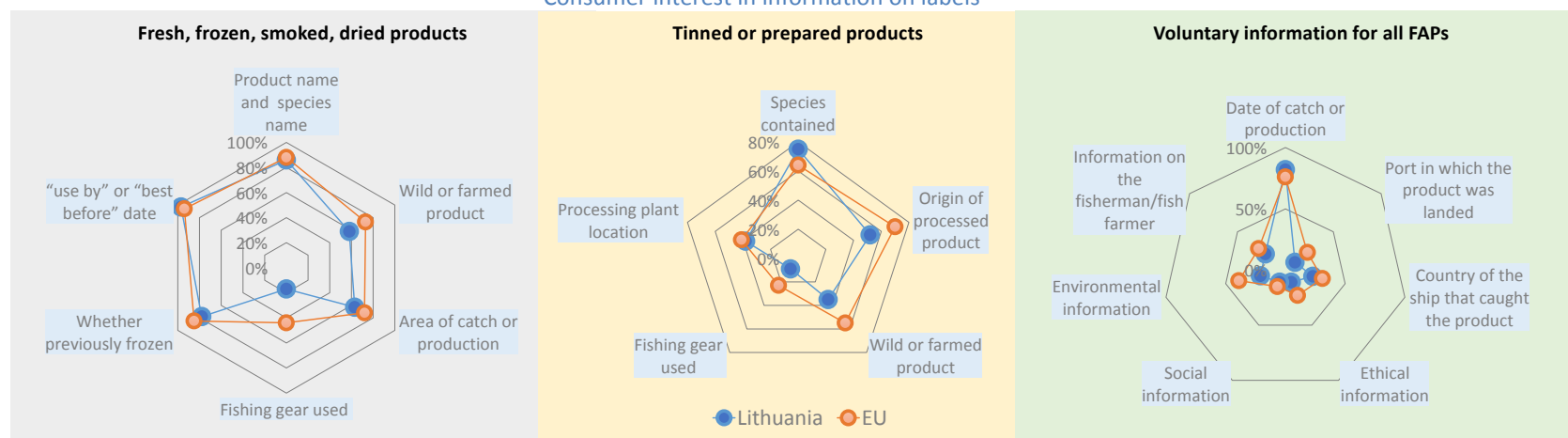
### Information sources



### Consumer attitude to information on labels



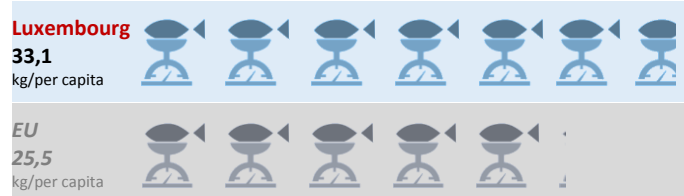
### Consumer interest in information on labels



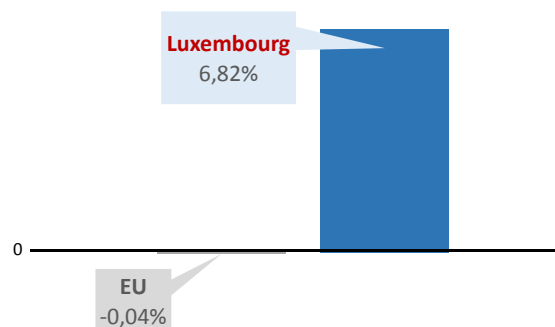
# LUXEMBOURG

## Consumption and expenditure

Per capita consumption (2014)



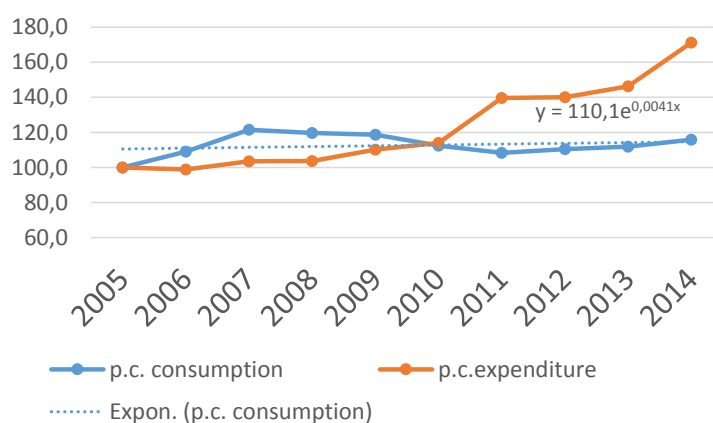
Real per capita expenditure growth rate (2005-2014)



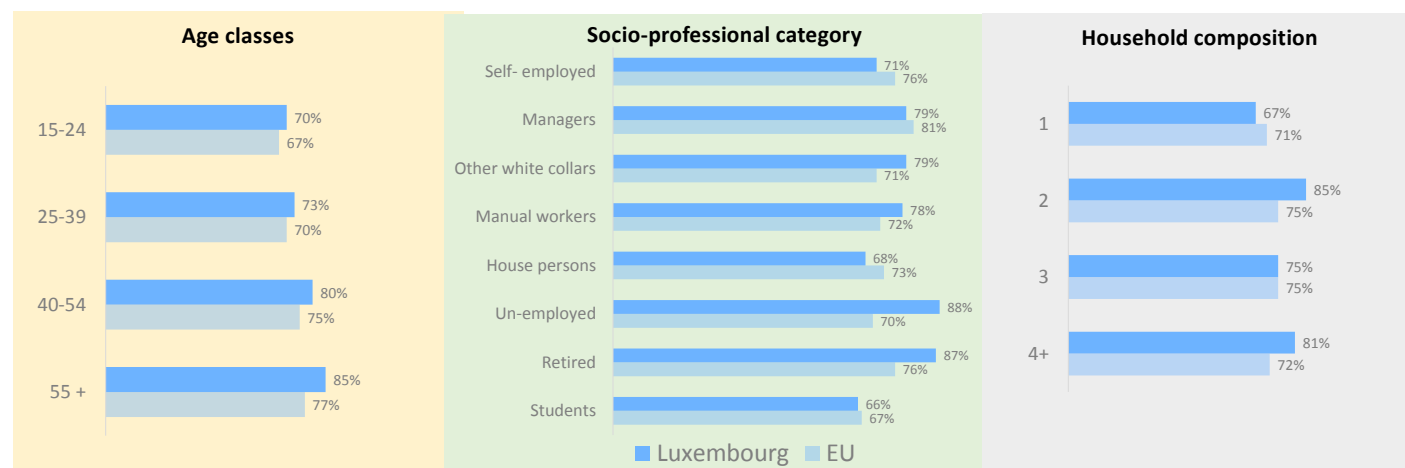
Per capita nominal expenditure (2014)



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



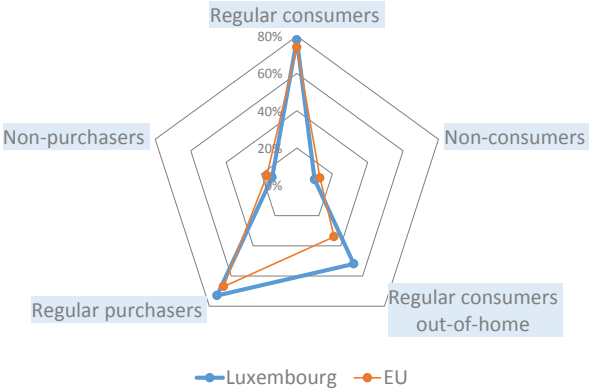
## Regular consumers<sup>18</sup> by socio-demographic group



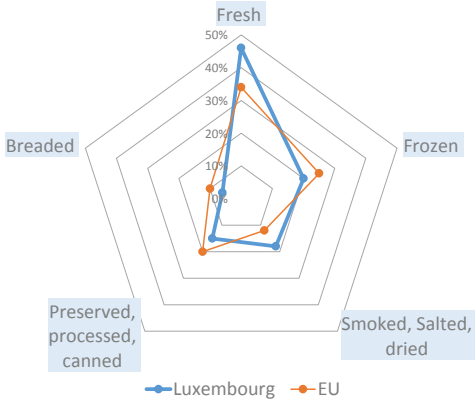
<sup>18</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

Consumer habits

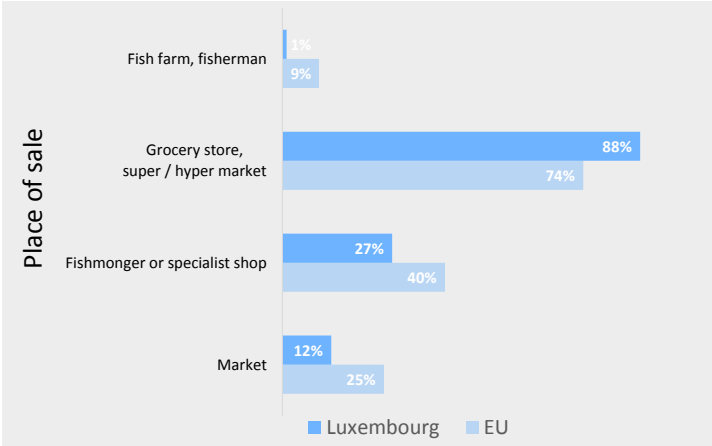
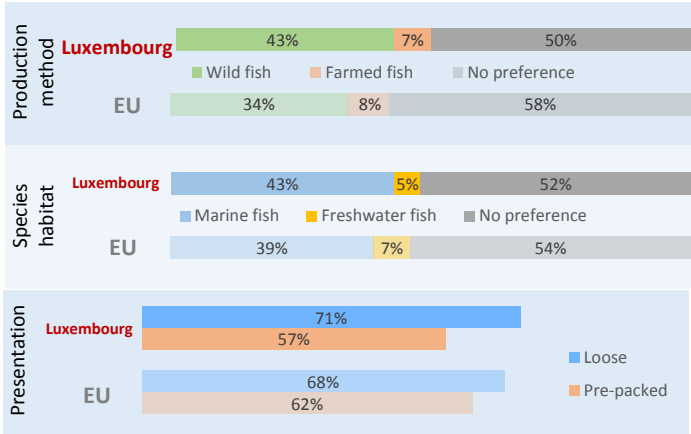
Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



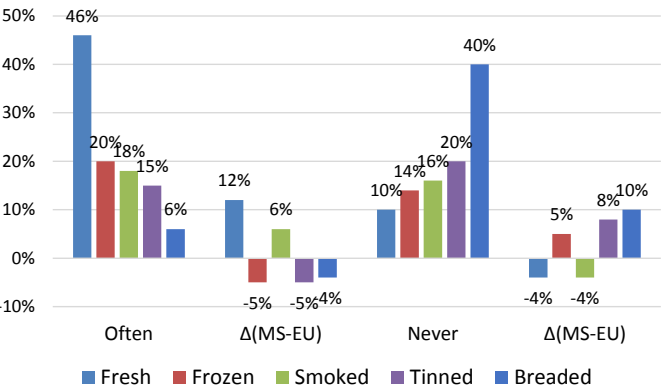
Preference about types of products



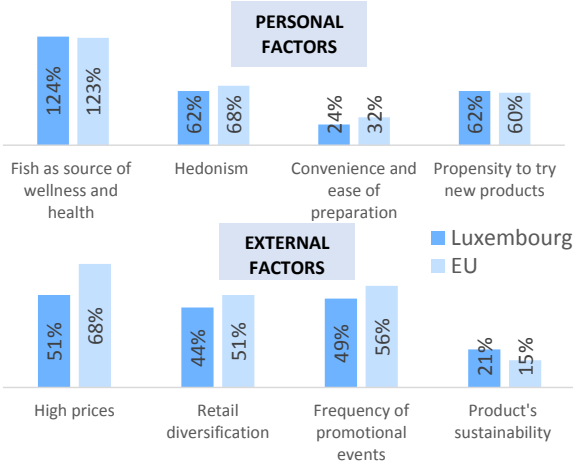
Preference about



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

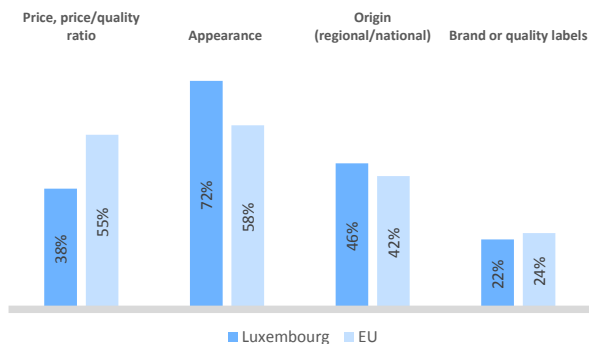


Main consumption/ purchasing factors

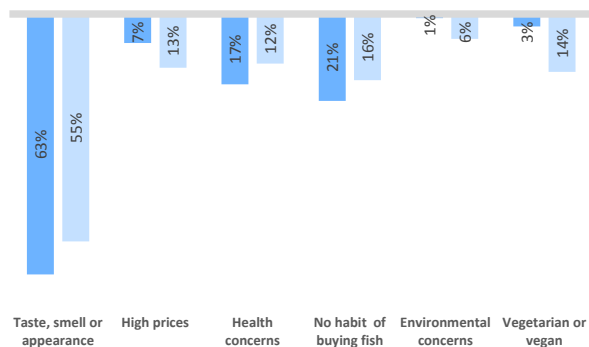


## Purchasing factors and use of information

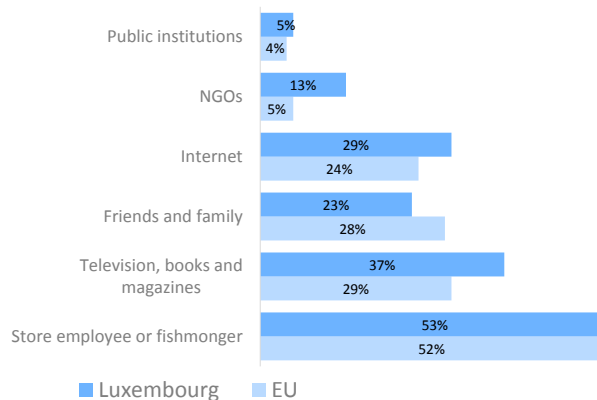
Factors influencing consumer demand and purchasing behaviour



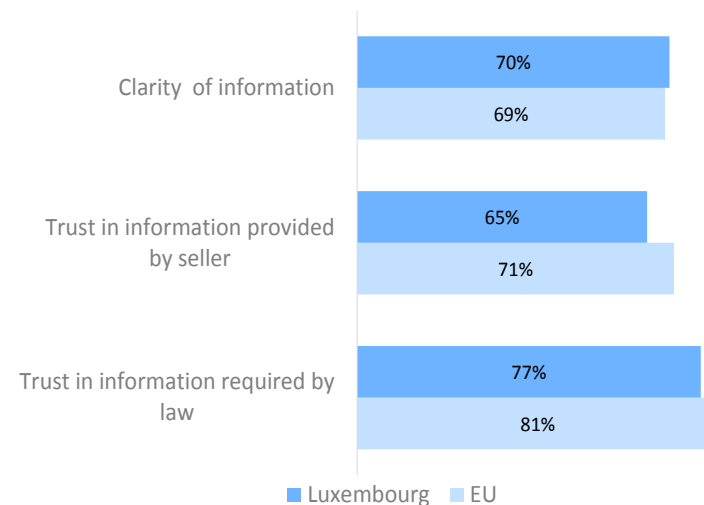
Main NON consumption/ NON purchasing factors



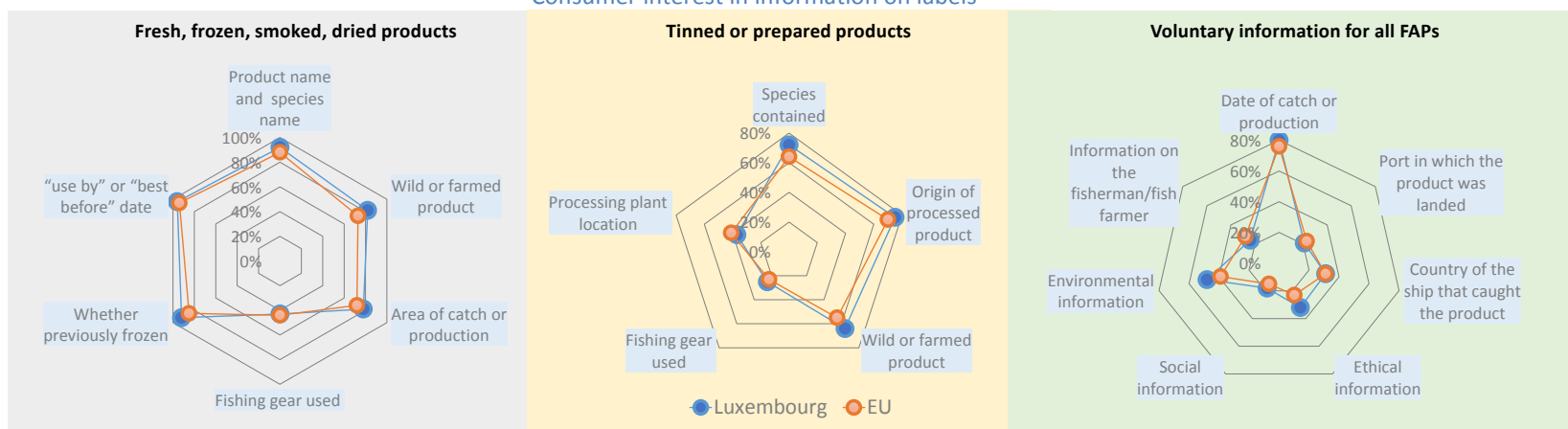
Information sources



Consumer attitude to information on labels



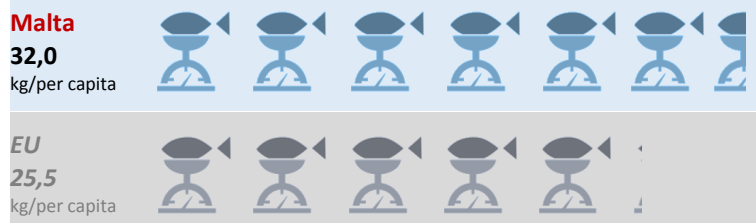
Consumer interest in information on labels



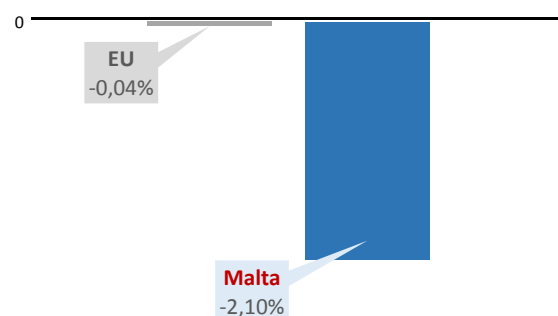
# MALTA

## Consumption and expenditure

Per capita consumption (2014)



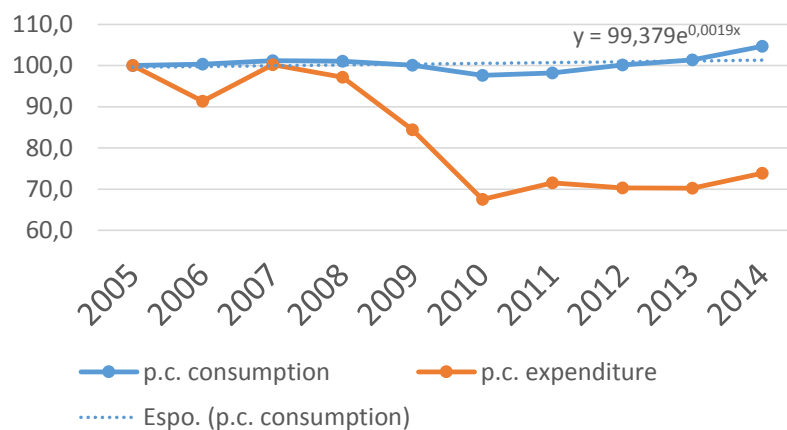
Real per capita expenditure growth rate (2005-2014)



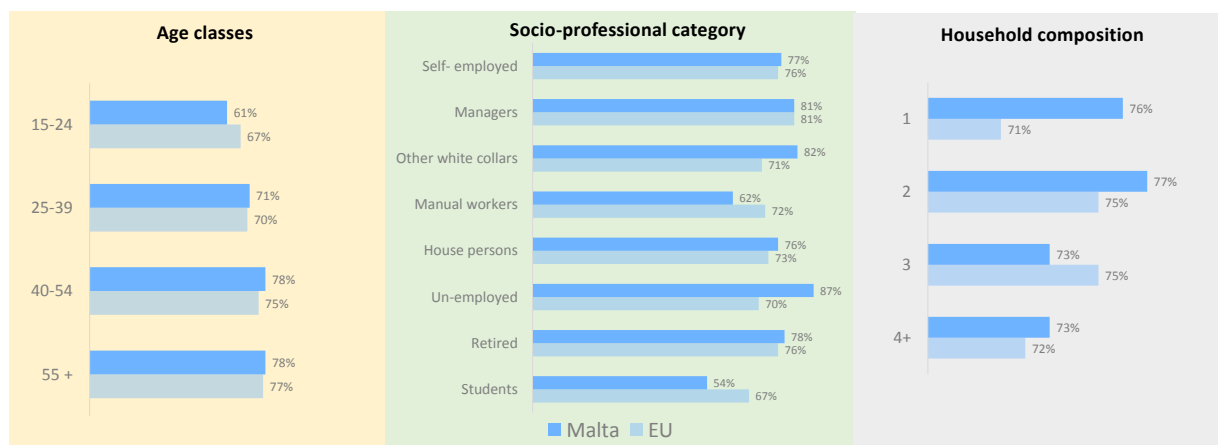
Per capita nominal expenditure (2014)



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



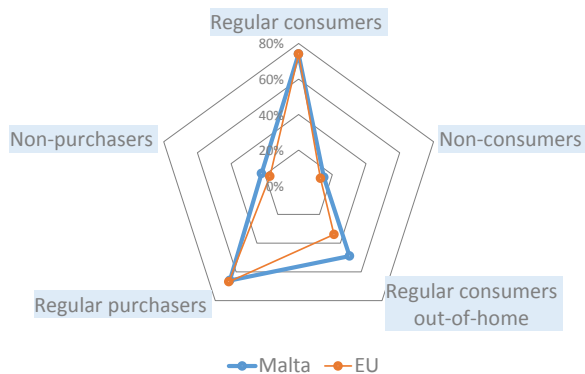
## Regular consumers<sup>19</sup> by socio-demographic group



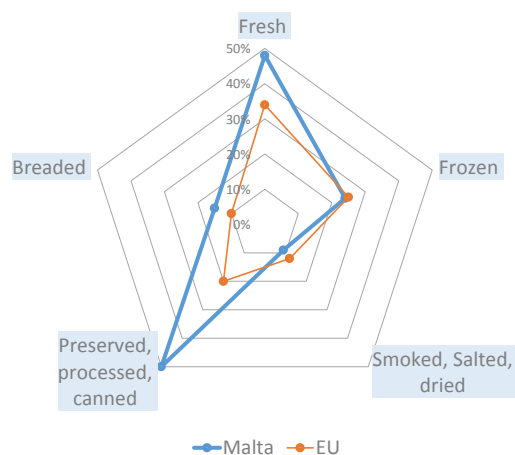
<sup>19</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

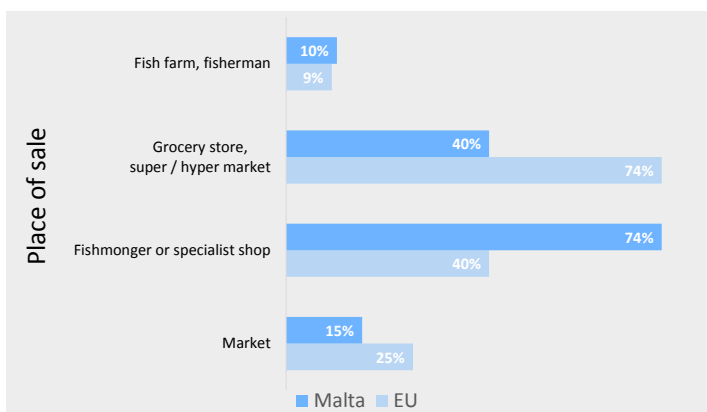
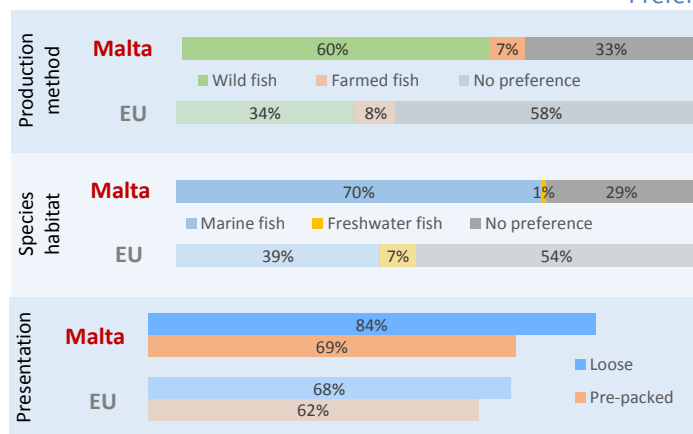
Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



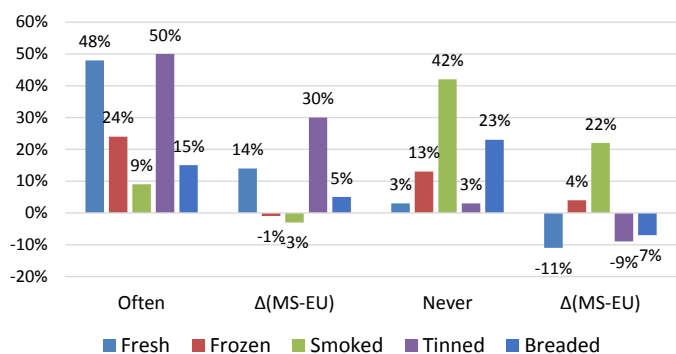
Preference about types of products



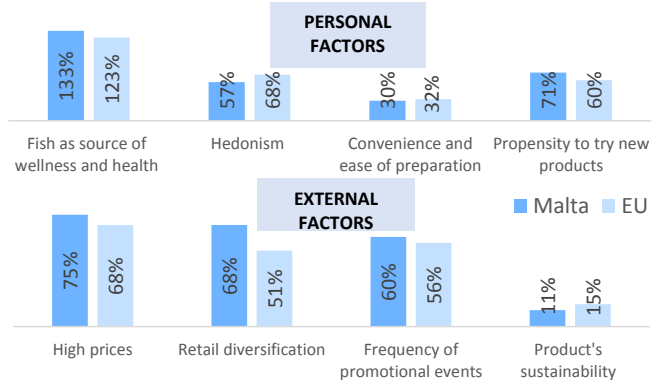
Preference about



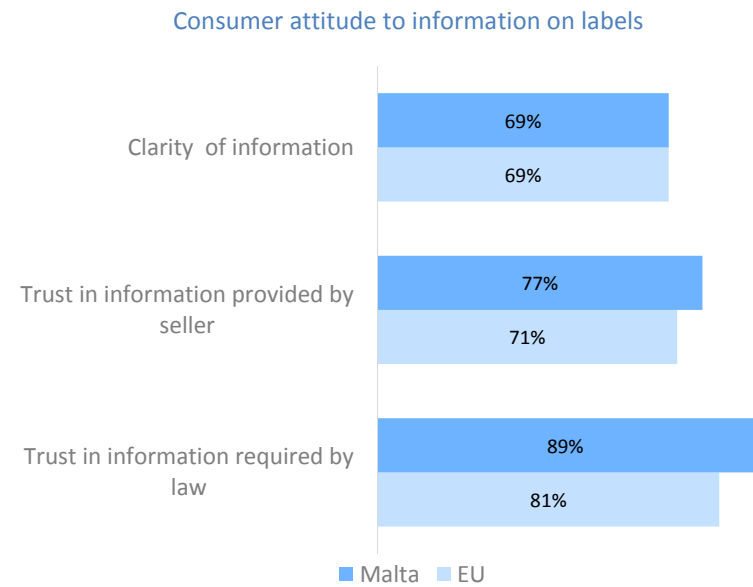
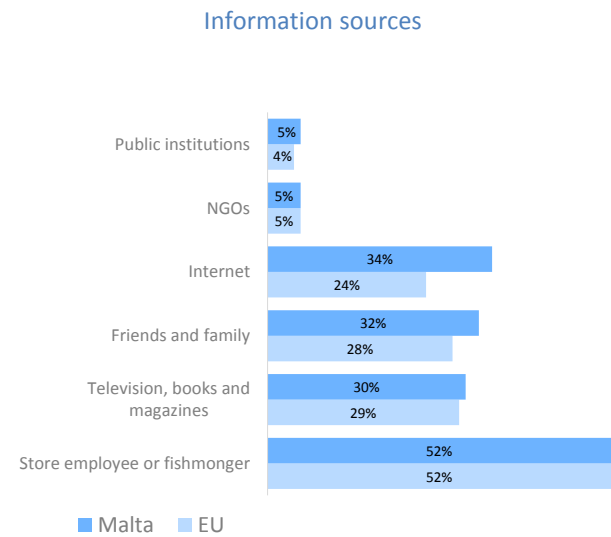
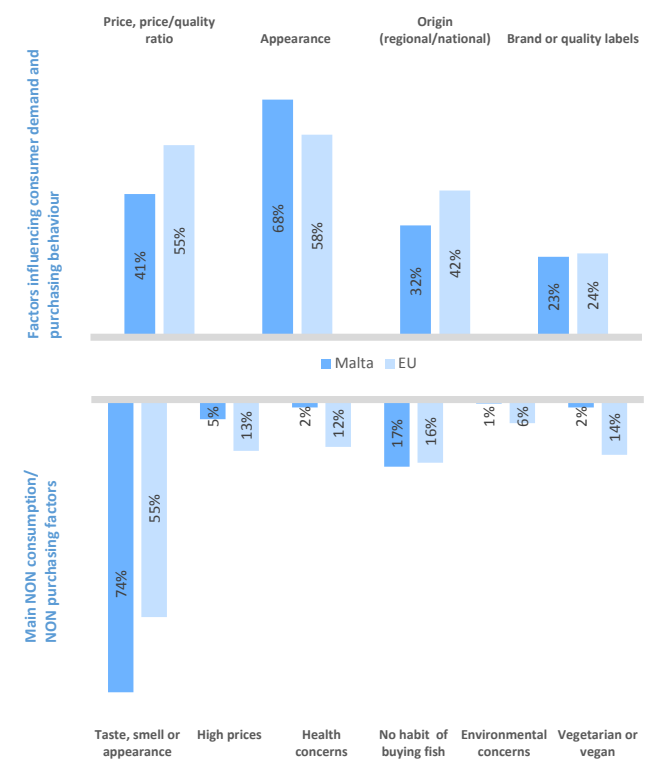
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



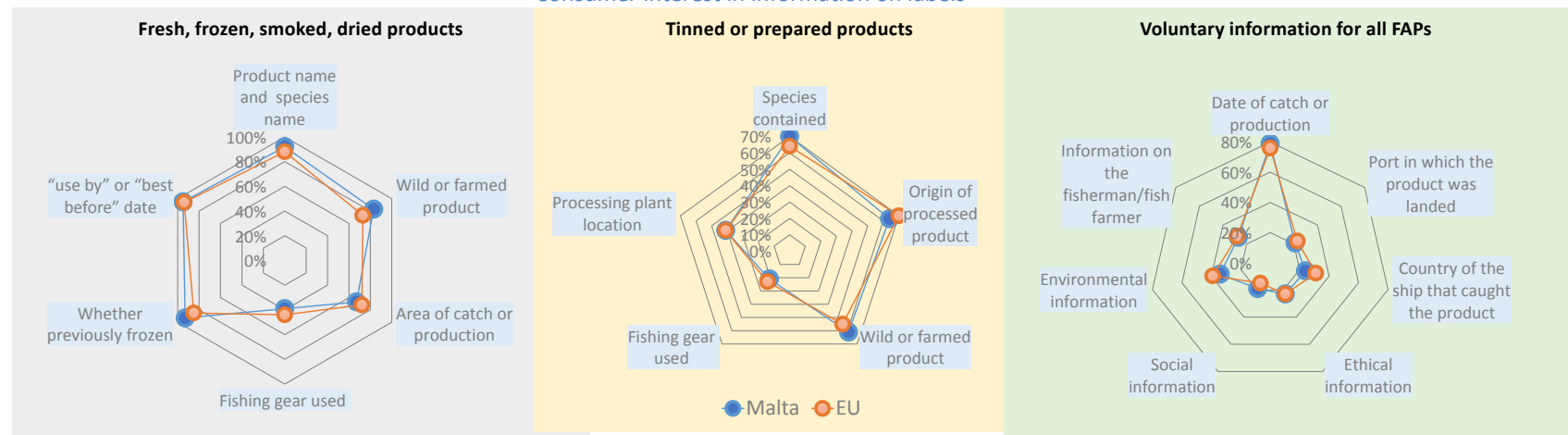
Main consumption/ purchasing factors



Purchasing factors and use of information



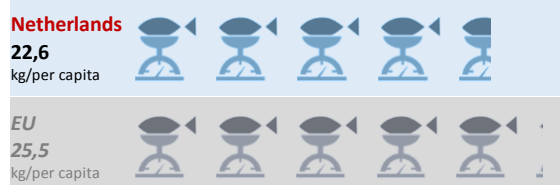
Consumer interest in information on labels



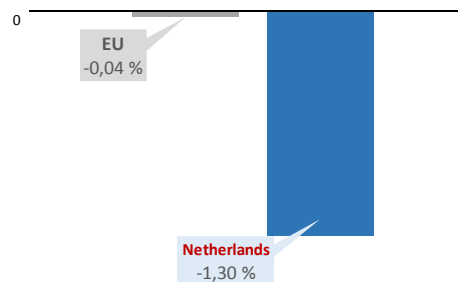
# NETHERLANDS

## Consumption and expenditure

### Per capita consumption (2014)



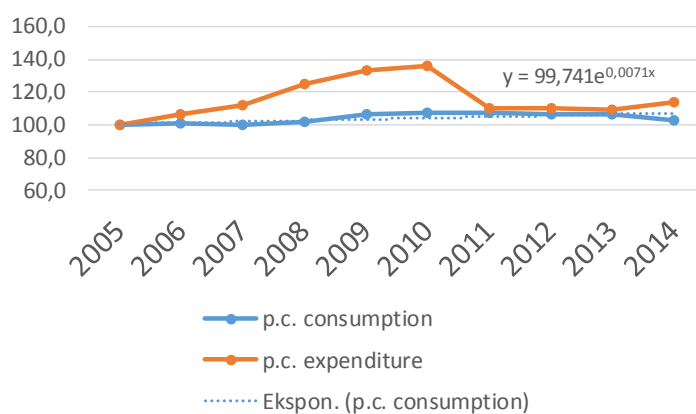
### Real per capita expenditure growth rate (2005-2014)



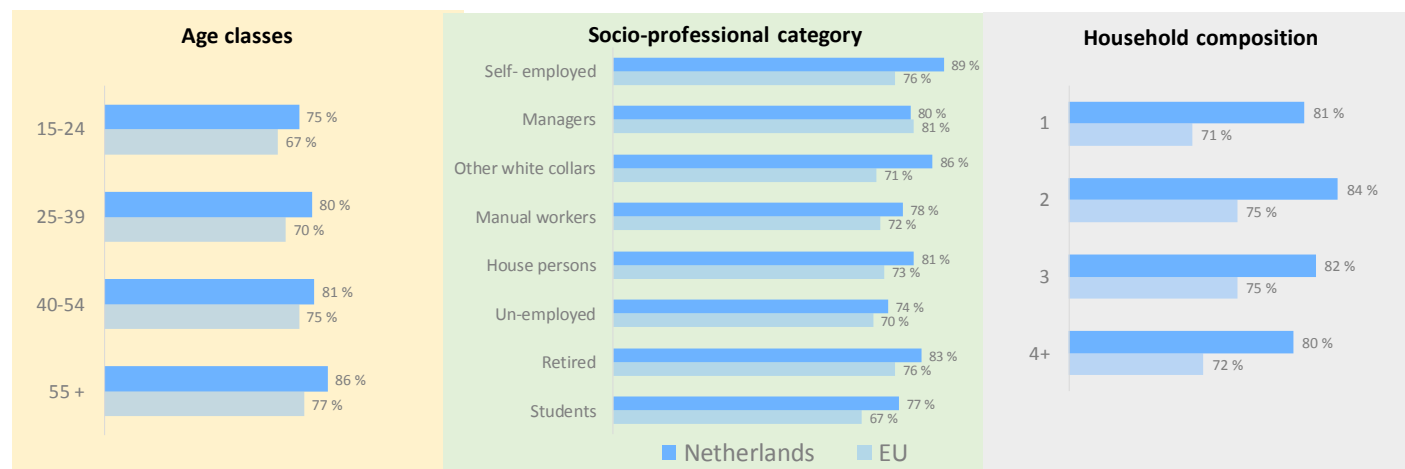
### Per capita nominal expenditure (2014)



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



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

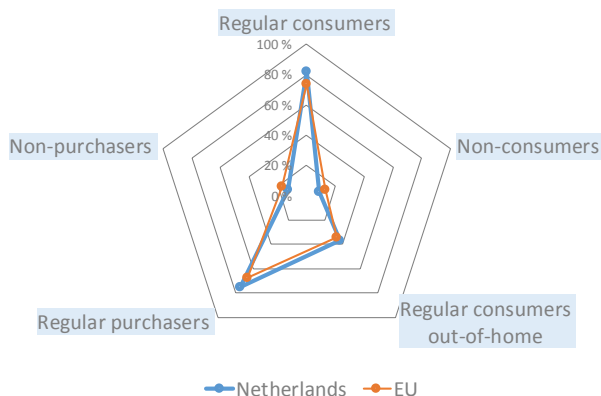


<sup>20</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

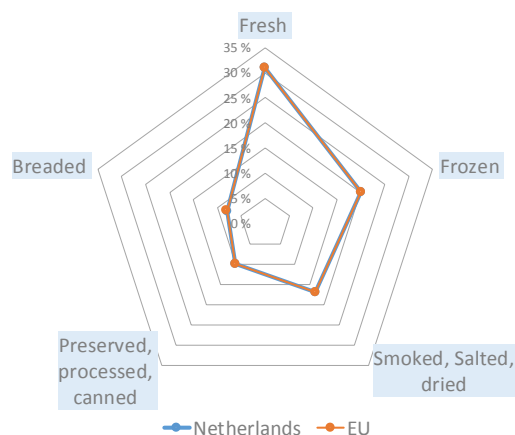


## Consumer habits

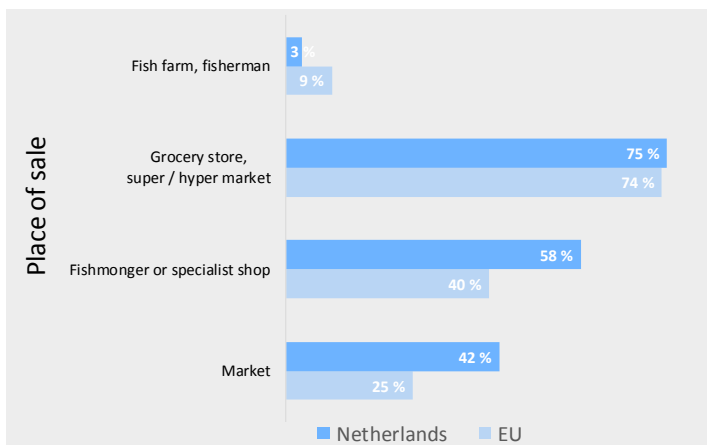
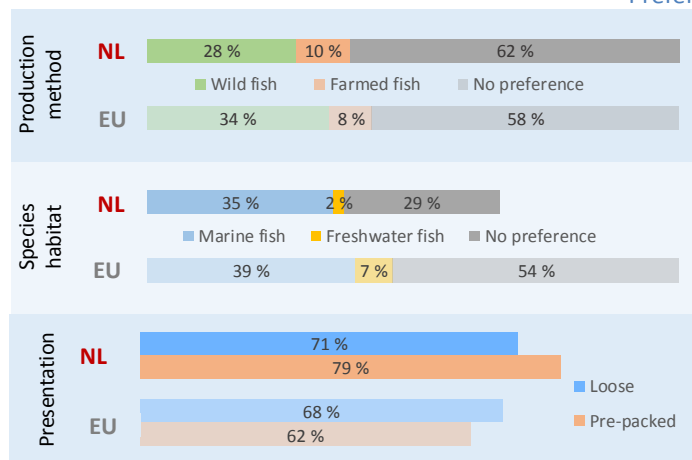
Regular consumers vs non-consumers & Regular purchasers vs non-purchasers



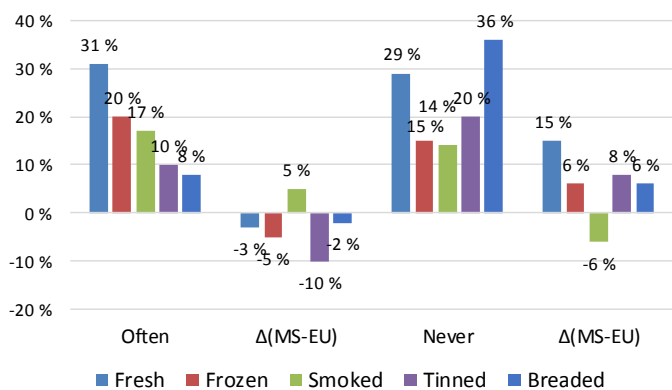
Preference about types of products



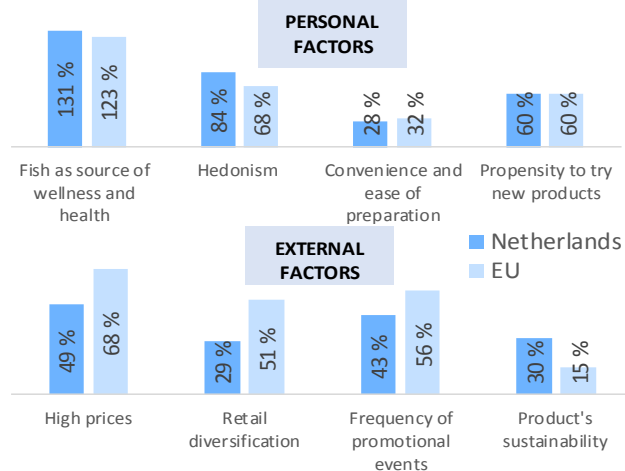
Preference about



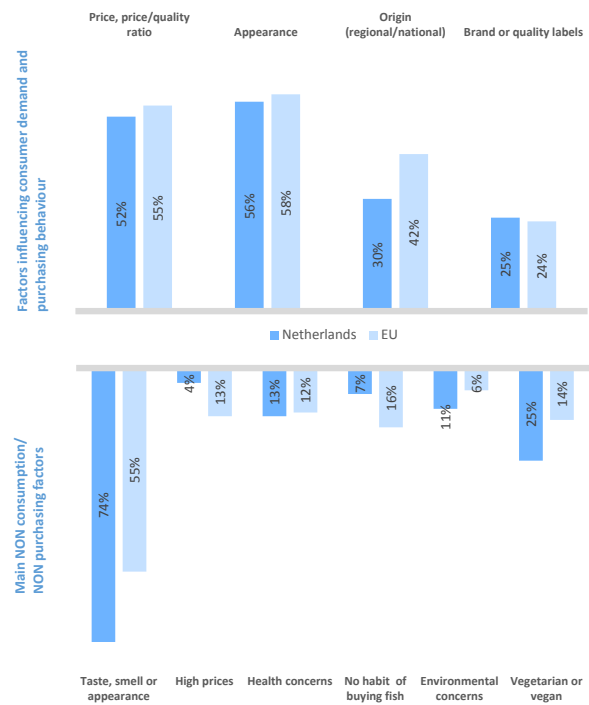
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



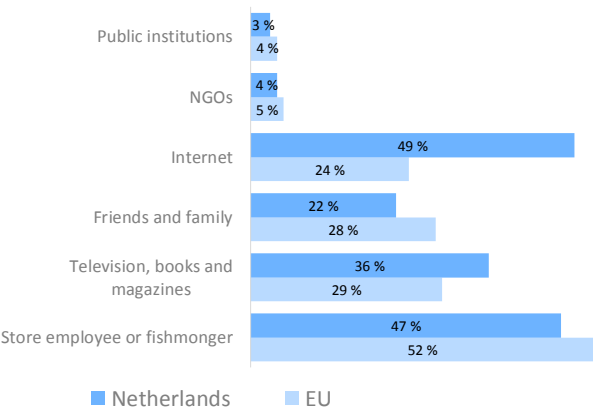
Main consumption/ purchasing factors



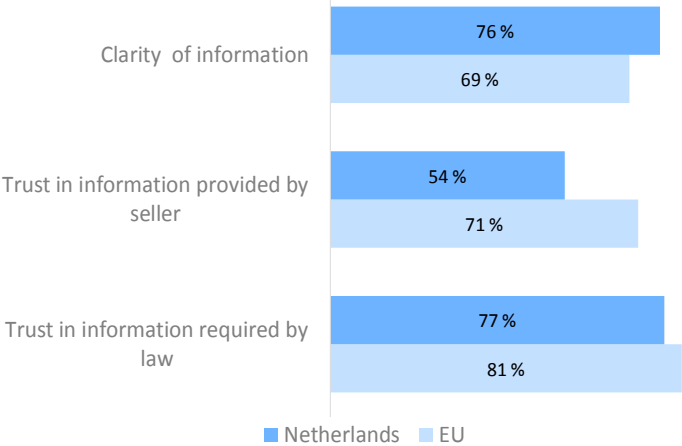
Purchasing factors and use of information



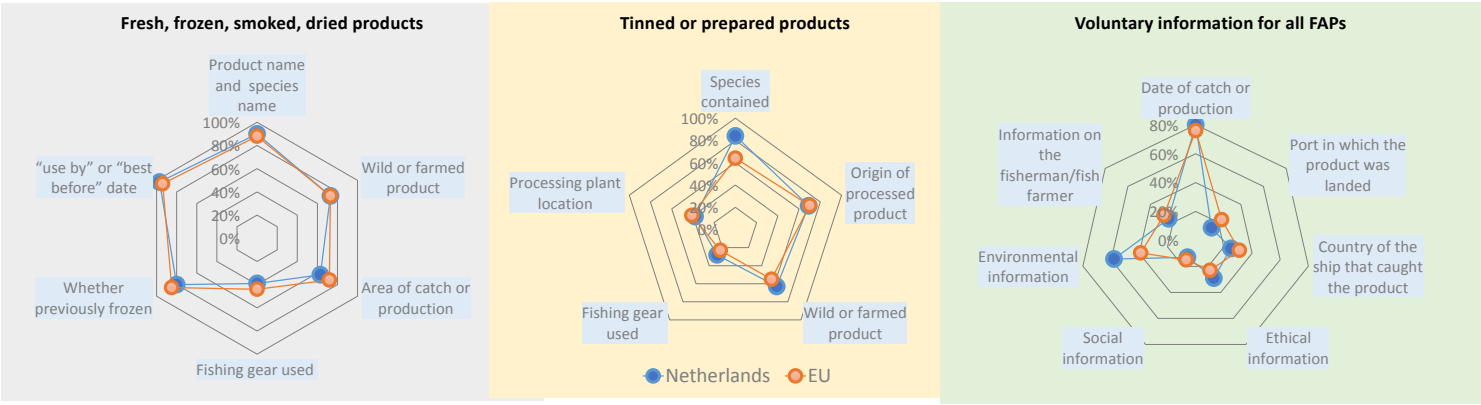
Information sources



Consumer attitude to information on labels



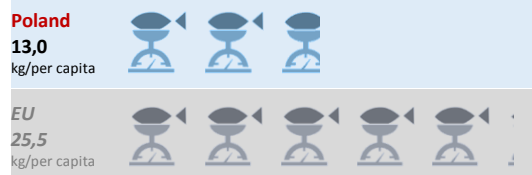
Consumer interest in information on labels



# POLAND

## Consumption and expenditure

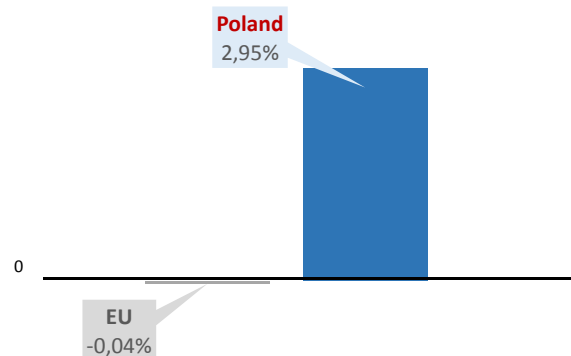
### Per capita consumption (2014)



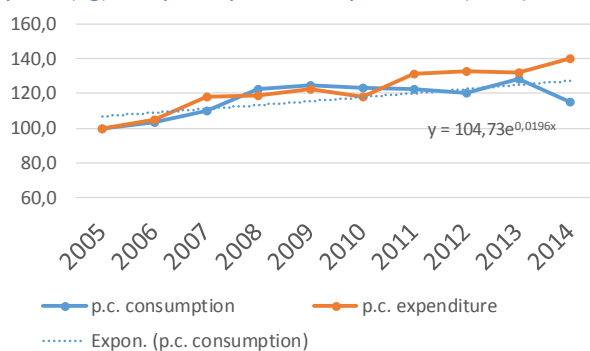
### Per capita nominal expenditure (2014)



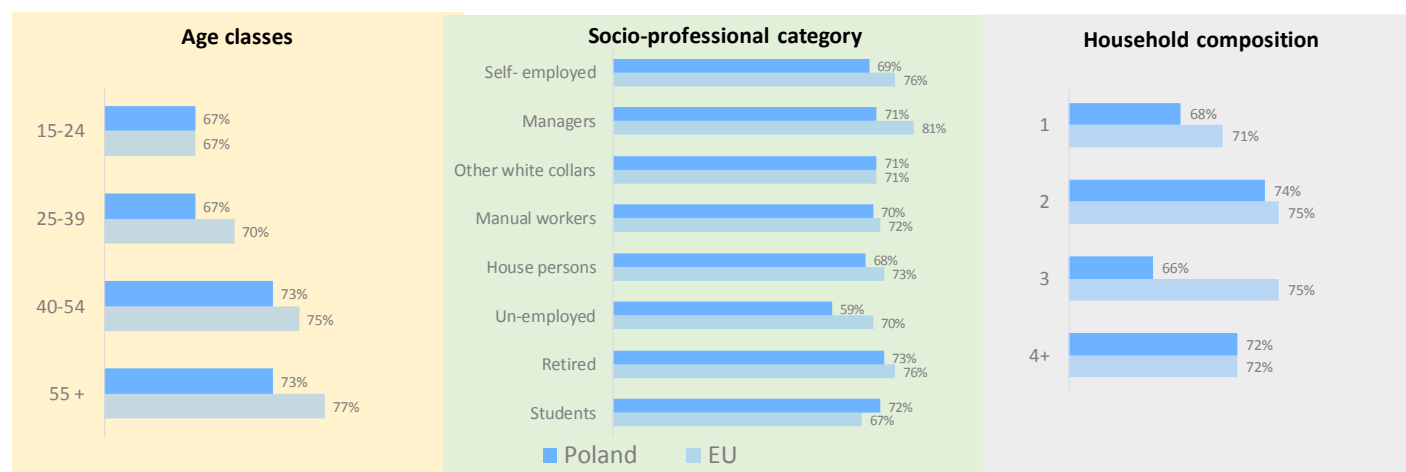
### Real per capita expenditure growth rate (2005-2014)



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



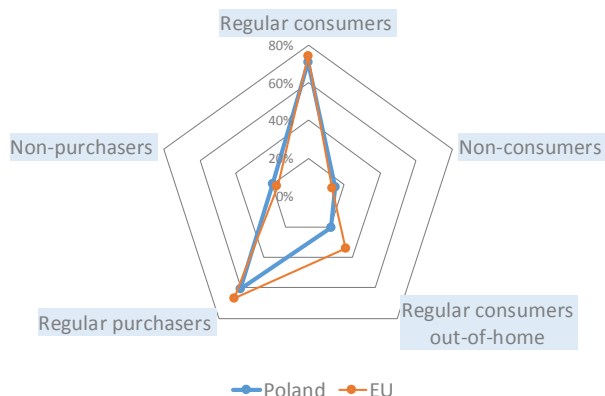
## Regular consumers<sup>21</sup> by socio-demographic group



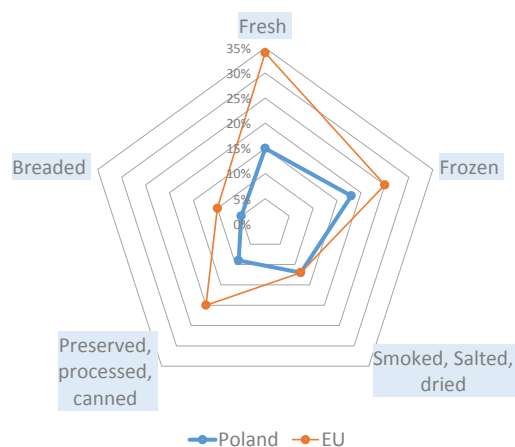
<sup>21</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



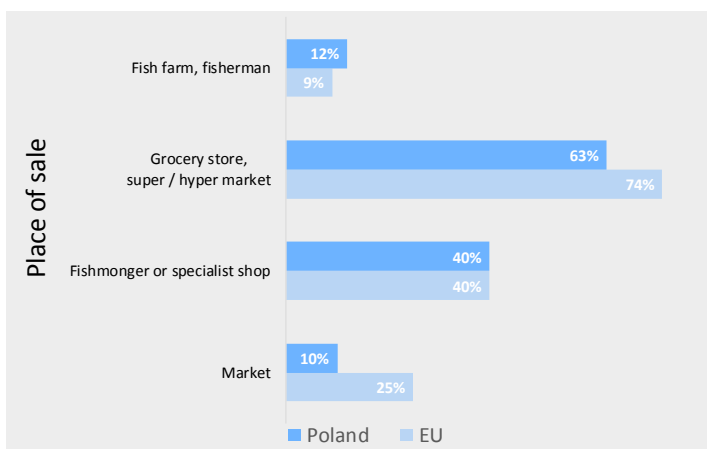
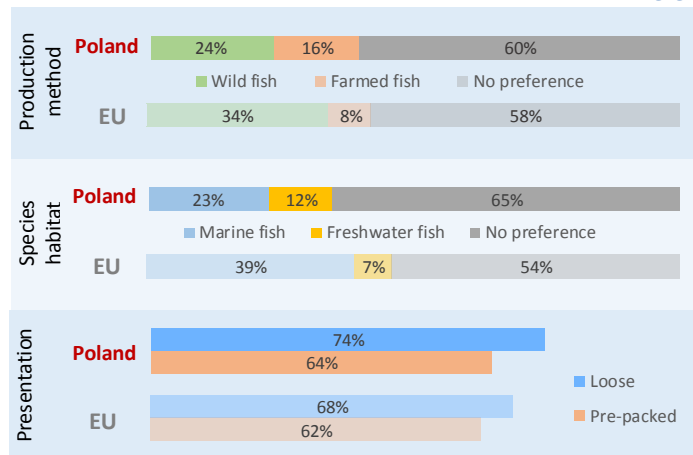
Preference about types of products



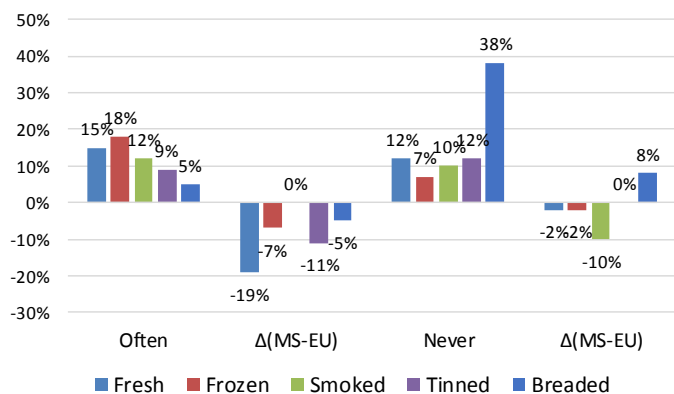
Main products consumed



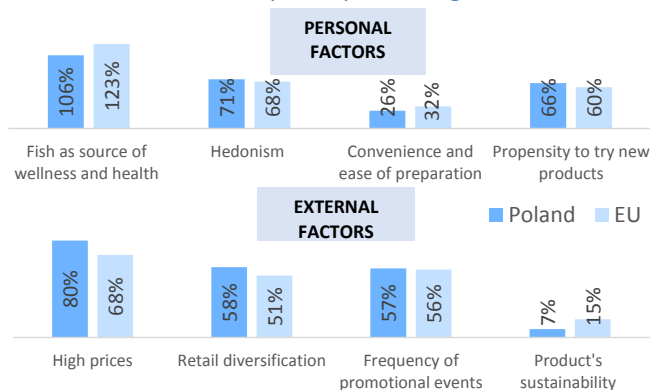
Preference about



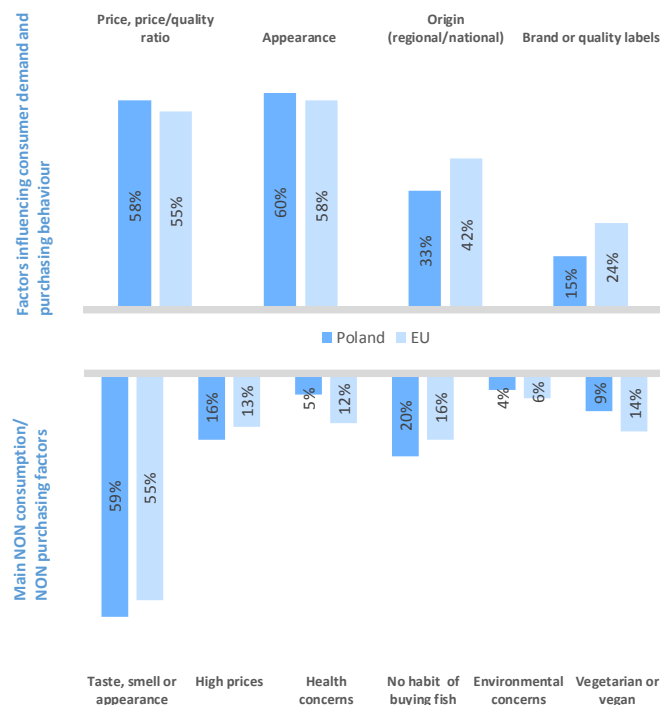
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



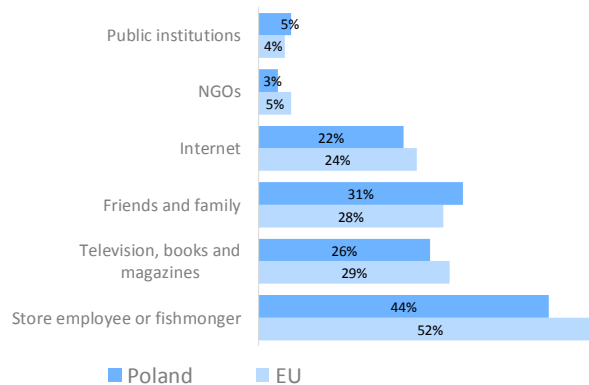
Main consumption/ purchasing factors



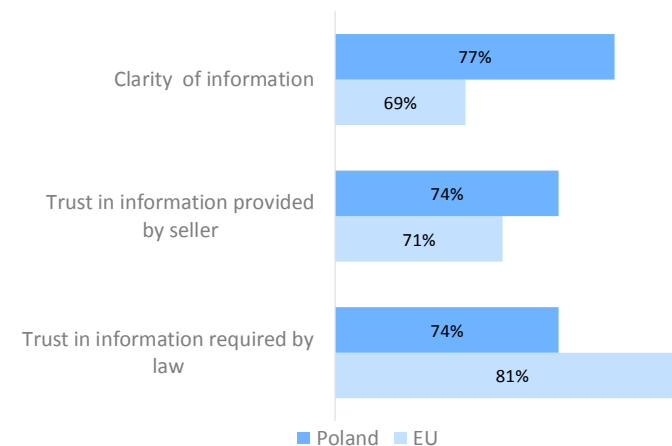
## Purchasing factors and use of information



### Information sources



### Consumer attitude to information on labels



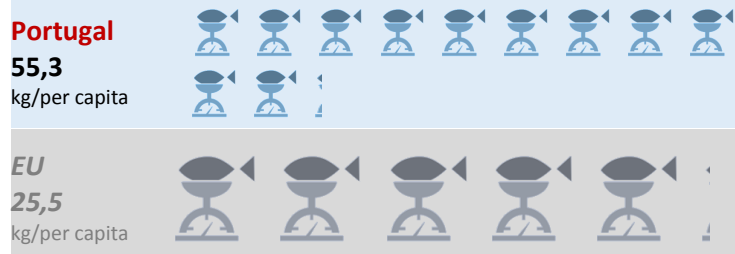
### Consumer interest in information on labels



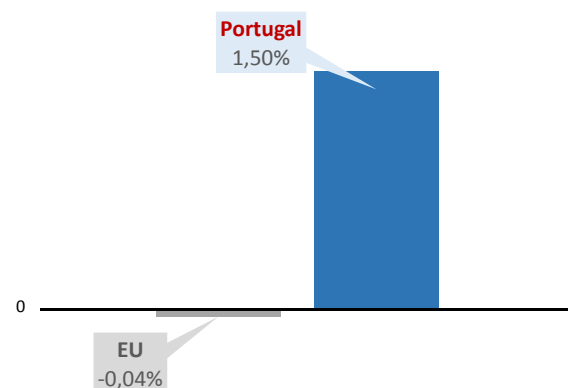
# PORTUGAL

## Consumption and expenditure

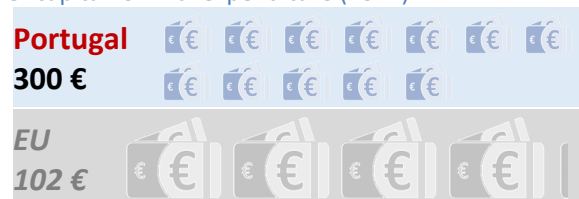
Per capita consumption (2014)



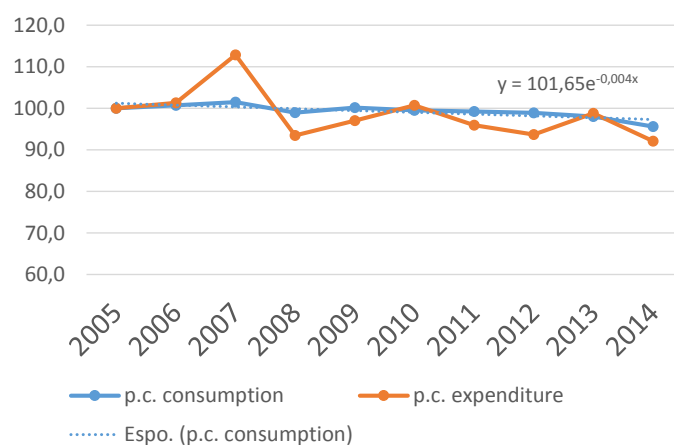
Real per capita expenditure growth rate (2005-2014)



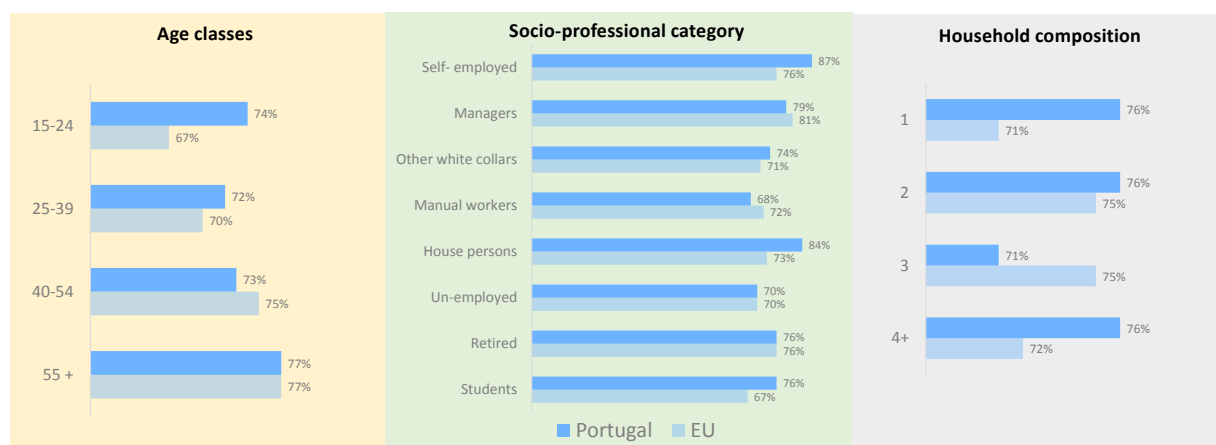
Per capita nominal expenditure (2014)



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



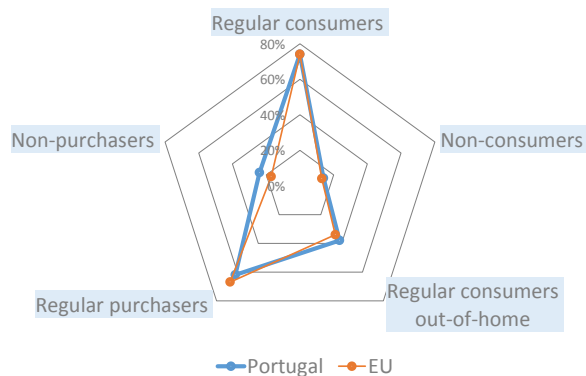
## Regular consumers<sup>22</sup> by socio-demographic group



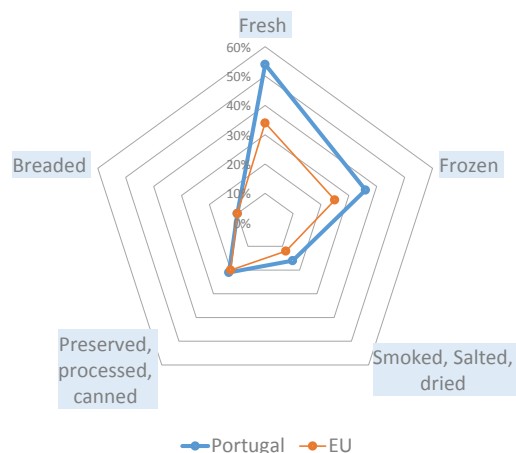
<sup>22</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



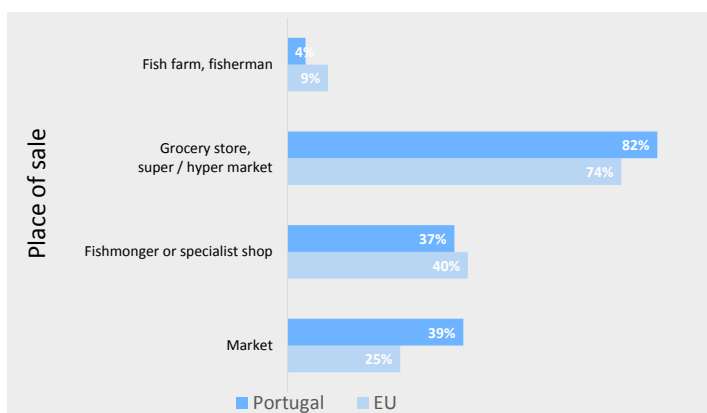
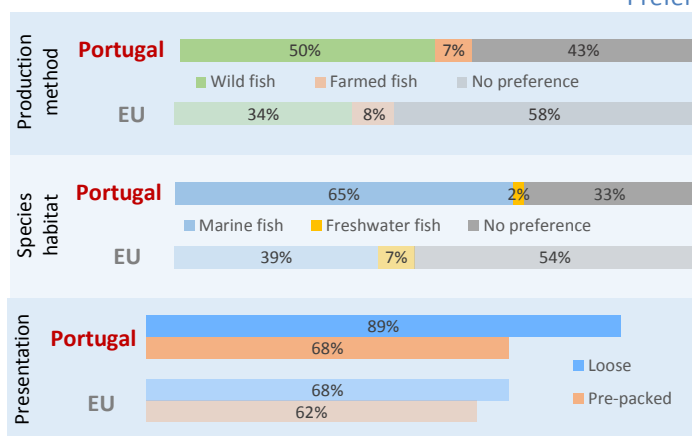
Preference about types of products



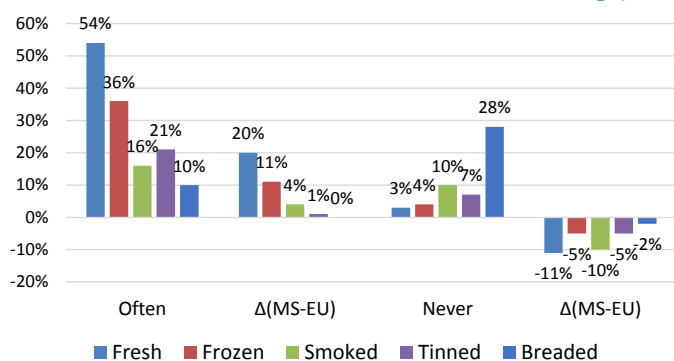
Main products consumed

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

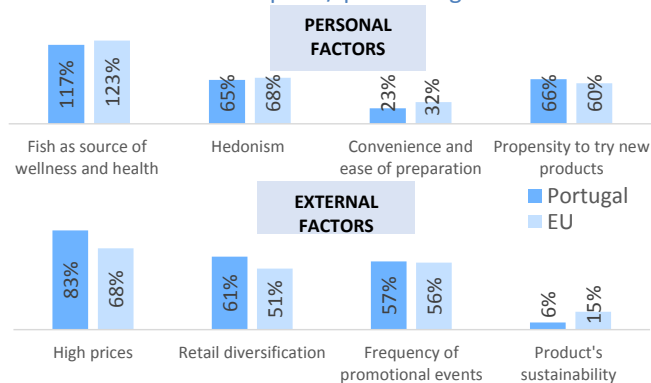
Preference about



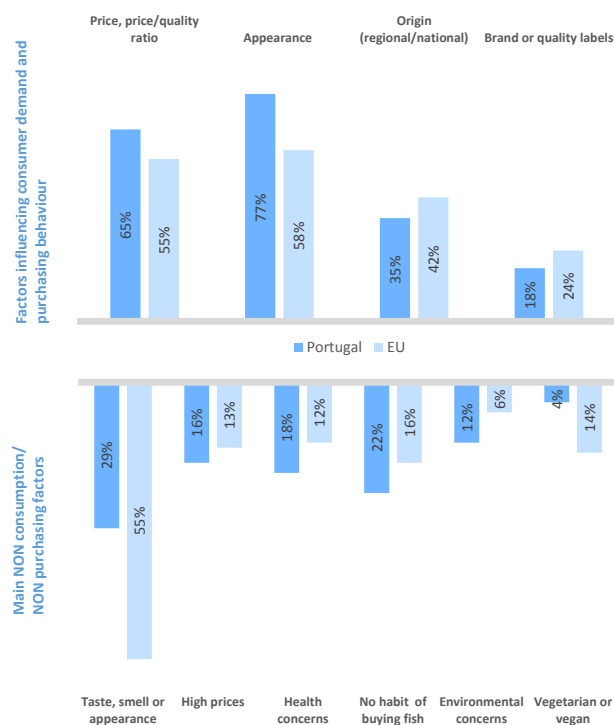
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



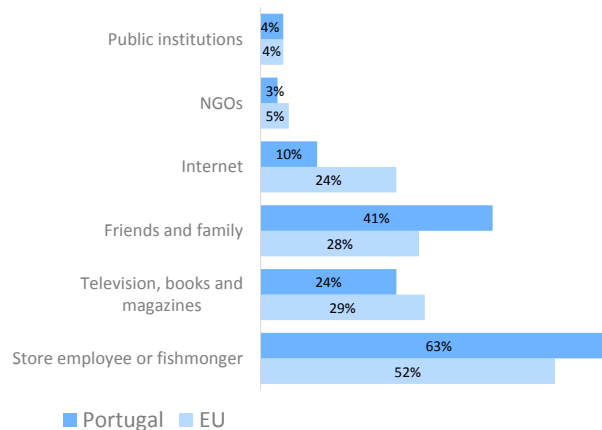
Main consumption/ purchasing factors



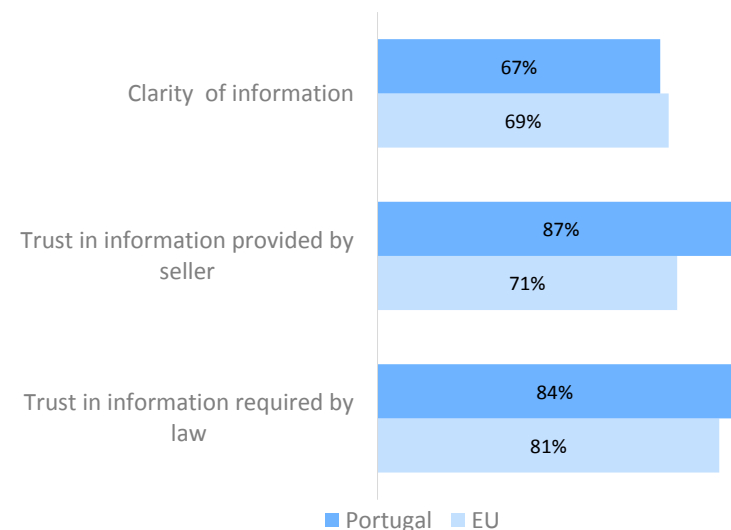
## Purchasing factors and use of information



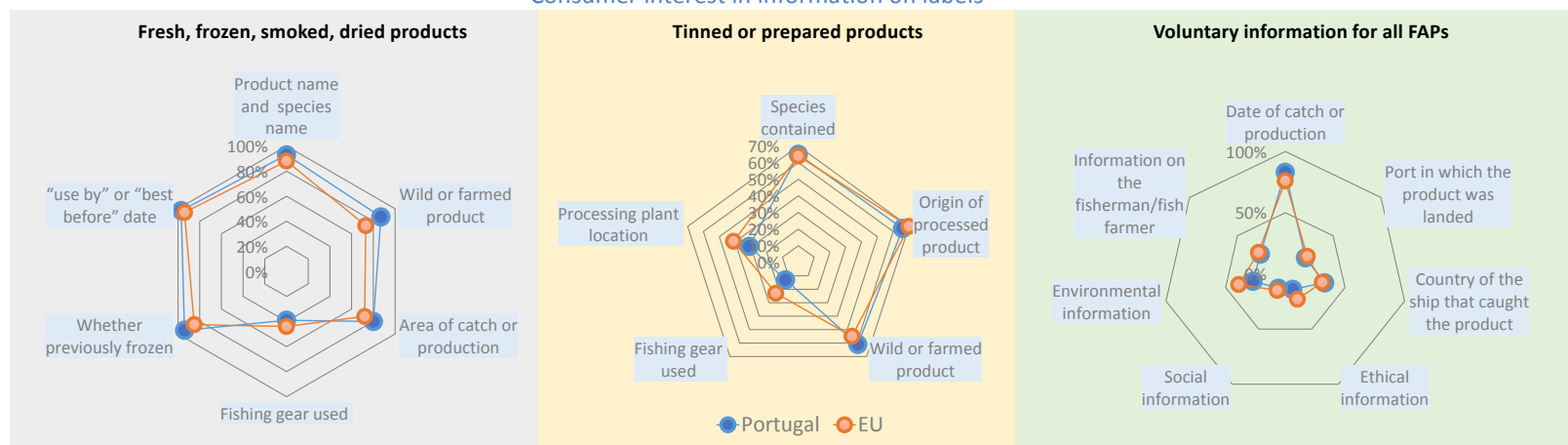
### Information sources



### Consumer attitude to information on labels



### Consumer interest in information on labels

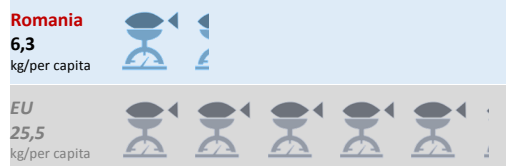




# ROMANIA

## Consumption and expenditure

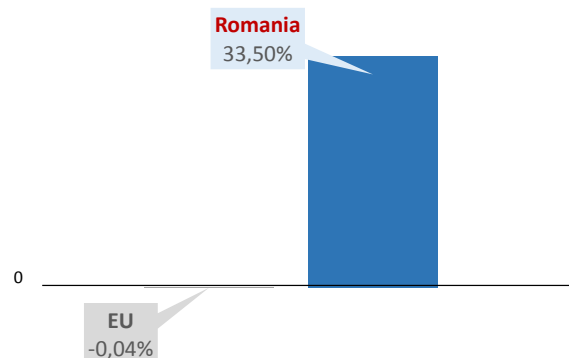
### Per capita consumption (2014)



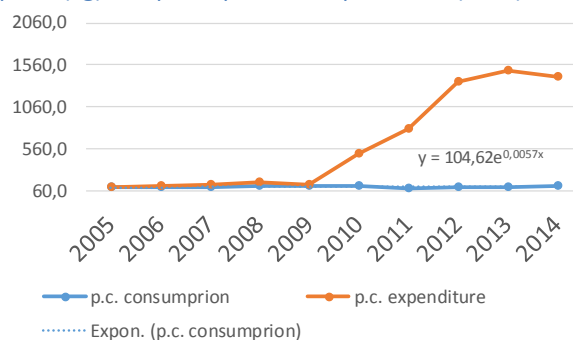
### Per capita nominal expenditure (2014)



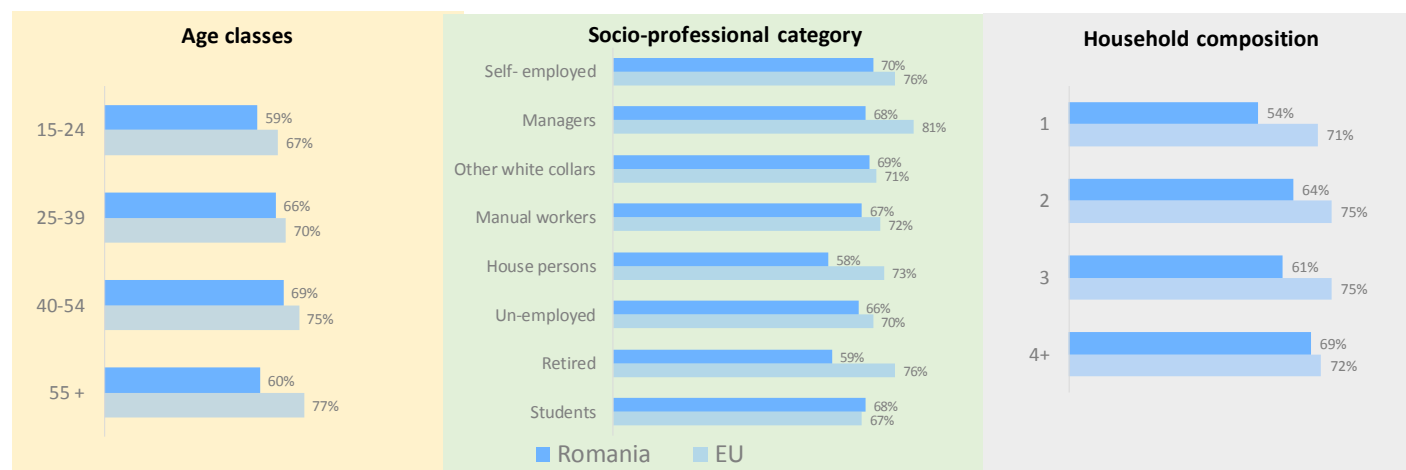
### Real per capita expenditure growth rate (2005-2014)



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



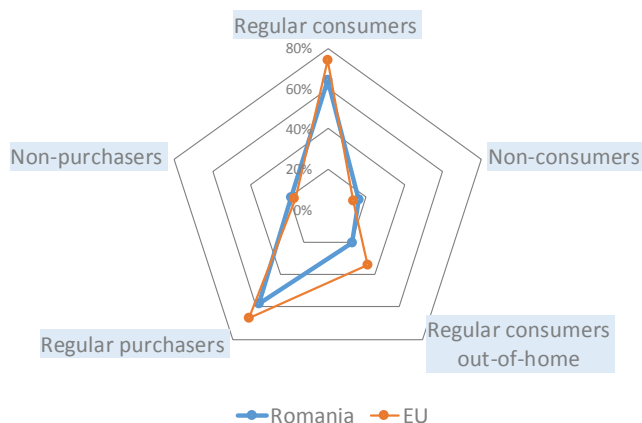
## Regular consumers<sup>23</sup> by socio-demographic group



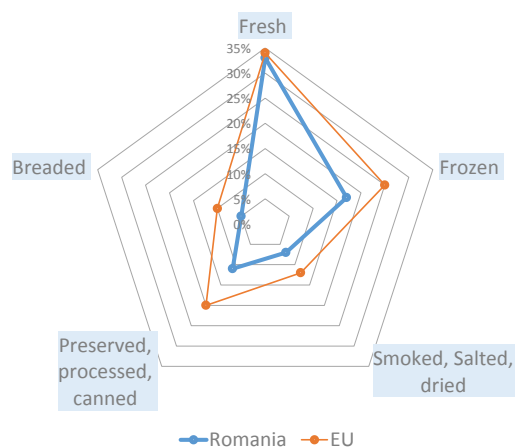
<sup>23</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



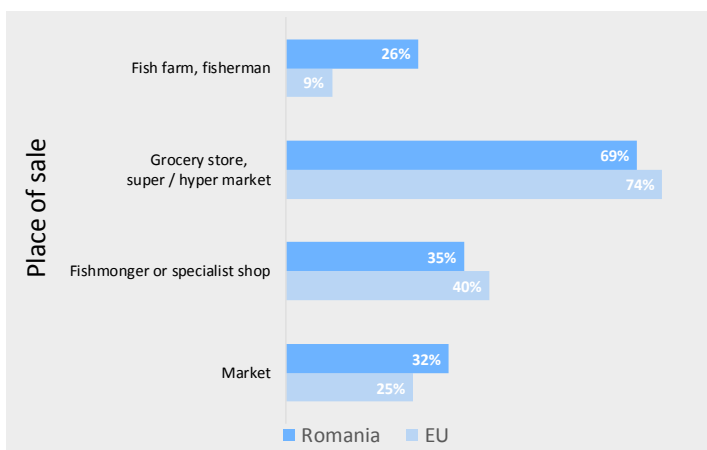
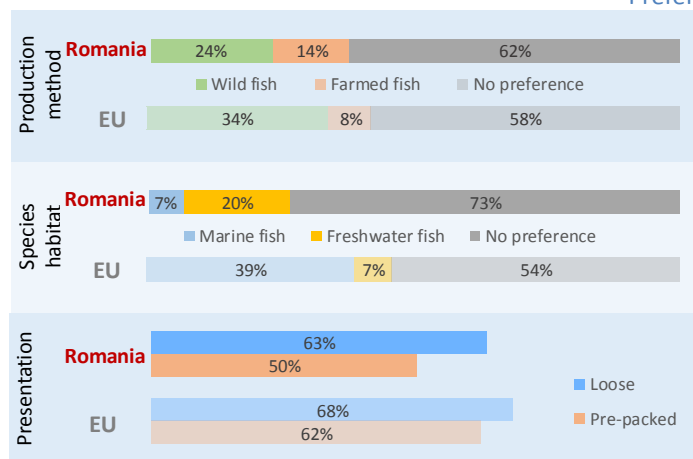
Preference about types of products



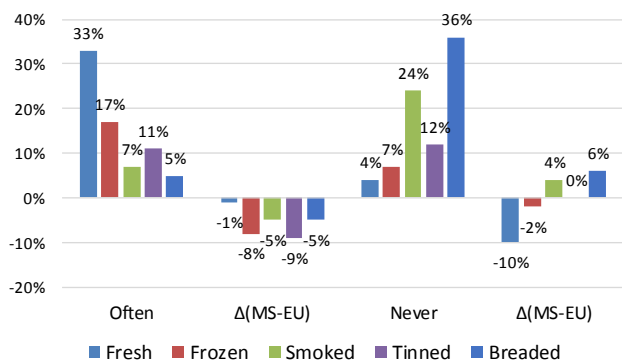
Main products consumed



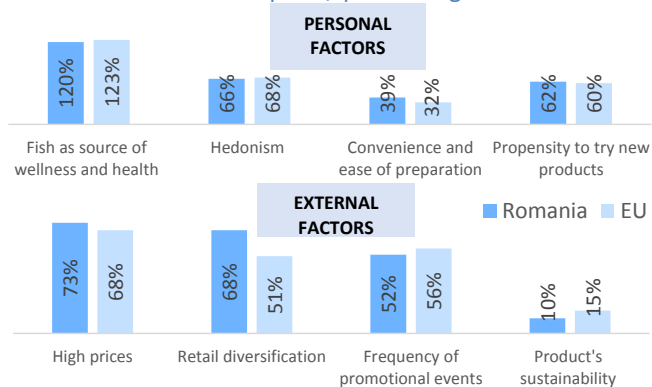
Preference about



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

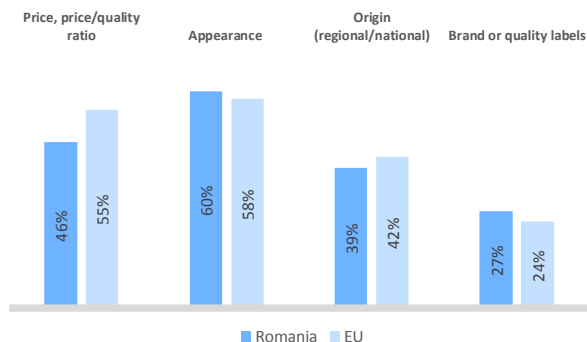


Main consumption/ purchasing factors

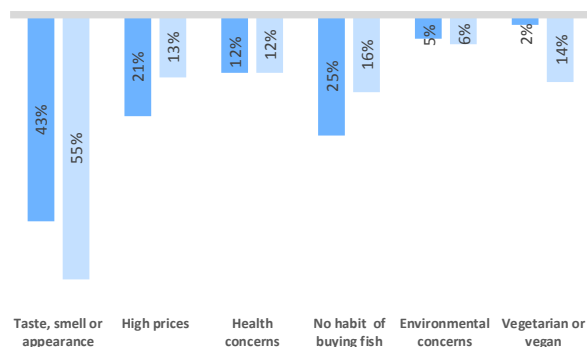


## Purchasing factors and use of information

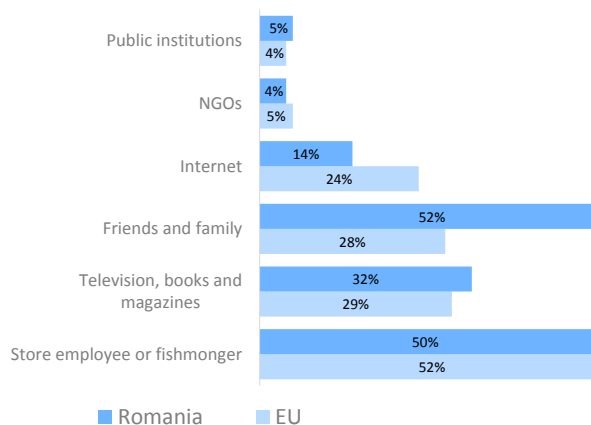
Factors influencing consumer demand and purchasing behaviour



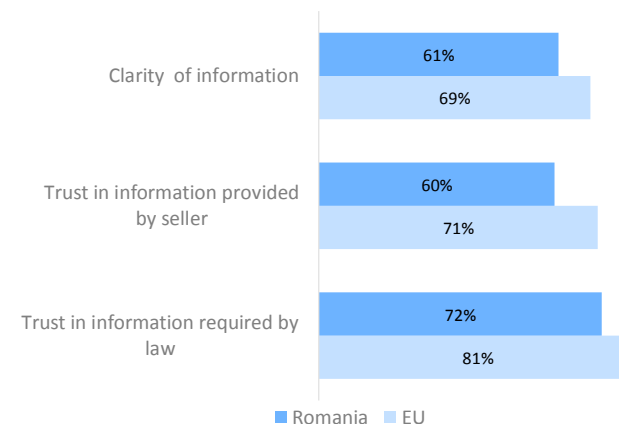
Main NON consumption/ NON purchasing factors



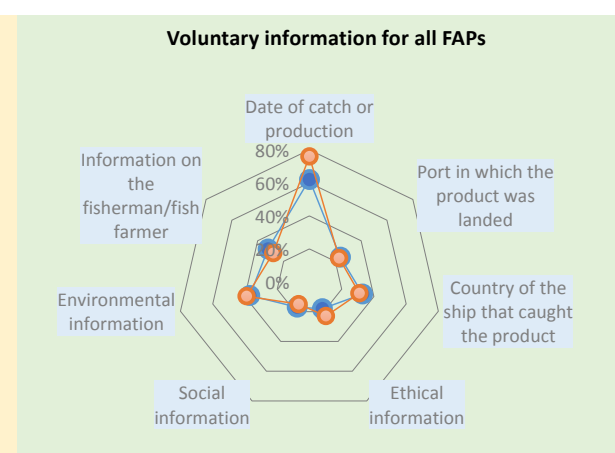
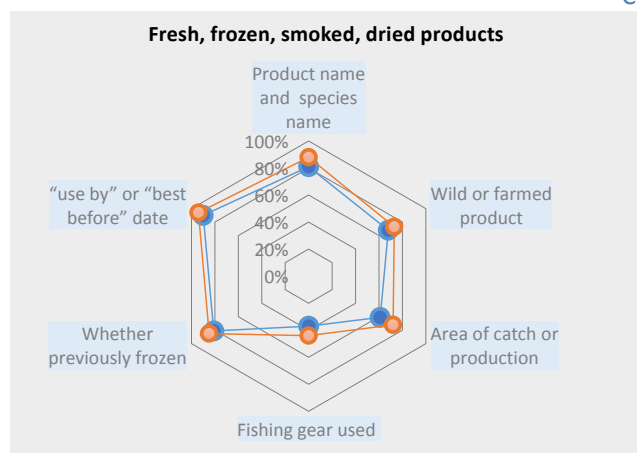
## Information sources



## Consumer attitude to information on labels



## Consumer interest in information on labels



# SLOVAKIA

## Consumption and expenditure

Per capita consumption (2014)

**Slovakia**  
7,8  
kg/per capita



**EU**  
25,5  
kg/per capita



Per capita nominal expenditure (2014)

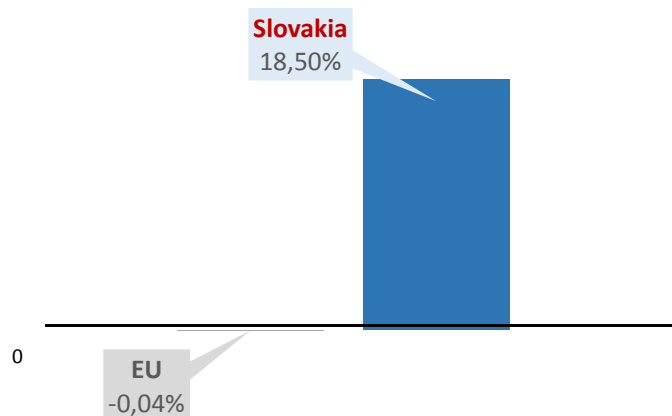
**Slovakia**  
48 €



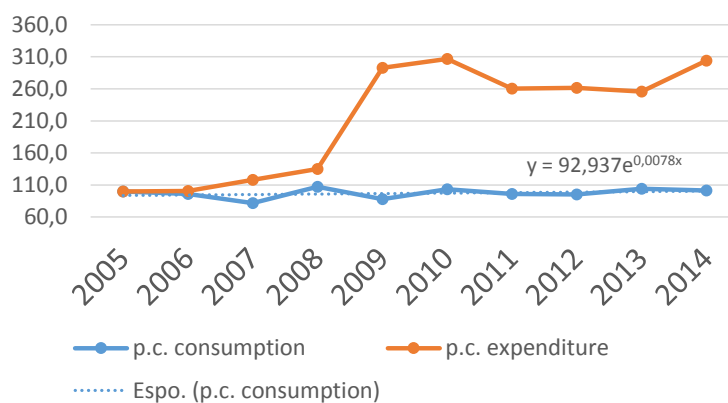
**EU**  
102 €



Real per capita expenditure growth rate (2005-2014)



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



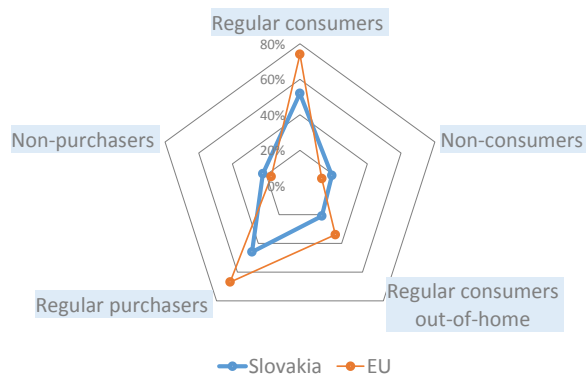
## Regular consumers<sup>24</sup> by socio-demographic group



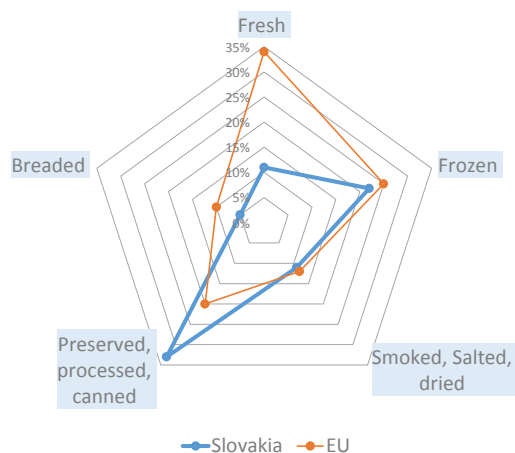
<sup>24</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

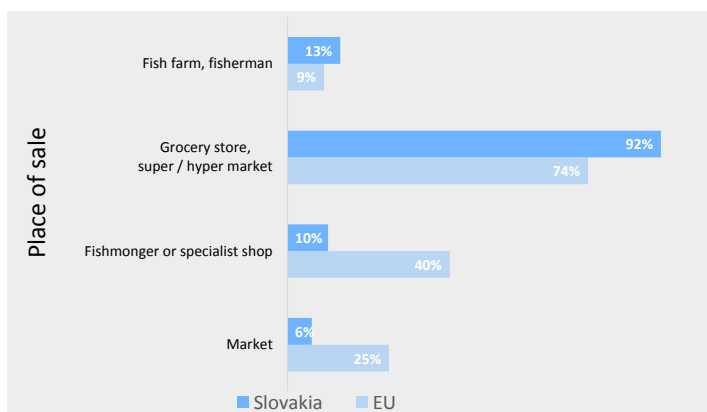
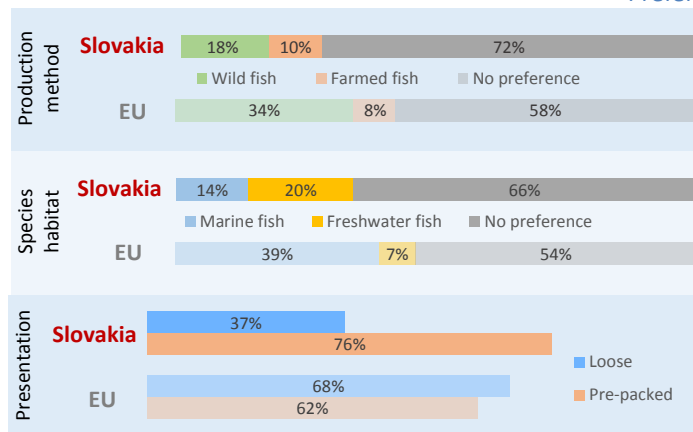
Regular consumers vs non-consumers &  
Regular purchasers vs non-purchasers



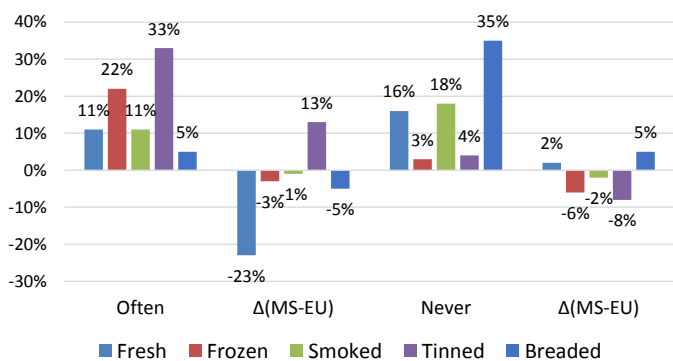
Preference about types of products



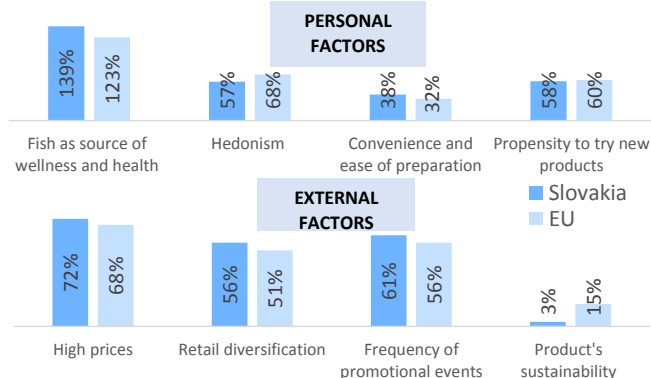
Preference about



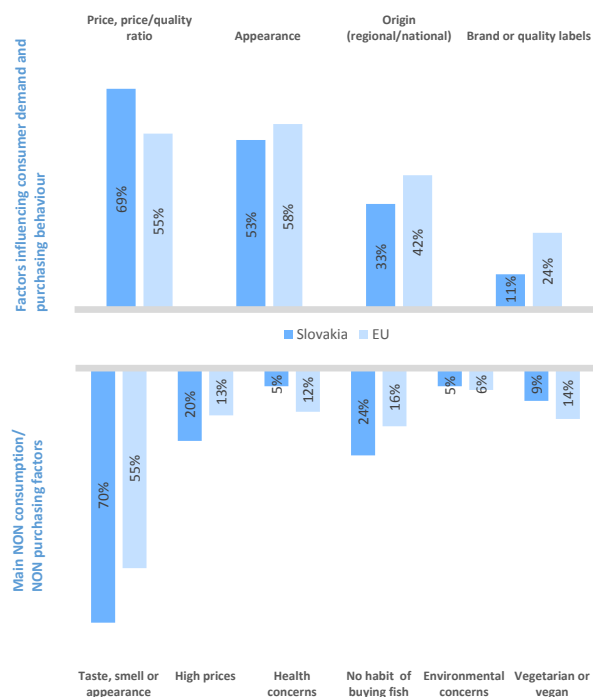
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



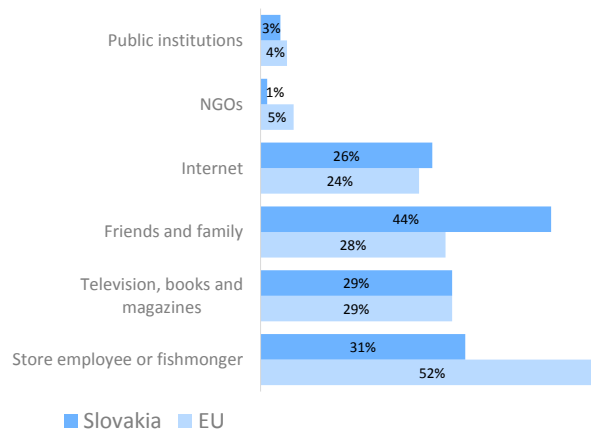
Main consumption/ purchasing factors



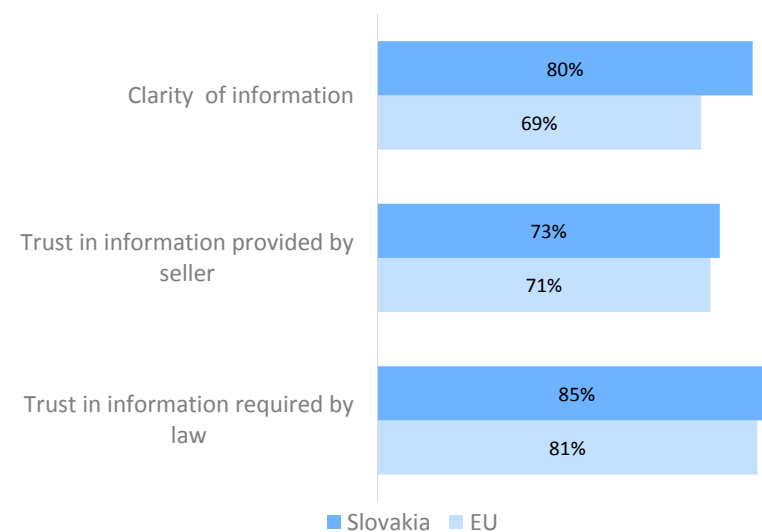
## Purchasing factors and use of information



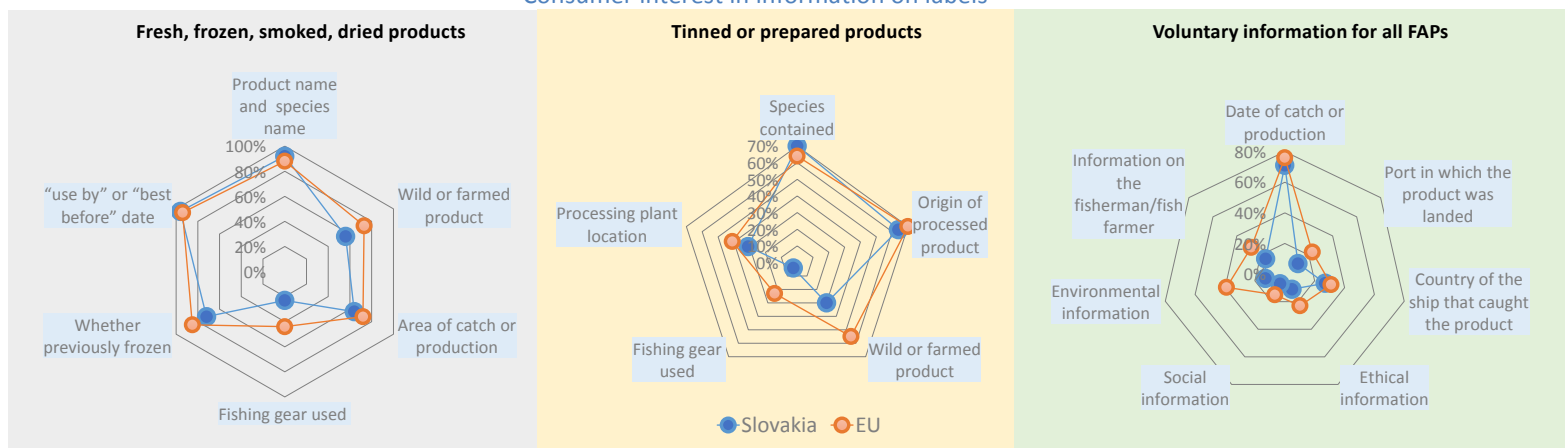
### Information sources



### Consumer attitude to information on labels



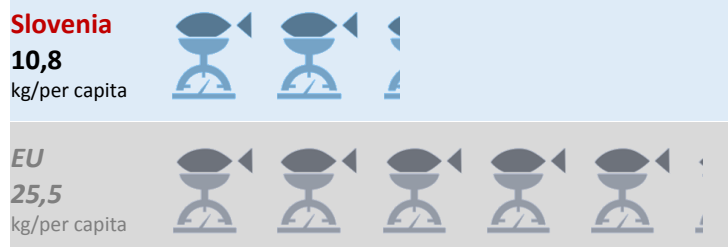
### Consumer interest in information on labels



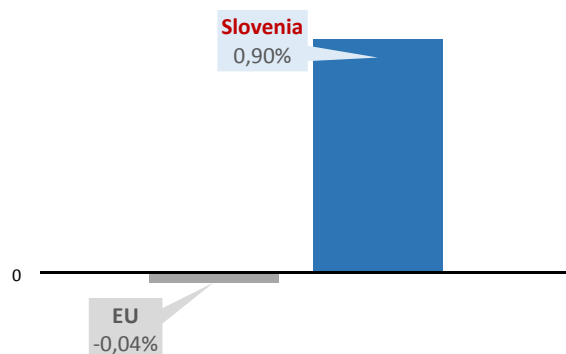
# SLOVENIA

## Consumption and expenditure

Per capita consumption (2014)



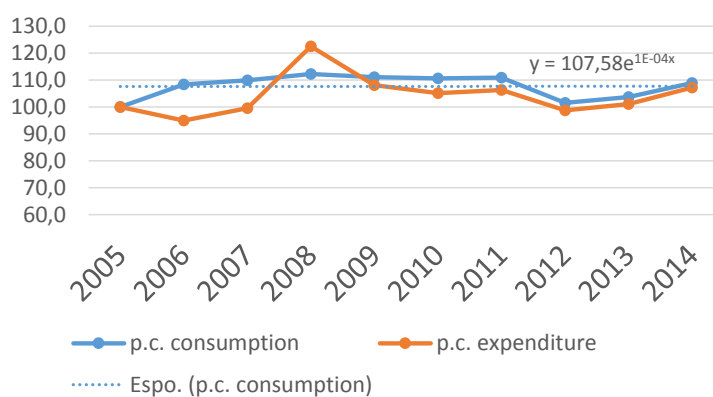
Real per capita expenditure growth rate (2005-2014)



Per capita nominal expenditure (2014)



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



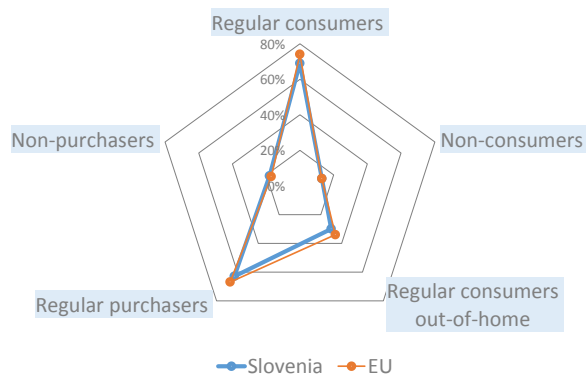
## Regular consumers<sup>25</sup> by socio-demographic group



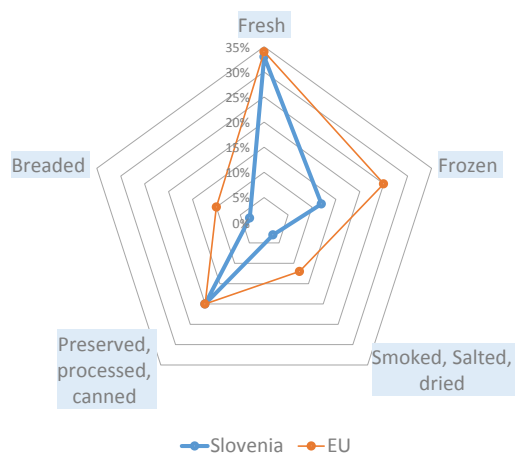
<sup>25</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

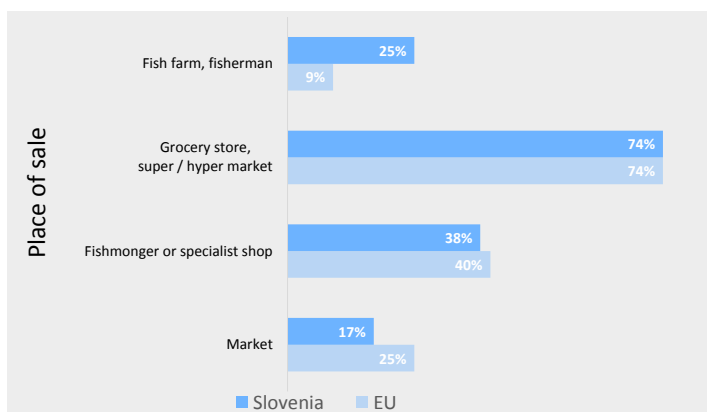
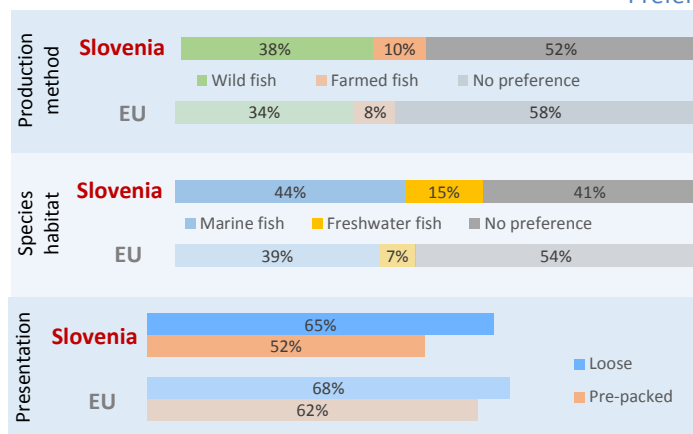
Regular consumers vs non-consumers &  
Regular purchasers vs non-purchasers



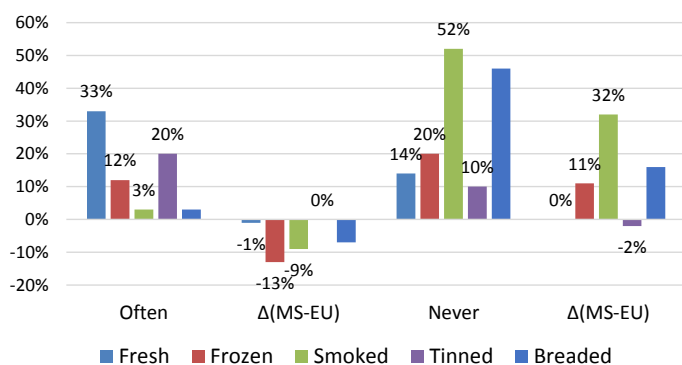
Preference about types of products



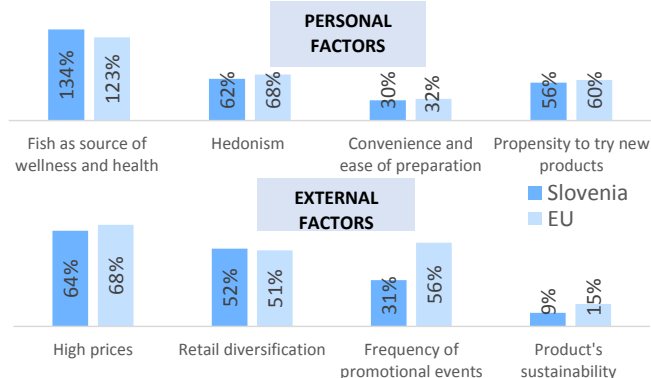
Preference about



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

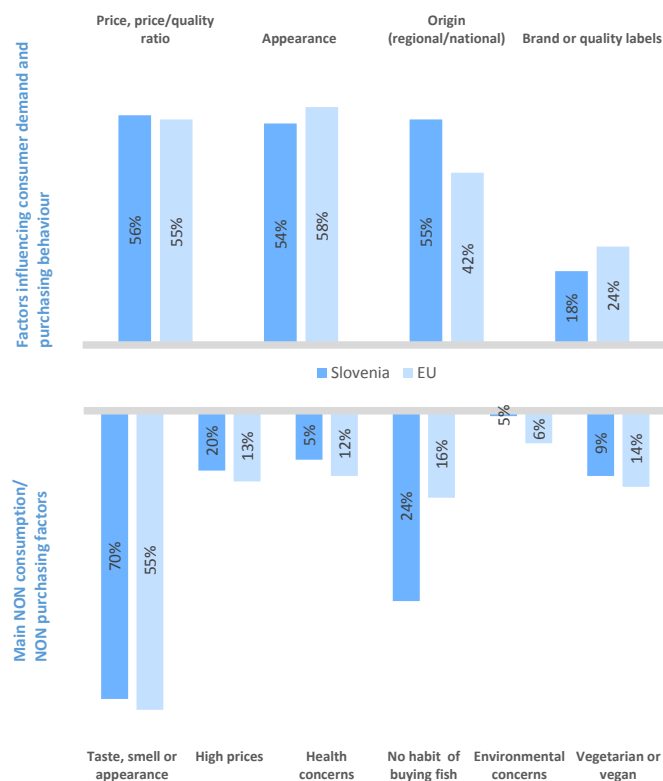


Main consumption/ purchasing factors

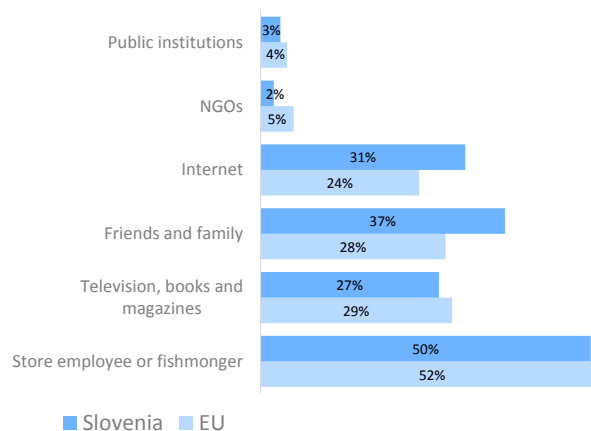




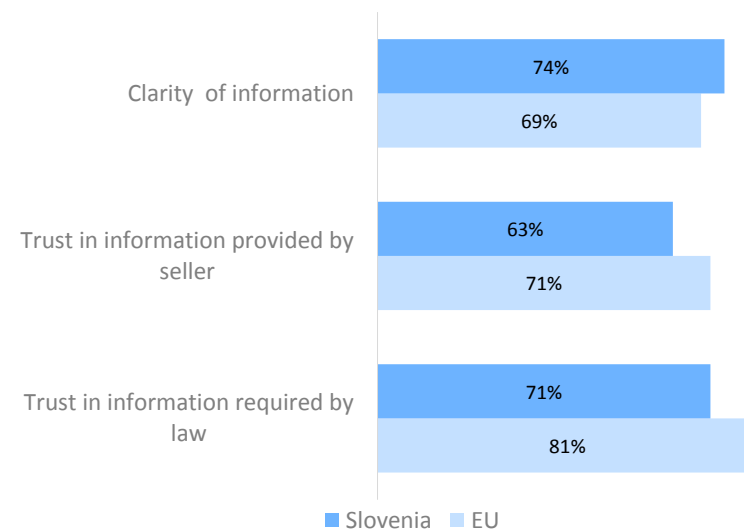
## Purchasing factors and use of information



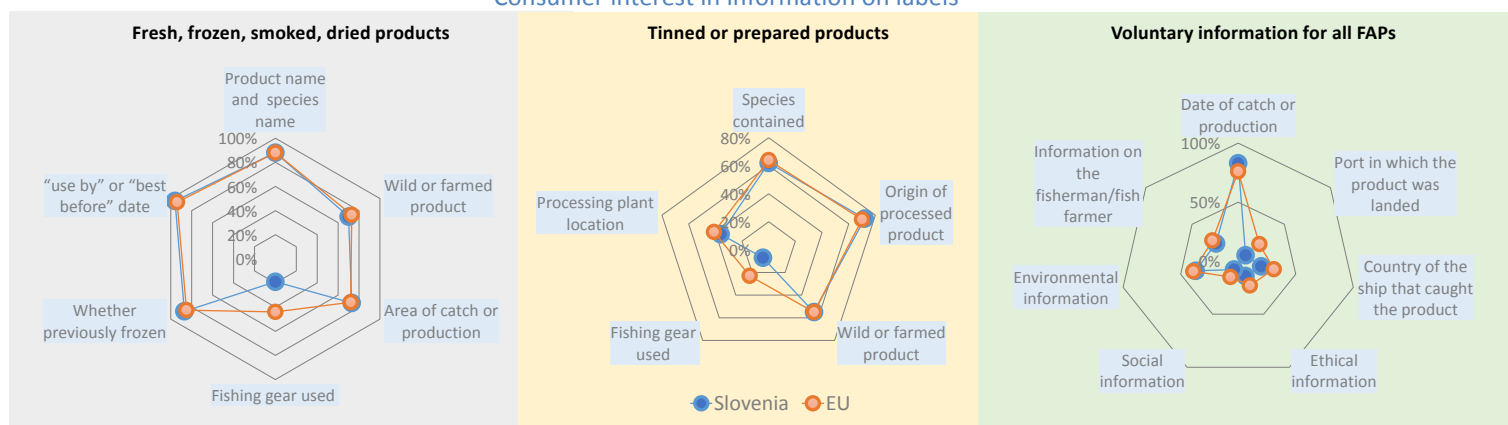
### Information sources



### Consumer attitude to information on labels



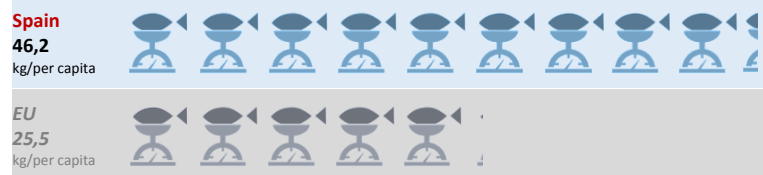
### Consumer interest in information on labels



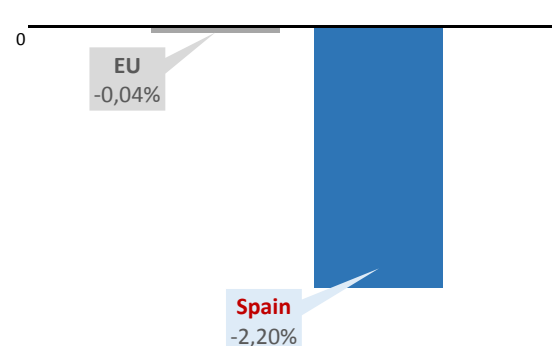
# SPAIN

## Consumption and expenditure

### Per capita consumption (2014)



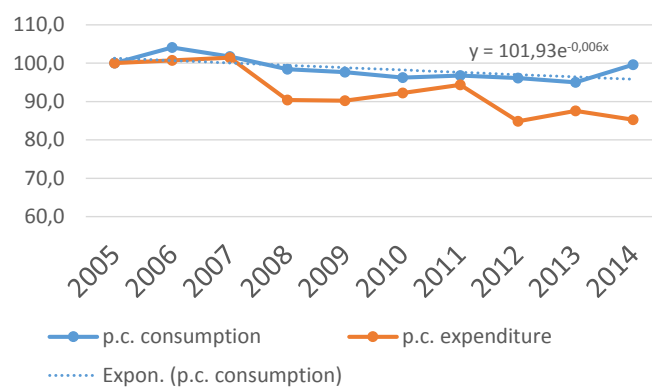
### Real per capita expenditure growth rate (2005-2014)



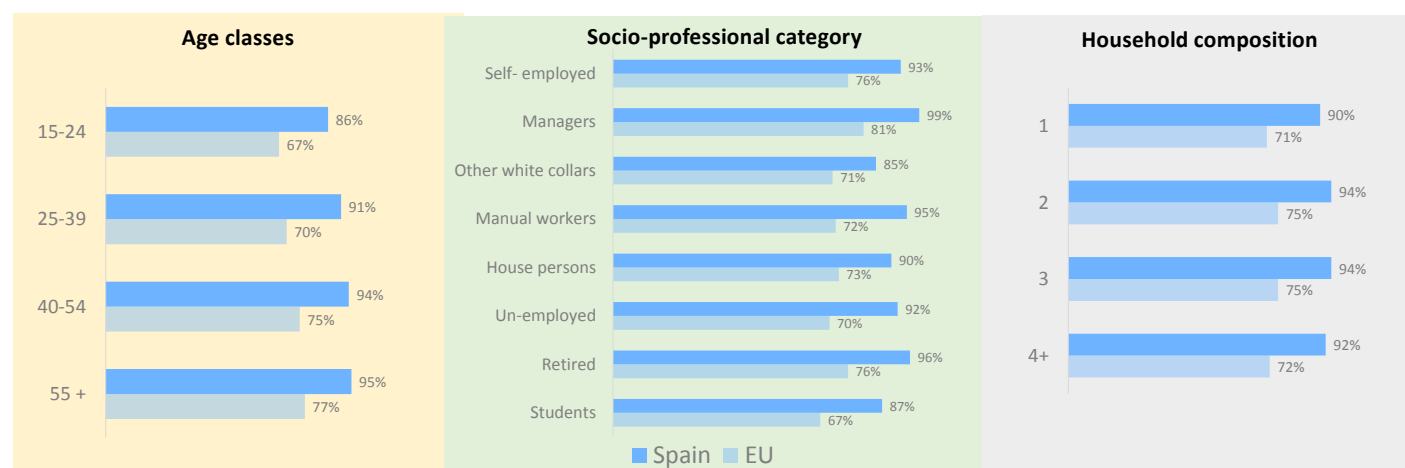
### Per capita nominal expenditure (2014)



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



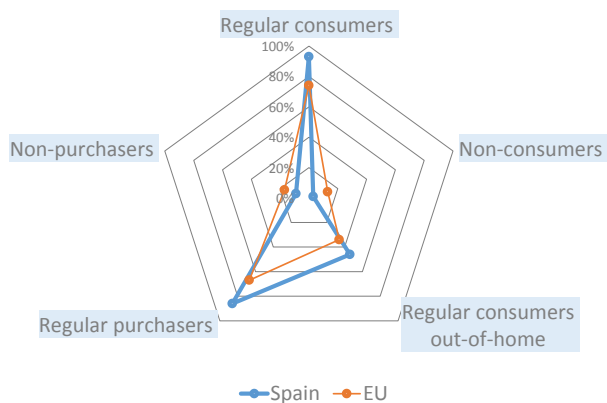
## Regular consumers<sup>26</sup> by socio-demographic group



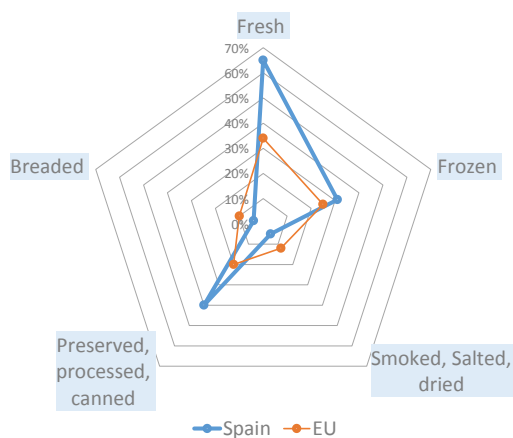
<sup>26</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



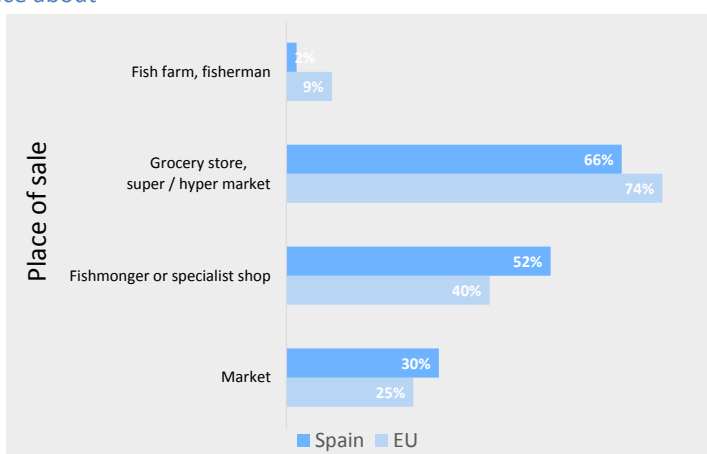
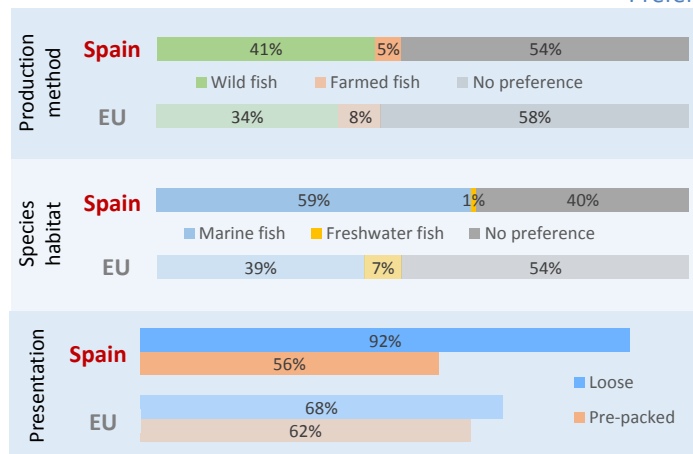
Preference about types of products



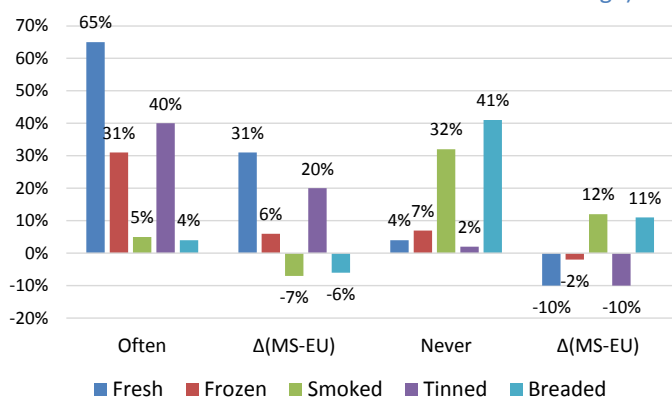
Main products consumed



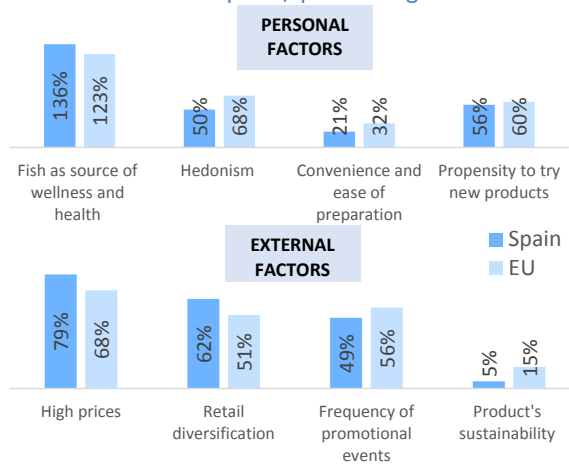
Preference about



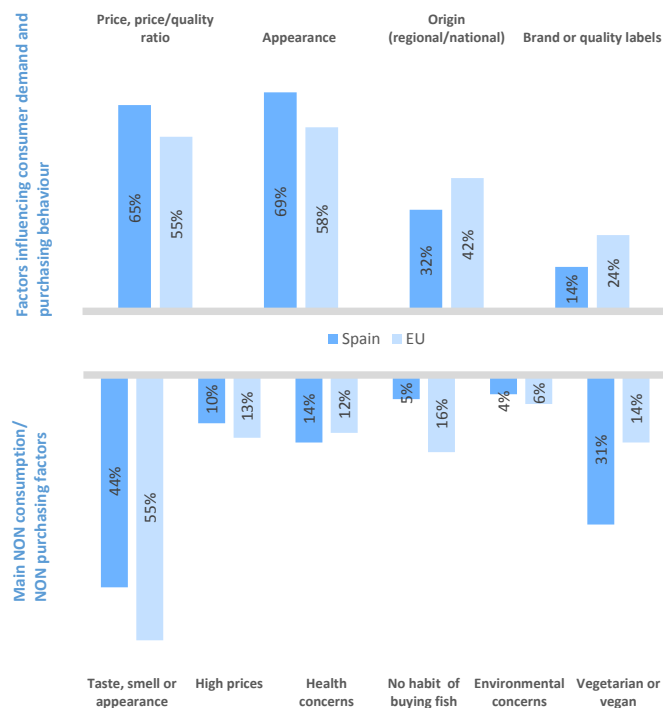
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



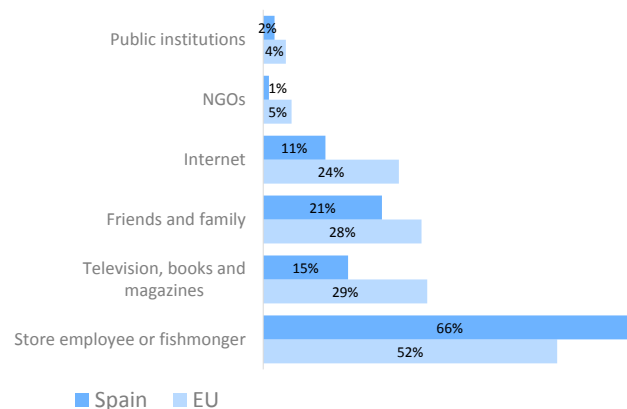
Main consumption/ purchasing factors



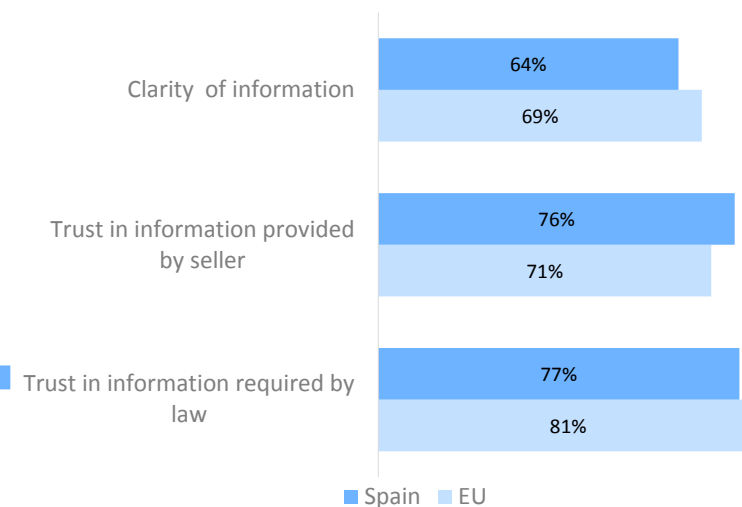
## Purchasing factors and use of information



### Information sources



### Consumer attitude to information on labels



### Consumer interest in information on labels



# SWEDEN

## Consumption and expenditure

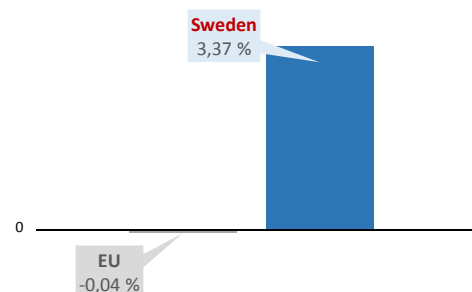
### Per capita consumption (2014)



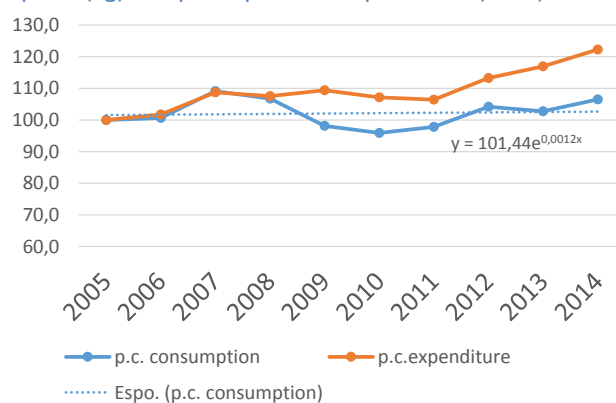
### Per capita nominal expenditure (2014)



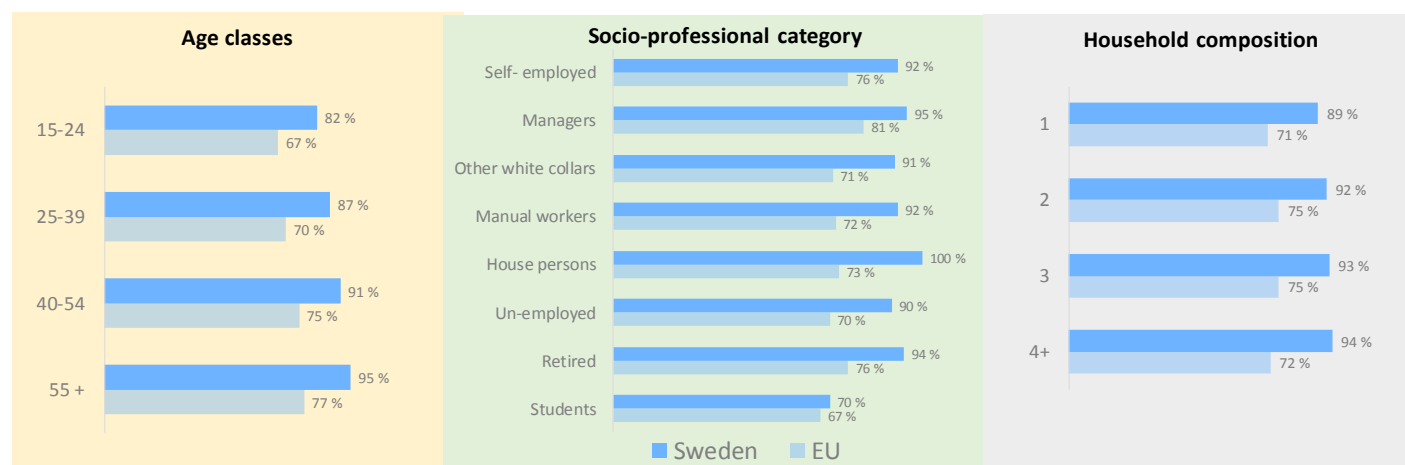
### Real per capita expenditure growth rate (2005-2014)



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



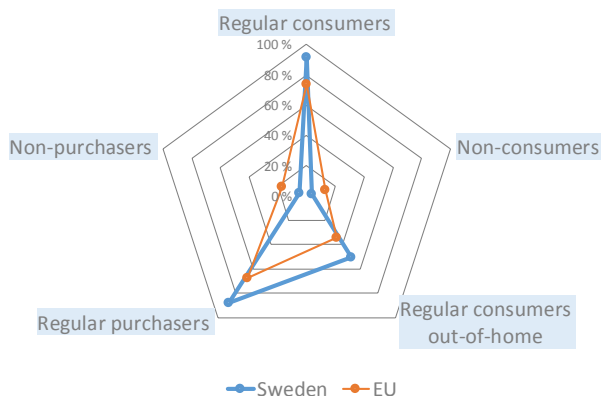
## Regular consumers<sup>27</sup> by socio-demographic group



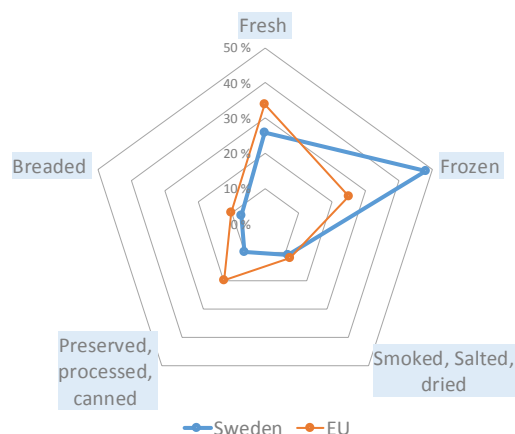
<sup>27</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

## Consumer habits

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



Preference about types of products

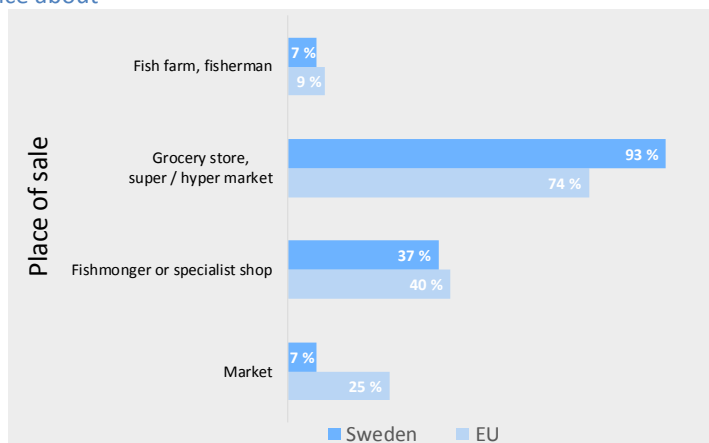
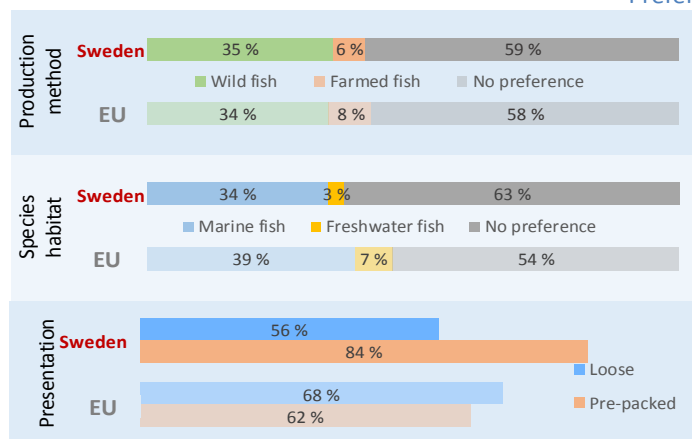


Main products consumed

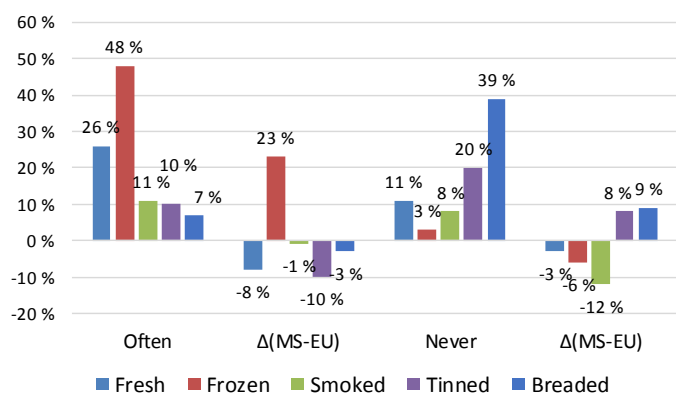
Marine

herring  
cod

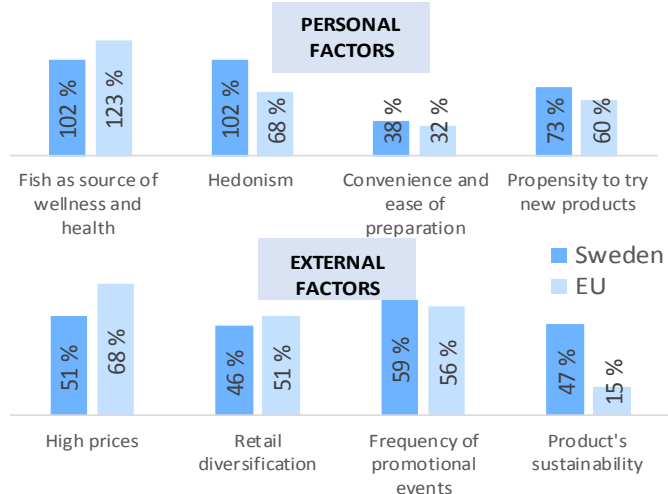
Preference about



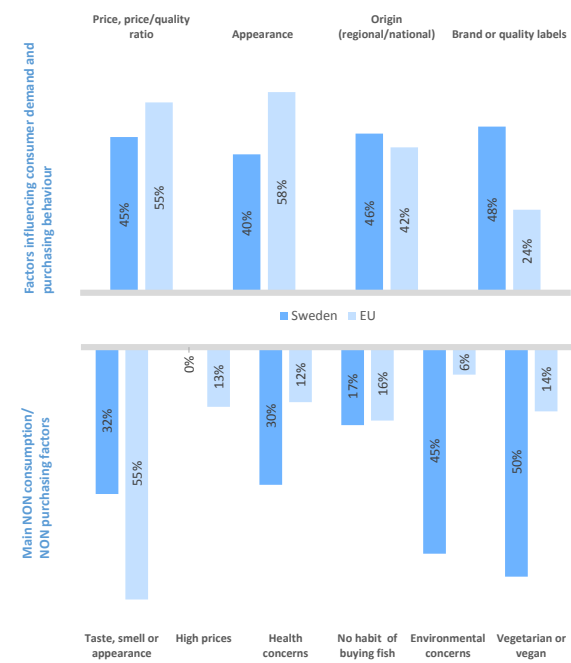
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



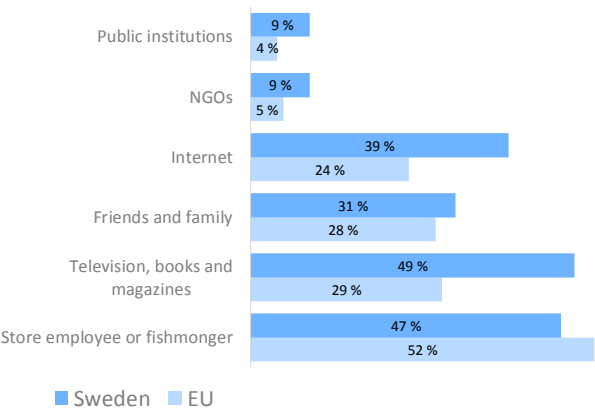
Main consumption/ purchasing factors



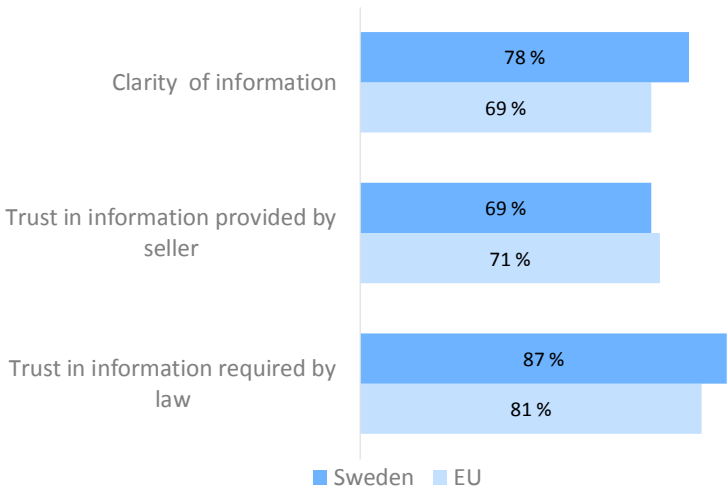
Purchasing factors and use of information



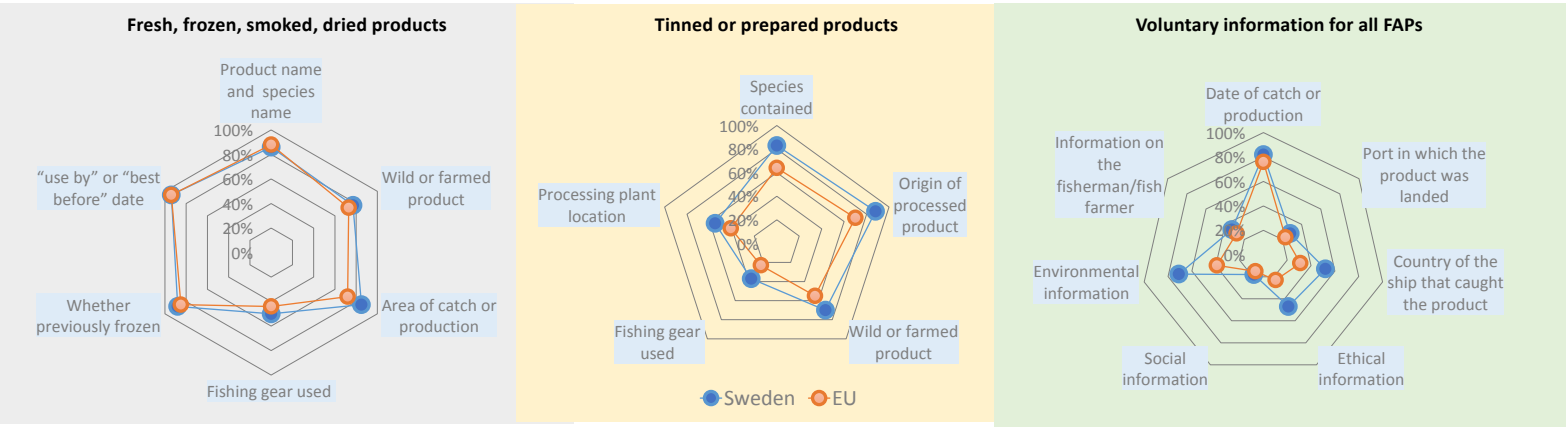
Information sources



Consumer attitude to information on labels



Consumer interest in information on labels



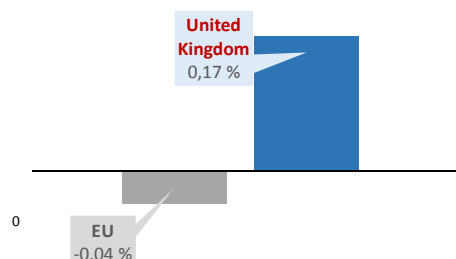
# UNITED KINGDOM

## Consumption and expenditure

Per capita consumption (2014)



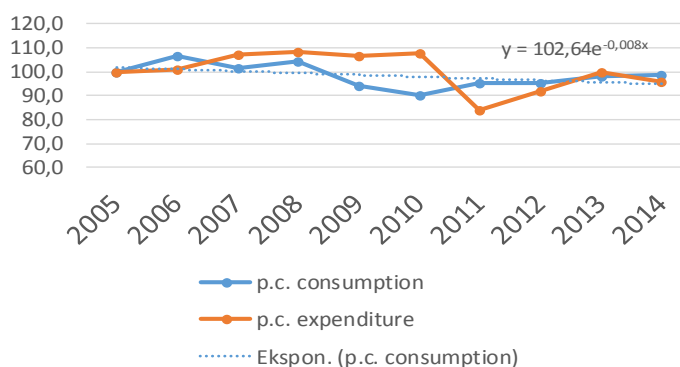
Real per capita expenditure growth rate (2005-2014)



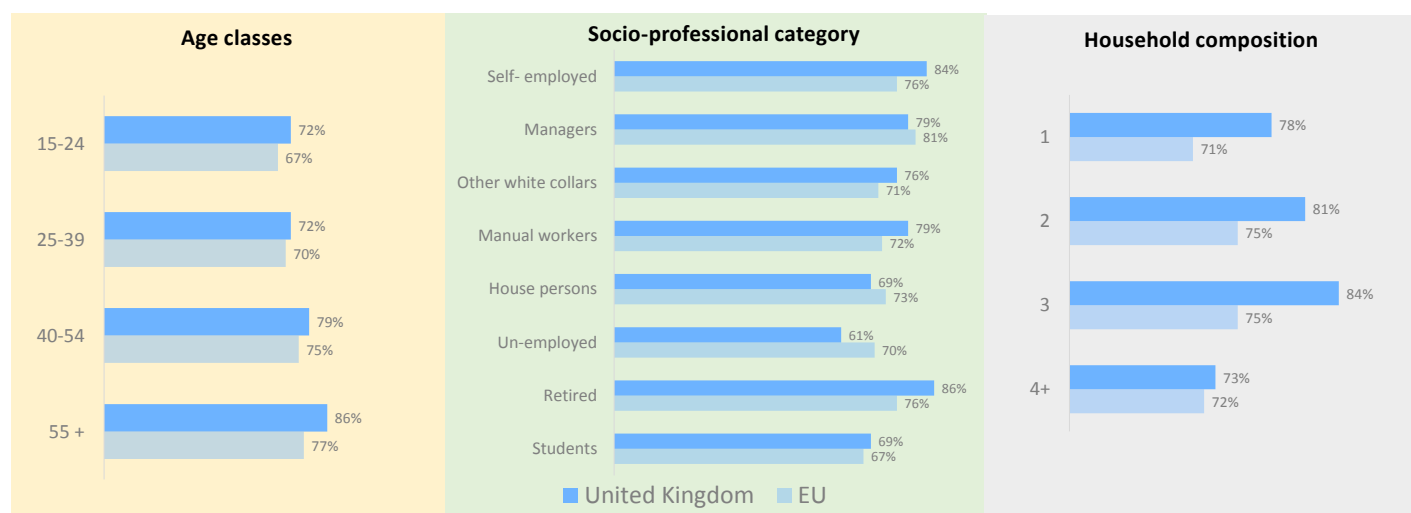
Per capita nominal expenditure (2014)



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



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

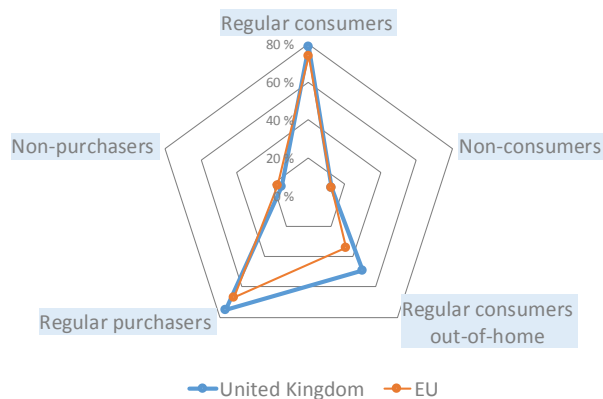


<sup>28</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

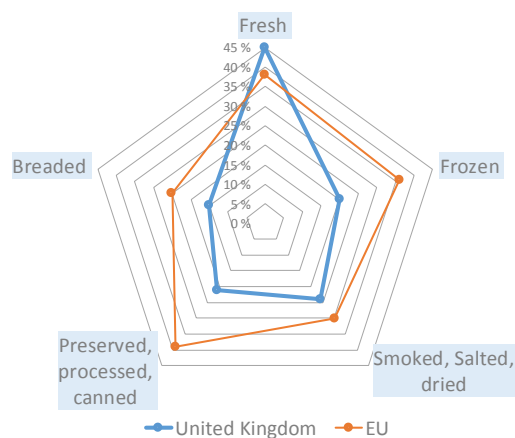


## Consumer habits

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

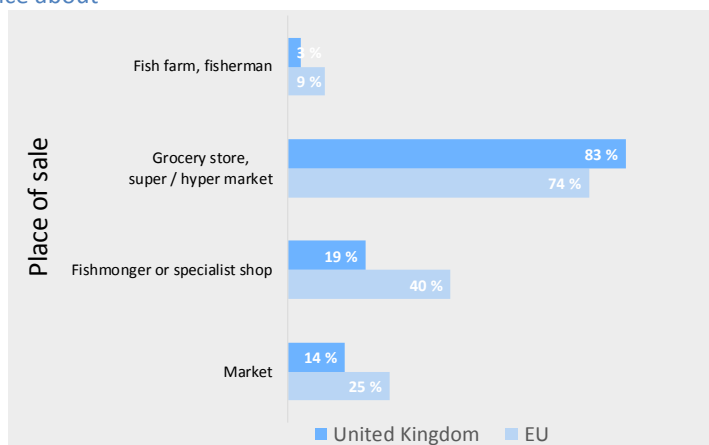
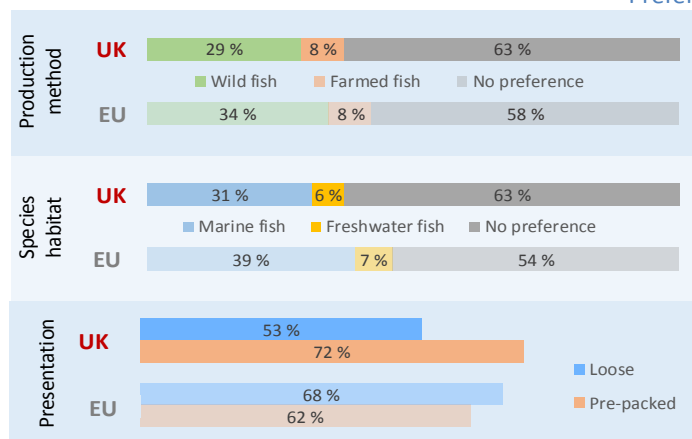


Preference about types of products

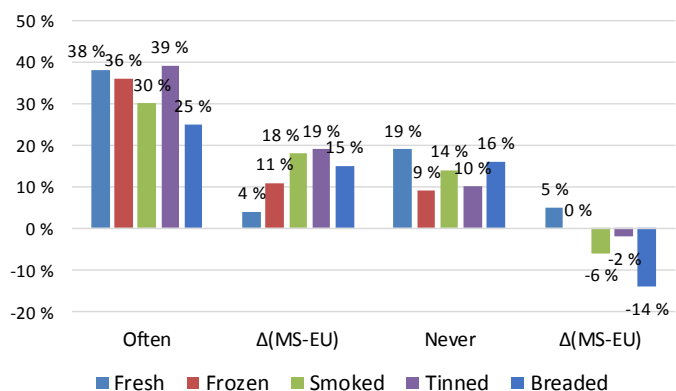


Main products consumed  
Marine | Freshwater  
cod | salmon

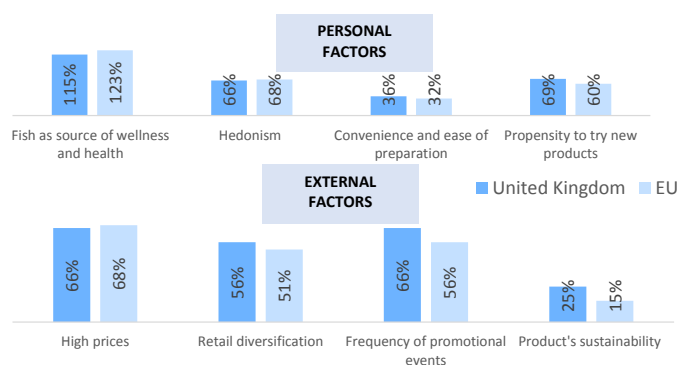
Preference about



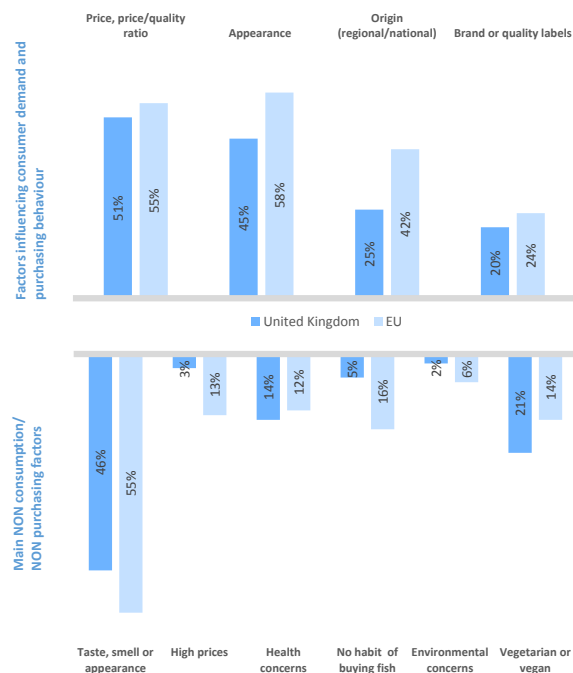
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



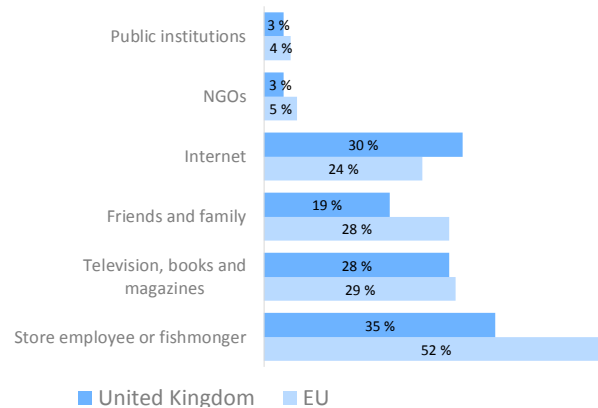
Main consumption/ purchasing factors



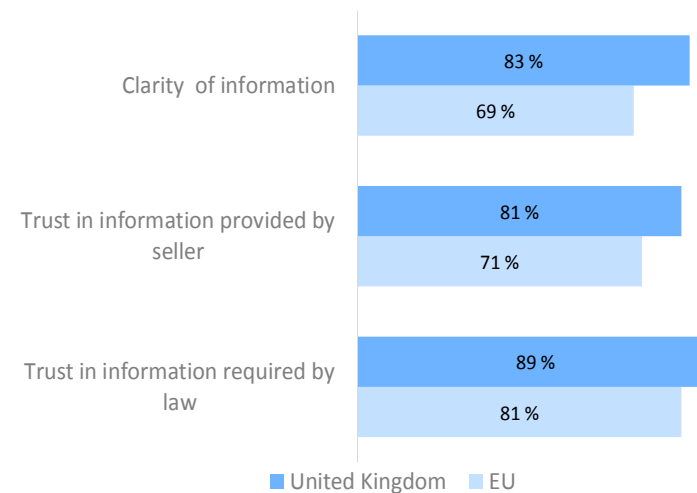
## Purchasing factors and use of information



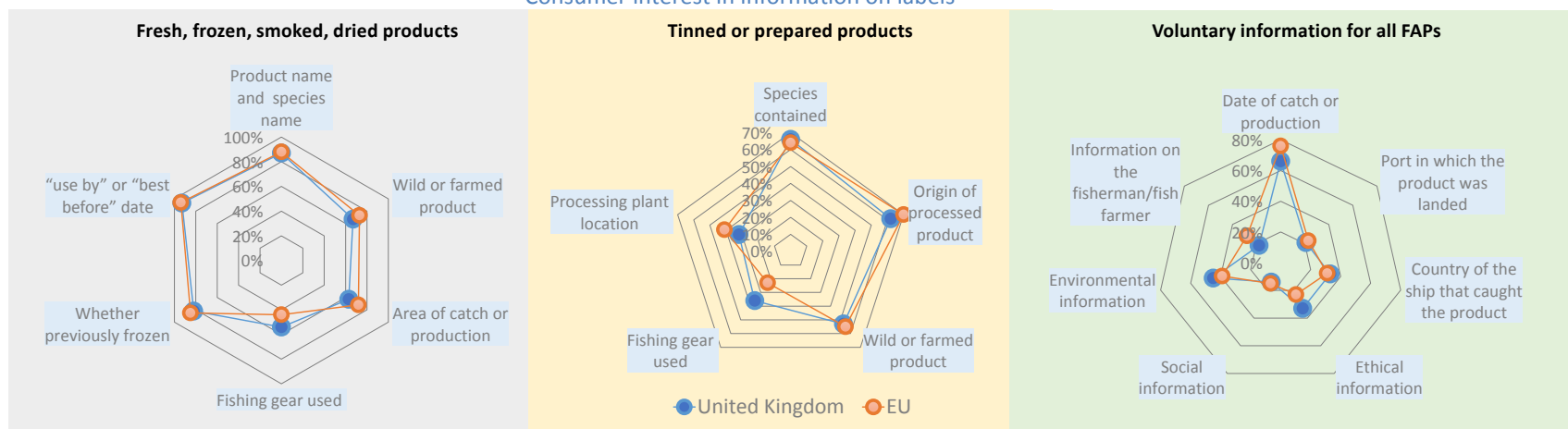
## Information sources



## Consumer attitude to information on labels



## Consumer interest in information on labels



"The EU Consumer Habits – Annex 4: country fish" is published by the Directorate-General for Maritime Affairs and Fisheries of the European Commission.

**Editor:** European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General.

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KL-02-17-684-EN-N

ISBN: 978-92-79-69464-6

DOI: 10.2771/577204

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# EUM OFA

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European Market Observatory for  
Fisheries and Aquaculture Products

[www.eumofa.eu](http://www.eumofa.eu)

