European Commission

EU CONSUMER HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

ANNEX 2
STAKEHOLDER SURVEY

LAST UPDATE JANUARY 2017

EUMOFA

European Market Observatory for Fisheries and Aquaculture Products

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Maritime Affairs and Fisheries

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1 Objectives and methods

1.1 Objectives

One of the objectives of the study is to evaluate the evolution of the offer and its adaptation to consumer needs and expectations, in particular to clarify if the offer is justified by a demand from the consumer or if the consumer purchasing behaviour is driven by the offer.

Through analysing information from operators at retail stage, the aim is to see to what extent consumer attitudes are reflected in their purchasing choices, to check whether discrepancies exist and to find the causes thereof.

Together with the consumer survey of Task 3, this analysis contributes to providing a thorough understanding of the consumer profile and of the market adaptation to his/her needs, both at the EU and national level.

To meet this objective it has been agreed to carry out a series of interviews of wholesalers and fishmongers.

1.2 Approach & methodology

1.2.1 EU sub-regions

As detailed in the first progress report of the study, five sub-regions have been defined at EU level based on previously detected common consumption features. These sub-regions are detailed in the following table.

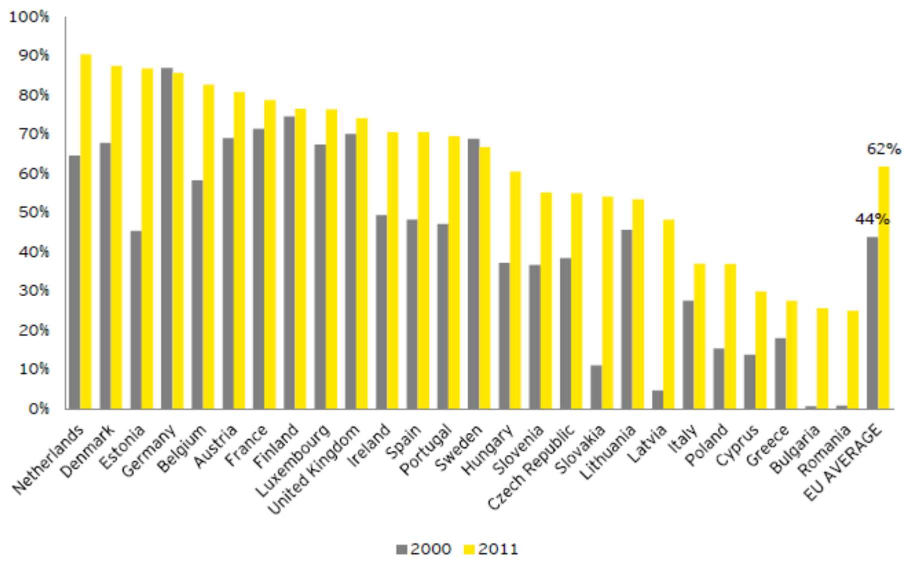
Table 1 - EU sub-regions

Western EU	Northern EU	Central EU	Eastern EU	Southern EU
Ireland (IE)	Denmark (DK)	Austria (AT)	Lithuania (LT)	Portugal (PT)
United Kingdom (UK)	Sweden (SE)	Czech Republic (CZ)	Latvia (LV)	Spain (ES)
Netherlands (NL)	Finland (FI)	Slovakia (SK)	Estonia (EE)	France (FR)
Belgium (BE)		Slovenia (SI)	Romania (RO)	Italy (IT)
Luxemburg (LU)		Hungary (HU)	Bulgaria (BG)	Croatia (HR)
Germany (DE)			Poland (PL)	Greece (EL)
				Cyprus (CY)
				Malta (MT)

1.2.2 Overview of the EU retail sector

The market share of large-scale retail reached 62% of the total edible grocery market in 2011, compared to 44% in 2000. This share is particularly high in the Netherlands, Denmark, Estonia and Germany and lower in Member States from Eastern and Southern Europe.

Figure 1 - Evolution of the market share of modern retail compared to total edible grocery market (2000 - 2011)



Source: Ernst & Young analysis based on Planet Retail in "The economic impact of modern retail on choice and innovation in the EU food sector" – European Commission – DG Competition

The European retail sector is highly concentrated, the top 10 European food retailers accounted for nearly 40% of the market in 2014[1] (versus 26% in 2000[2]). The following table displays the ranking of the first 10 retail companies in Europe in 2015. Each of these companies holds several branding names.

Table 2 - Top 10 retailers in Europe in 2015

	Food sales (billion EUR)	Number point of Sales (POS)
Schwarz-Gruppe	72,9	11.270
Carrefour	54,5	9.687
Tesco	52,2	4.760
Aldi	48,3	8.166
Edeka	45,9	13.299
Rewe Group	40,2	10.183
Auchan	34,5	3.430
Leclerc	30,2	758
ITM	28,8	2.716
Metro Group	26,8	1.015

[1] http://www.regiodata.eu/en/news/613-top-10-food-retailers-in-europe-hold-nearly-40-market-share

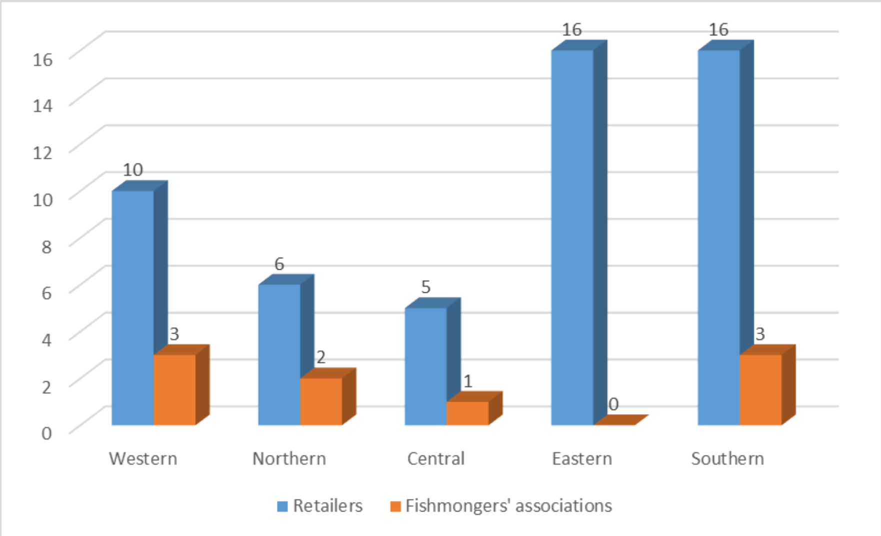
[2] Source: Ernst & Young analysis based on Planet Retail in "The economic impact of modern retail on choice and innovation in the EU food sector" – European Commission – DG Competition.

Source: Planet Retail in Lebensmittel Zeitung

1.2.3 Interviews performed among stakeholders

A total of 62 interviews have been held: 53 large-scale retailers (LSR) and 9 national fishmongers' associations were interviewed. Although the methodology initially planned a total of 67 interviews, this objective could not be reached due to refusal of interviews from LSR in several Member States. The following table details the number of interviews by type of stakeholder (LSR or fishmongers' association) and geographical area.

Figure 2 - Number of interviews by type of stakeholder and geographical area



Source: EUMOFA - Consumer study

The list of interviews led and the percentages of interviews performed compared to the objectives are detailed in annexes.

1.2.4 Limits

Several limits in the implementation of the methodology shall be mentioned:

- One of the major difficulties and challenges of Task 2 was to cover the full product scope (fresh, frozen, smoked, canned, prepared…) as LSR usually have different purchase departments for these different product categories. In most cases it proved impossible to meet all relevant persons in the same interview. We thus targeted the persons in charge of fresh product purchases, who seemed most likely to have a specific reflection on fish while frozen fish and canned fish often depend on wider departments including all kinds of products (meat, fruit & vegetables, …).
- We faced some difficulties to schedule meetings with retailers, due to availability of persons in charge of purchases or willingness to share information. That is why a total of 53 interviews have been performed with retailers among the 59 targeted for this type of stakeholders, in spite of consultants' efforts to convince them to join the study process. In some cases, it has been possible to replace some non-respondents with other retailers.
- Some retailers have not answered all questions and hid behind the company's confidentiality policy to ignore some topics. For this reason, the level of representativeness is not the same for all issues.

2 General findings by theme

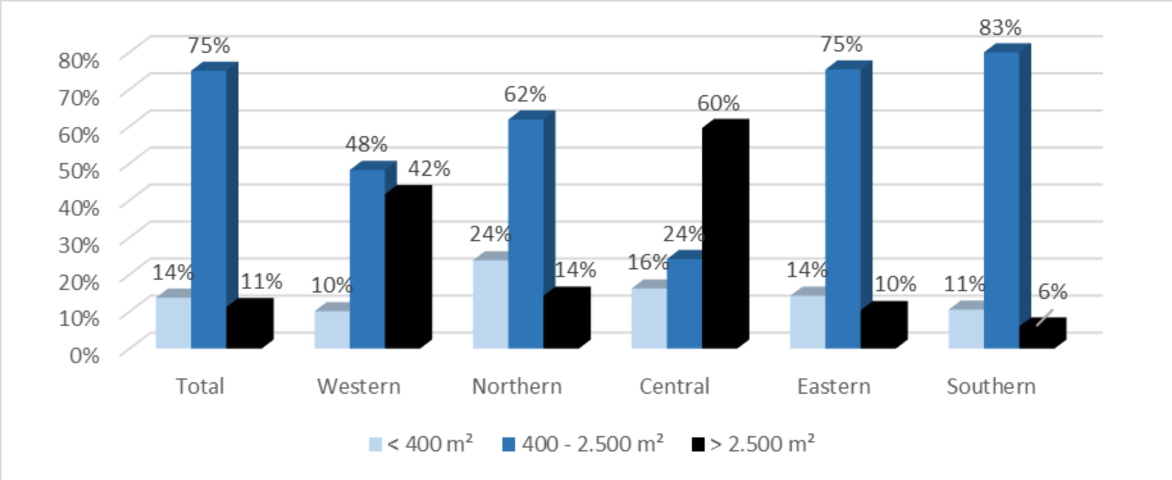
2.1 Number and type of points of sale

The retailers interviewed represent a total of 31.001 points of sale (POS) which account for 29% of the total number of POS for food retail in Europe[3]. Most of these POS are medium-sized (75% have a sales area between 400 and 2.500 m²); small-sized (less than 400 m²) and large-sized (more than 2.500 m²) POS respectively account for 14% and 11% of the total.

- Medium-sized POS predominate in Southern, Eastern and Northern EU (respectively 83%, 75% and 62% of the total number of POS covered by the analysis);
- Large-sized POS represent the largest share in Central EU (60% of POS covered);
- The size of POS is more balanced in Western EU with 48% medium-sized and 42% large-sized POS.

[3] 105 117 outlets of food retail in the Europe in 2011, source: Ernst & Young analysis based on Planet Retail in "The economic impact of modern retail on choice and innovation in the EU food sector" – European Commission – DG Competition.

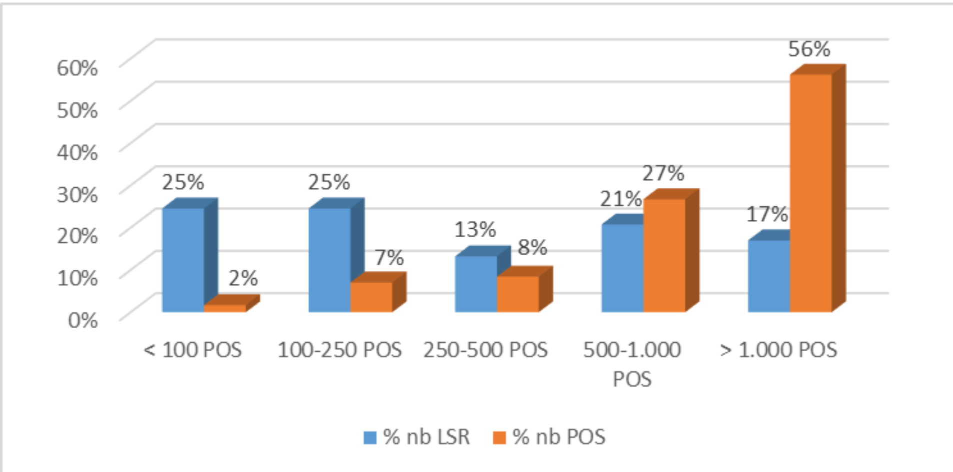
Figure 3 - Breakdown of POS by size (for retailers interviewed)



Source: EUMOFA - Consumer study

The number of POS by retail company ranges from 7 to 5.000. Out of the 53 companies interviewed, 13 have less than 100 POS, representing 2% of POs covered in the questionnaire. On the other hand, 9 companies interviewed have more than 1.000 POS, and are thus representative of 56% of the POS surveyed here. The following figure displays the share of companies and the share of POS by size category.

Figure 4 - Breakdown of POS by size (for retailers interviewed)



Source: EUMOFA - Consumer study

2.2 Purchase: organisation, type of products, origin

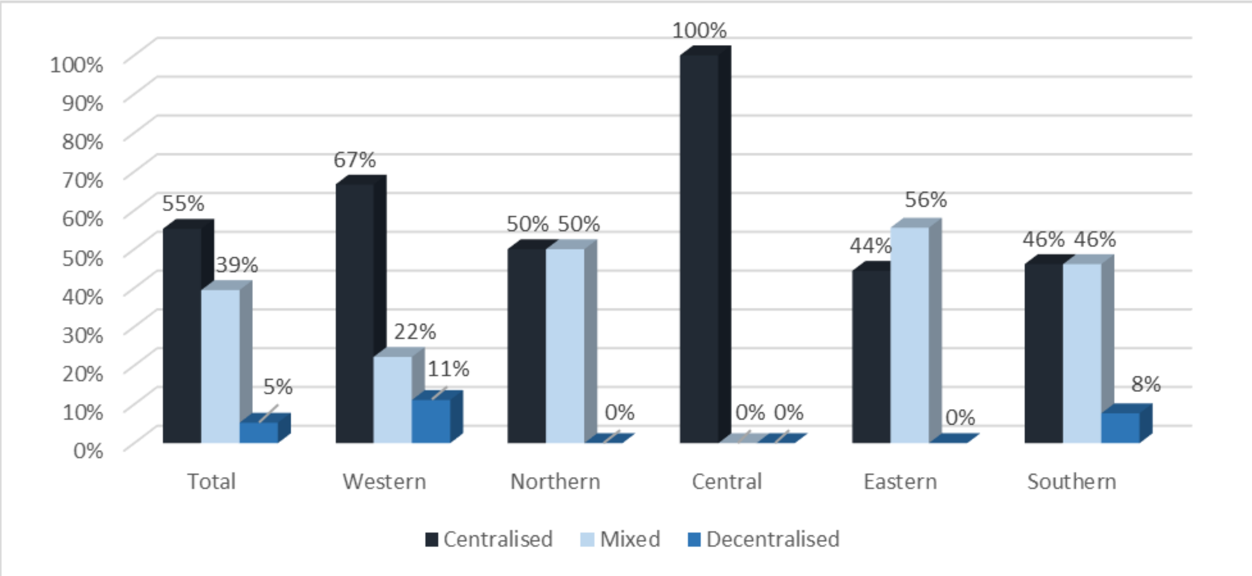
2.2.1 Level of centralisation of purchases

Purchase of fishery and aquaculture products is centralised, partly or totally, for 95% of the retailers, only 5% (2 retailers interviewed) indicated that the purchase of fishery and aquaculture products was totally decentralised at POS level.

Purchases are 100% centralised for all retailers interviewed in Central EU and for most of retailers in Western EU (67% of retailers).

The procurement strategy is more balanced in Northern, Eastern and Southern EU, with a larger share of mixed or decentralised procurement strategy.

Figure 5 - Procurement strategy of retailers by sub-region (% of retailers)



Source: EUMOFA - Consumer study

<u>Centralised procurement</u>

Most retailers have a centralised purchase for fishery and aquaculture products, this share is high in Central and Western EU but remains lower in other areas.

This strategy is not specific to one type of retail company, it covers:

- both companies with large number of POS (more than 1.000) and with a more limited number of stores (less than 20);
- both companies with small-sized or medium-sized stores and retailers with large-sized POS.

Some companies lead purchase at transnational level. This may concern a specific range of products (for instance salmon or canned/frozen products) or all purchase as one retailer settled in two Member States but with a limited number of POS.

<u>Mixed procurement</u>

This method is largely implemented in Eastern, Southern and Northern EU. There are several reasons for the implementation of a mixed system, for instance:

- Centralised purchase for some types of products (non-fresh, prepacked, aquaculture…) and decentralised for other types (fresh, loose, capture fishery…). In this case, decentralised purchases may account for a significant share of the purchase.
- A share of decentralised purchase (even limited) allows POS to source locally (in coastal areas) or to adapt the range to local demand (in largest Member States with large regional differences in consumption habits). In this case, decentralised purchases remain limited.

Decentralised procurement

This method is less common and implemented by two retailers only.

Retailer 1 - This retailer is a small-scale chain with about 50 POS, so divided: 50% are small-sized POS, 25% medium-sized POS and 25% large-sized POS. This method aims at giving flexibility to shop managers to adapt the offer to local demand specificities.

Retailer 2 - This retailer is a larger chain (almost 300 POS), where the procurement is 100 % decentralised at POS level. Each store orders fishery and aquaculture products to two wholesalers, one for loose fresh products and one for prepacked products. At present, POS are directly delivered by the wholesalers, while in the future the retail company plans to invest in platforms to centralise products and better manage logistic issues. This will increase delivery time to POS (one day more) but the implementation of a packaging innovation will increase the products' shelf-life. Thus, in the future, this retailer will not lead decentralised purchase any longer.

2.2.2 Types of suppliers

There are several potential types of suppliers for fishery and aquaculture products, the most common being processors (for 63% of retailers) and fish farmers (for 56% of retailers).

Direct supply from **fishermen** or at **auction** is common in Northern, Eastern and Southern EU while it remains more limited in Western (where retailers are more likely to source from processors) and Central EU (due to the countries' landlocked situation). Almost half of LSR in Northern, Eastern and Southern EU (between 47% and 50% of LSR in each area) indicated they supply from fishermen. However, this may account for a limited share of volumes. For instance, this concerns only a share of the supply of coastal POS for a retailer in Southern EU.

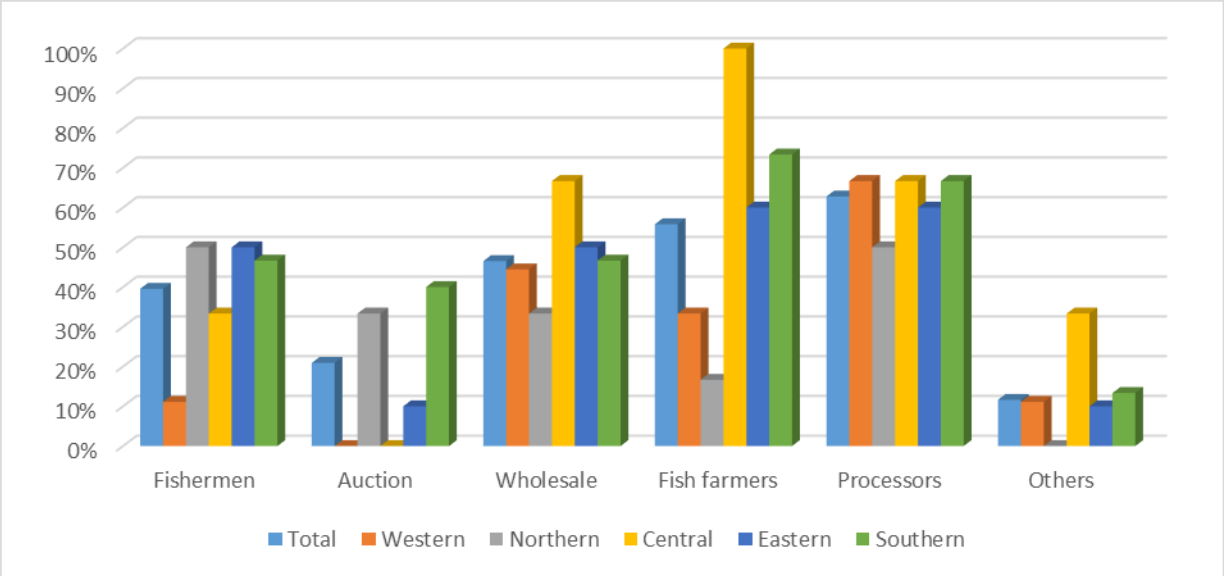
The sourcing from **wholesalers** is common throughout the EU: it represents between 33% and 67% of supply in each sub-region.

All retailers in Central EU purchase from **fish farmers**. This share is also large in Southern and Eastern EU (respectively 73% and 60% of retailers) but more limited in Western and Northern EU (respectively 33% and 17% of retailers). At EU level, more than half of retailers buy directly from fish farmers (56%).

About two thirds of retailers purchase from **processors** (63%). Respondents, who were mostly in charge of fresh products, indicated that the transaction with processors covers both the supply of fresh prepacked and smoked/salted/dried products. This answer must be complemented by noting that retailers also buy from processors tinned products and ready meals. Purchase from processors ranges between 50% in Northern EU and 67% in Western and Southern EU.

Other sources of supply have been mentioned by 12% of retailers with a total of 5 retailers at EU level in Southern (2 retailers), Western, Central and Eastern EU (1 retailer each). These are occasional suppliers at national or international level, they are contacted by retailers according to their needs and to market conditions.

Figure 6 - Type of suppliers for FAP (% of retailers, more than one answer possible for each retailer)

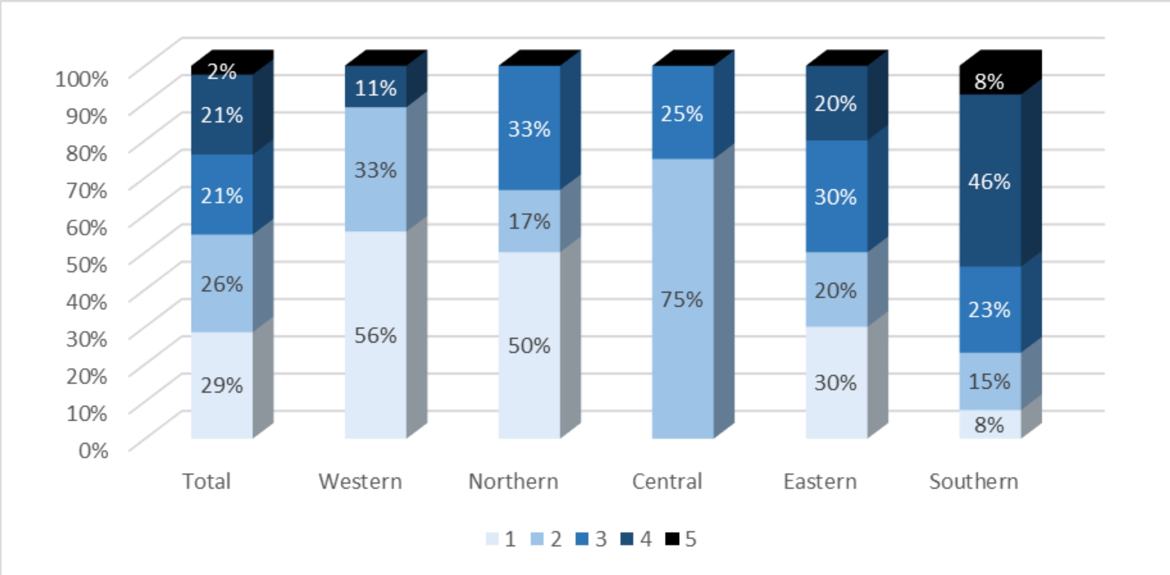


	Fishermen	**Auction**	**Wholesale**	**Fish farmers**	**Processors**	**Others**
Total	40%	21%	47%	56%	63%	12%
Western	11%	0%	44%	33%	67%	11%
Northern	50%	33%	33%	17%	50%	0%
Central	33%	0%	67%	100%	67%	33%
Eastern	50%	10%	50%	60%	60%	10%
Southern	47%	40%	47%	73%	67%	13%

Source: EUMOFA - Consumer study

The area with the largest number of types of suppliers is Southern EU: 92% of retailers have more than one type of supplier and 54% of them source from four or five types of suppliers.

Figure 7 - Number of different types of suppliers for retailers

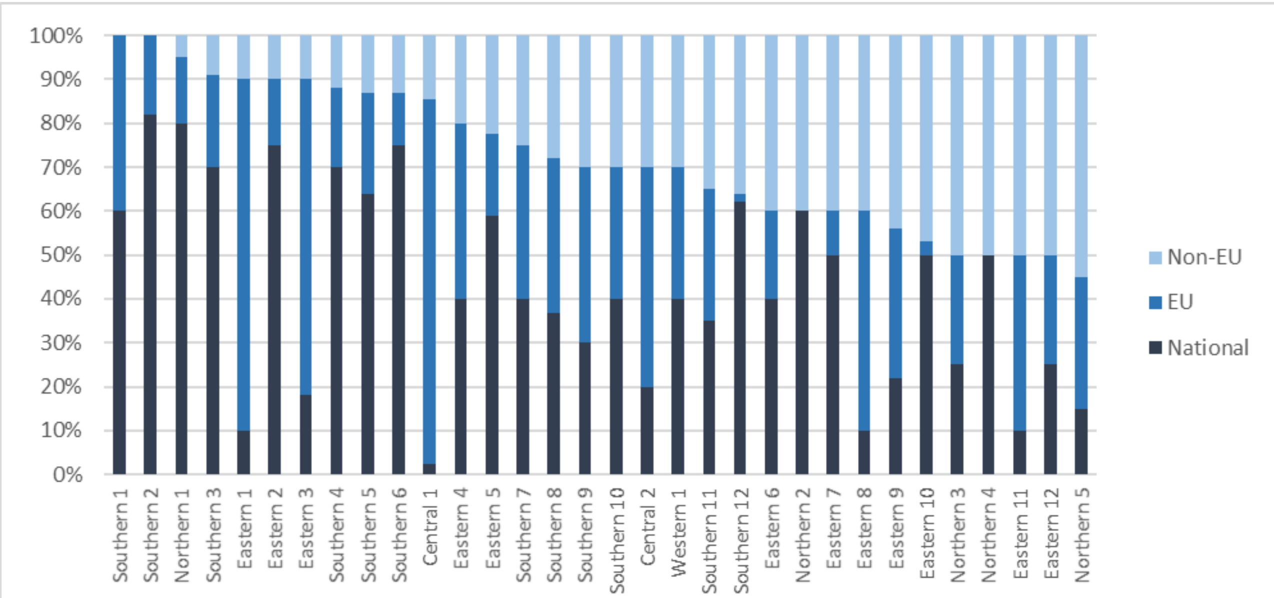


Source: EUMOFA - Consumer study

2.2.3 Origin of products

A total of 32 LSR answered to the question of the origin of their supply. The share of EU products is at least 45% for all large-scale retailer (LSR) who accepted to reply to this question, and for two retailers it was as high as 100%. Within EU procurement, the share of national and other EU origins highly differs: from 100% of national supply for two Northern LSR to only 3% for one LSR in Central EU.

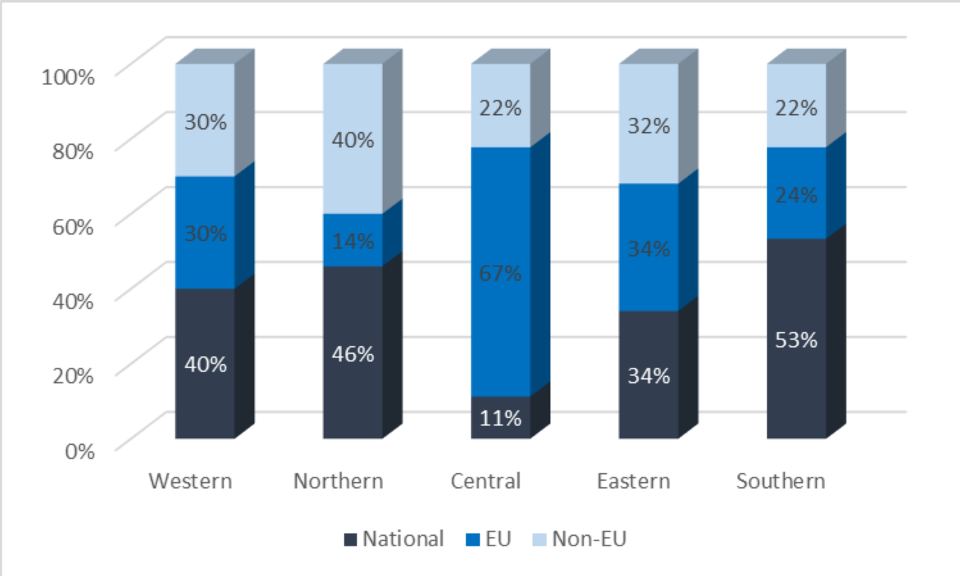
Figure 8 - Origin of the FAP: national, EU, non-EU



Source: EUMOFA - Consumer study

National supplies tend to be higher in Southern, Northern and Western EU (average share of national supply between 40 and 53%[4]) than in Eastern EU (34%) and Central EU (11%). The cumulative share of national + EU supplies is more consistent among the different areas, it ranges between 60 and 81% in each sub-region. Indeed, while national supplies are limited in Central EU (11%), two-third of the purchases are operated in the EU (67%). Non-EU supplies range between 22% (Central and Southern EU) and 40% (Northern EU) in the different sub-regions.

Figure 9 - Origin of the FAP: % national, EU and non-EU supply by sub-region (non-weighted average)



Source: EUMOFA - Consumer study

Product availability is a major supply issue for LSR, it is mentioned by 78% of them as an important factor for the origin of the supply. Furthermore, one fourth of LSR (25%) also indicate that the local origin is important, at least for products produced in the area (wild fish in coastal areas, aquaculture in Member States where this activity is important).

Consumer demand for specific origins is also quoted by some LSR (11% of them) as a factor driving the supply. For instance, one retailer in Eastern EU identified a specific demand from some consumers for salmon from Norway and trout and carp from national origin.

Price is only mentioned by 11% of the LSR as an important factor in the procurement of fishery and aquaculture products, this criterion is secondary compared to availability.

[4] Non-weighted average of the share of supply by origin for each retailer in each sub-region.

2.2.4 Ratio fishery/aquaculture

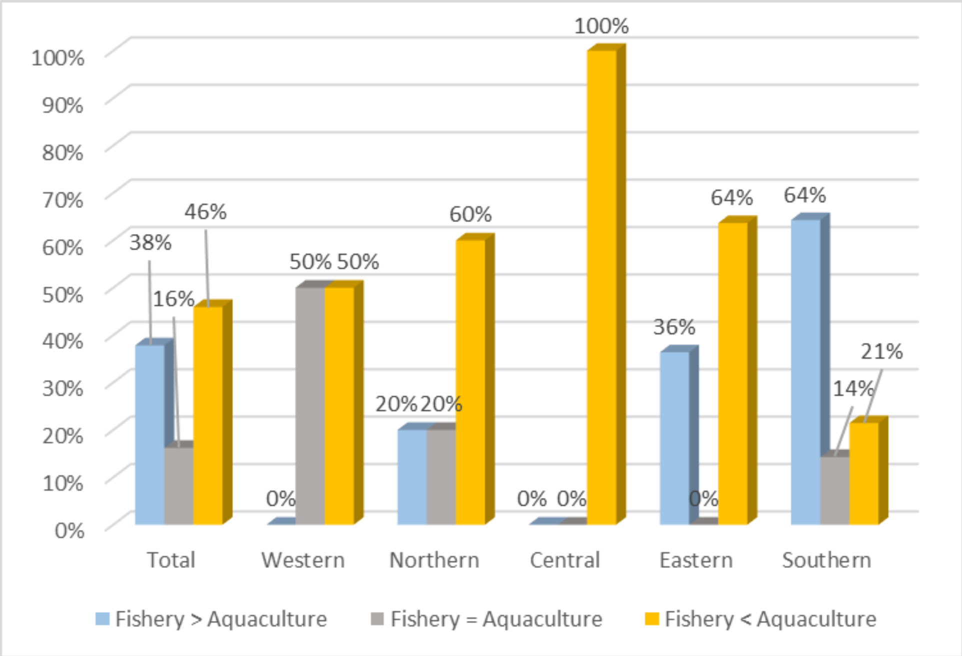
Almost half of LSR (46%) purchase more products from aquaculture than from fisheries. While the aquaculture's share is important in Central, Eastern and Northern EU, fishery products are more important in Southern EU. The supply is balanced between fishery and aquaculture products in Western EU.

The largest share for aquaculture product is 100% for one retailer in Eastern EU and it only concerns fresh fish (the supply of frozen products includes fishery products for this retailer). The second retailer with the largest supply of aquaculture products (85%) is located in Northern EU.

There is a balanced supply between fishery and aquaculture products for 16% of the LSR.

Fishery products are dominant for 38% of LSR only, although this level is more important in Southern EU LSR, where fishery products are more present in 64% of POS (between 60 and 75% for nine LSR). Among all LSR, the maximum share for fishery products is 82% for one LSR from Eastern area.

Figure 10 - % of LSR in function of the share of fishery product compared to products form aquaculture



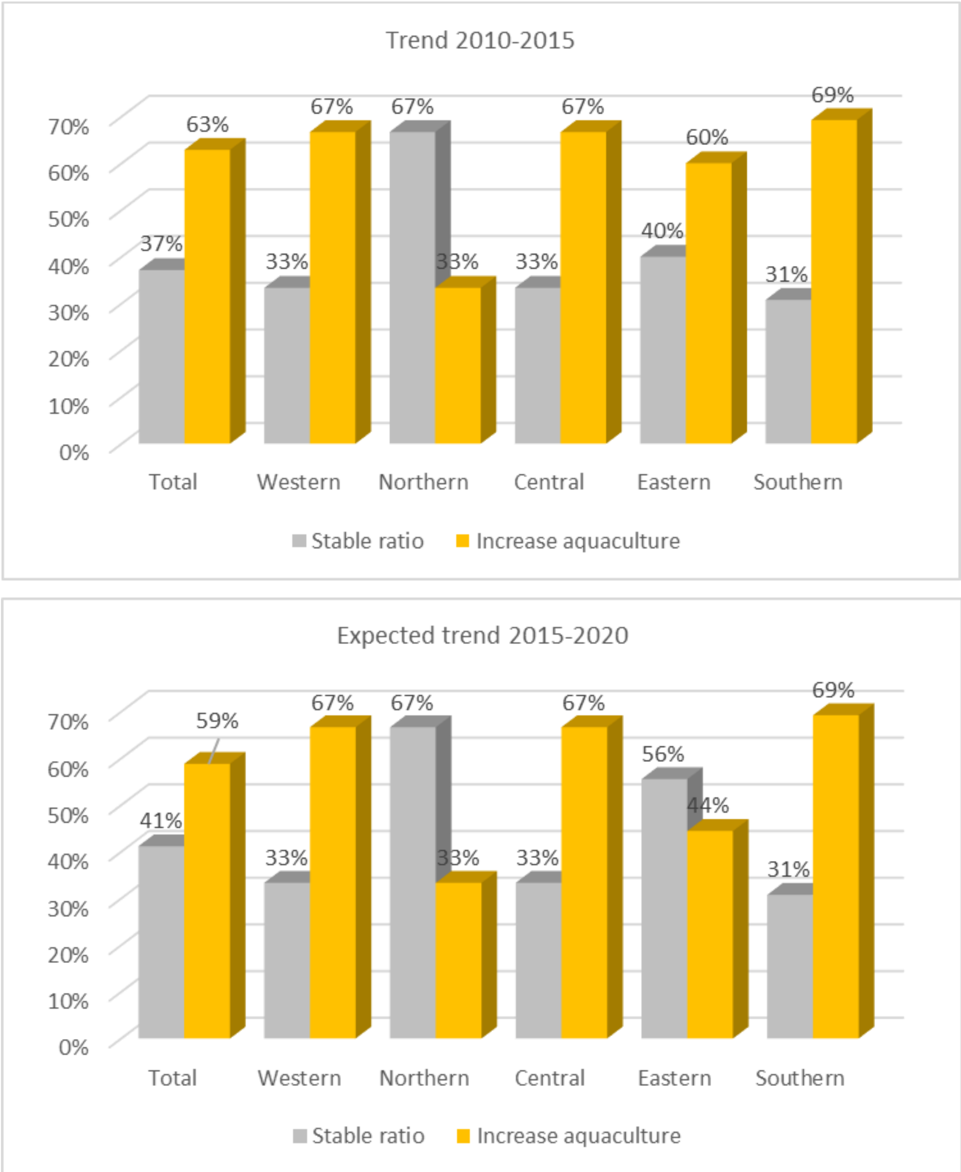
Source: EUMOFA - Consumer study

The importance of aquaculture is related to retailers' requirement for availability in the supply, as aquaculture allows supplying regular volumes all year long with stable prices, while the availability of products from fisheries is dependent on stock evolution, seasonal phenomena and climatic events. This high share of aquaculture products shall also be put in relation with the increasing share of salmon in consumer purchases.

For these reasons, the share of aquaculture products increased between 2010 and 2015 for almost two thirds of retailers (63%), while the ratio fishery / aquaculture remained stable for 37% of them. The share of products from fisheries did not increase for any LSR between 2010 and 2015.

The expected trends for 2015-2020 are quite similar, even if the increase of aquaculture may be less marked than for the 2010-2015 period: the ratio fishery/aquaculture is expected to grow for 59% of the LSR and to be stable for the remaining 41% of LSR between 2015 and 2020. None of the retailers expects an increase of the share of wild products.

Figure 11 - Evolution of the ratio fishery / aquaculture in 2010-2015 and expected trend for 2015-2020



Source: EUMOFA - Consumer study

2.3 Retailers' strategy

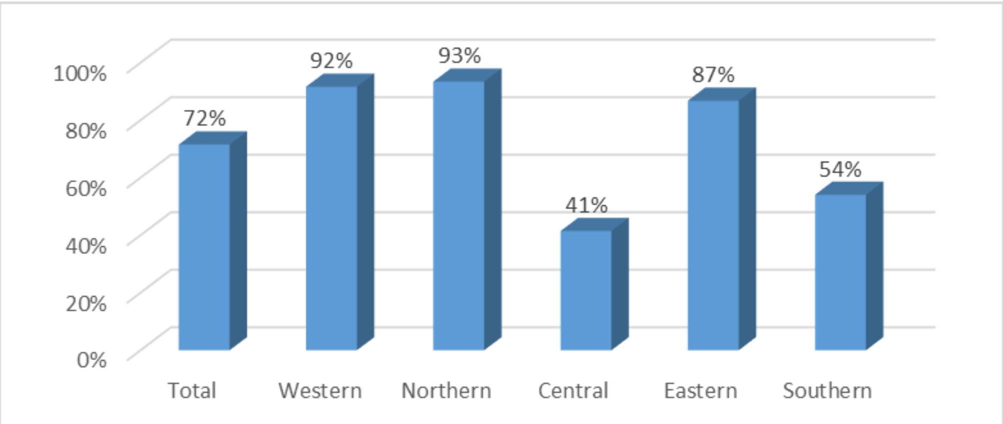
2.3.1 Fresh prepacked and fresh counters

At EU level, more than half (56%) of retail companies interviewed sell fresh fish in all their POS, 28% of companies in 50% to 99% of their POS and 16% in less than 50% of their POS. The lowest share of POS with fresh fish is 12% and is reached by a hard discount retailer from Southern EU.

Fresh fish is proposed in 72% of POS at EU level. The proportion of shops selling fresh fish is specifically high in Northern, Western and Eastern EU (between 87% and 93% of the POS), while the rate is lower in Central and Southern EU (respectively 41% and 54% of the POS).

The low share in Central and Southern areas is related to the strategy of some large retail companies which do not sell fresh fish in smaller POS (POS in city centers, gas stations…) or hard discount retailers.

Figure 12 - Share of POS with fresh fish (% of POS)



Source: EUMOFA - Consumer study

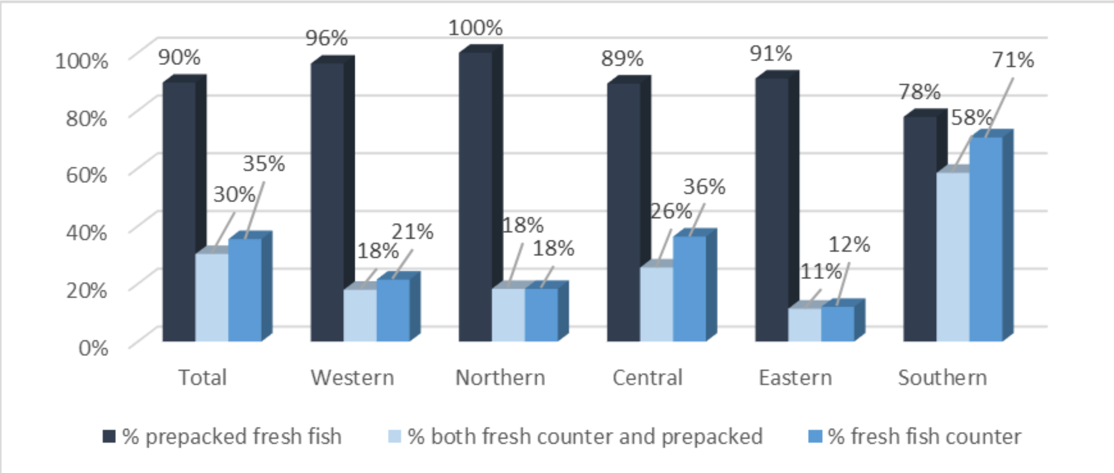
Among the POS selling fresh fish[5]:

- Nearly all propose prepacked fresh fish (90%),
- 35% propose loose fresh fish in fresh fish counters,
- 30% propose both prepacked and loose fish.

[5] The total is higher than 100% as one POS can propose both prepacked and loose fish.

Among the retailers selling fresh fish, the presence of a fresh fish counter is the highest in Southern EU, where it concerns 71% of POS and the lowest in Eastern EU (12%). In Southern EU six retail companies even propose loose fish in all their POS.

Figure 13 - Share of POS with prepacked fish, fresh fish counter and both systems (% of POS with fresh fish)



Source: EUMOFA - Consumer study

2.3.2 Range of products

Basic range

The range of fresh products varies between 15 in some retailers of landlocked countries to 300 (and sometimes even more) in hypermarkets of Southern MS.

In the landlocked countries (Central-Eastern), the range of fresh fish can include as many freshwater species as seawater species. As an example, a supermarket chain in Central EU offers on a regular basis, available almost all year long, 12 freshwater species (carp, rainbow trout, brook trout, tench, catfish, North African catfish, pike-perch, pike, grass carp, silver carp, Nile perch, tilapia) and 10 seawater species (seabass, seabream, tuna, mackerel, cod, halibut, flounder, salmon, oyster, shrimp).

Within the same large-scale retailer the number of products also varies according to the surface of the stores: the bigger the surface, the wider the range. For instance, one major retailer from Southern area offers 140 fresh fish references in hypermarkets, 100 in supermarkets.

The range of products may also be significantly wider in stores with fresh fish counters than in stores selling only prepacked fresh fish.

Top species

Salmon is the most present species almost everywhere. Few exceptions exist in some Southern countries where salmon can be ranked only 2nd, 3rd or 4th, i.e. after hake in Spain, sardine in Croatia, seabass and seabream in Italy and cod in Portugal. In some chains in Central-Eastern EU salmon may also leave the first rank to locally-produced freshwater species like carp in the Czech Republic or in Poland, or trout in Bulgaria.

Range differentiation according to location

Several elements can justify a range differentiation linked to location:

- *distance to the sea*

Coastal stores may propose a range of products wider than those inland, especially as regards wild-caught shellfish and finfish caught by small-scale coastal fisheries (this is mostly the case in Southern MS). This fact has to be linked to the per capita consumption which is significantly lower in inland areas.

In Northern countries, the kind of products offered can also vary within the same chain according to location. For instance in Finland, inland stores offer more fish from the lakes (freshwater fish) and coastal stores more marine fish.

- *socio-economic characteristics, in particular wealth of the consumers*

For instance the range is wider in the supermarkets of Warsaw than in the stores in small towns in South-Eastern Poland.

- *density of population*

Densely populated areas have access to stores which may have fresh fish counters with a range of products wider than those in more rural zones (this partly overlaps with the previous criterion).

- *experience and expertise of staff*

In the chains where the retailer's policy is to have a minimal range common to all stores and an additional range left to the discretion of the local fish counter manager, the range of products is wider in those supermarkets where the fish counter is managed by skilled staff.

- *regional consumption specificities*

Many supermarket chains are present in different regions of a country, which may have different fish consumption patterns. In this case the range of products is adapted according to the local specificities.

Range seasonality

Obviously the range of products follows the seasonality of fishing, mostly for pelagics (small pelagics, tuna) and for products which have a fishing season limited by administrative regulation (sardine in Portugal/Spain) or by producers' decision (Great Atlantic scallop in France).

Seasonal changes can also be linked to specific occasions creating extra consumption: Christmas, Easter, Valentine's Day, Carnival, Saint-John's Day. Christmas and Easter (Catholics traditionally eat fish on Good Friday), are the two occasions with clearly stronger consumption, often at higher prices, which affect all Member States. The other special days listed affect consumption only in a few MS. Valentine's Day is not a special day for fish but provides an opportunity to eat some food that is out of the ordinary, which benefits seafood.

In some of these specific occasions, supermarket may provide a special service to customers. For instance, supermarkets install extra stands in front of the store in the parking area. These stands are open a few days before Christmas to sell the most emblematic festive products (e.g. carp in the Czech Republic, oysters in France…).

Concerning prepacked fish, seasonal changes, mainly towards Christmas, can also be observed in the package, both in size (larger packs) and corporate branding. Specific logo can be used, e.g. in Ireland ("Dunnes stores make Christmas").

Price range

There is usually no rule concerning the price range: retailers generally do not set price categories for which they want to have a minimum number of items available every day.

Only a few exceptions have been noted, e.g. in Croatia where a retailer tries to have around 10 products in each of 7 price categories.

Table 3 - Price categories for one retailer in Croatia

Categories	Price range	Comment
Category 1	10-20 HRK/kg [i.e. 1,31-2,62 EUR]	(this category includes sardine, anchovy...),
Category 2	20-30 HRK/kg [2,62-3,93EUR],	/
Category 3	30-40 HRK/kg [3,93-5,25 EUR],	/
Category 4	40-50 HRK/kg [5,25-6,56 EUR],	/
Category 5	50-70 HRK/kg [6,56-9,18 EUR],	/
Category 6	70-100 HRK/kg [9,18-13,12 EUR],	/
Category 7	above 100 HRK/kg [13,12 EUR].	/

Source: EUMOFA - Consumer study

In some Western countries anyhow, retailers may have different price categories (possibly with different corresponding brands, when it comes to prepacked fish). In this case they operate three price ranges: entry level (lowest prices), core level (core prices) and the top range (high-priced/premium), but the number of items in each category is not fixed and can change depending on needs and conditions. The segmentation based on these price categories is not really part of a strategy. The strategy concerns more the adjustment of the number of items than the price of each of them. In some Southern UE countries we can observe a reduction of the number of fresh products during the week and an increase during the weekend, since it can be an economic disadvantage to sell too many fresh fish products with a low turnover. On the other hand, changes may occur in the definition of price, from “free price” (which can be defined differently by each single supermarket manager, according to the product and the competition) to “stable price” (the same price for the same product applies in all stores of the retailer). This “stable price” concept is mainly used for aquaculture products, such as seabream, seabass and salmon, since the price range for wild fish is less manageable, due to fluctuating availability.

In countries where discount retailers play an important role, supermarket chains keep an eye on price and operate as price matchers to the discount shops.

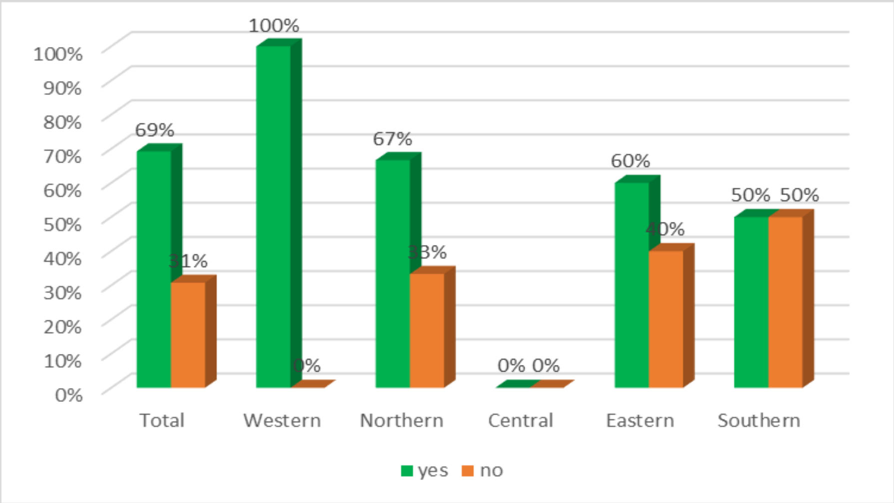
In a nutshell, there is usually no specific minimum rule as regards number of items and price categories, in particular in Southern EU countries. The main factor influencing the number of products and their price is their availability on the market, which can fluctuate a lot from one year to the other and according to the seasons.

2.3.3 Environment and quality

Impact of NGOs

Most of respondents (especially in Western EU) agreed to say that NGOs' campaigns could have an impact on their strategy. Several of them admitted that they follow NGOs' actions and publications and some of them are even sometimes involved in partnerships.

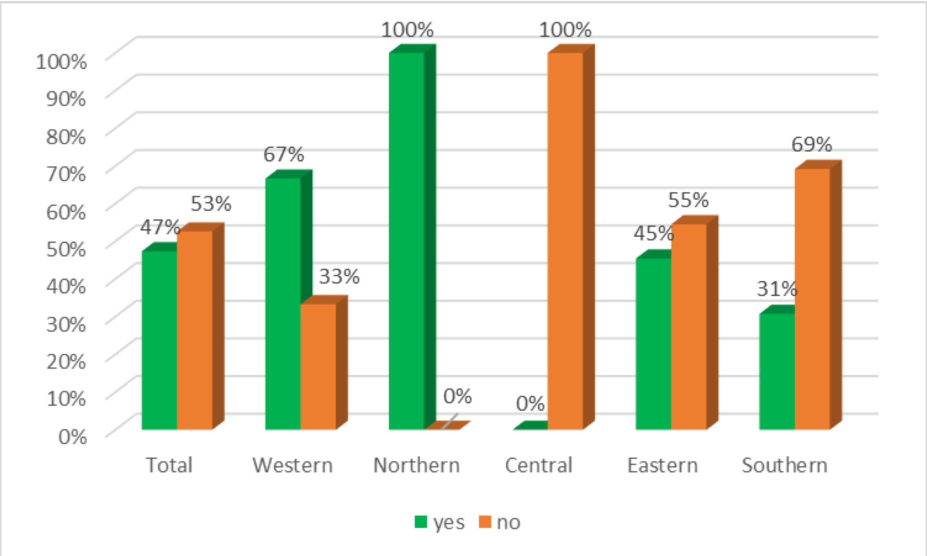
Figure 14 - Do NGOs campaigns have impact on retailer's strategies?



Source: EUMOFA - Consumer study

Overall, the majority of retailers do not work directly with NGOs (53%) but significant differences exist between regions in the EU. In Central EU, none of the respondents works with NGOs. A third (31%) of respondents in Southern EU declared working with NGOs, while almost half or the respondents (45%) in Eastern EU and two thirds (67%) of respondents in Western EU said doing so. In Northern EU, all respondents declared working with NGOs. These partnerships usually include definition of sustainable species and fishing gear lists. The main organisations mentioned as NGOs by retailers are WWF and MSC (which is not a NGO but is perceived as such) and, to a lesser extent, Greenpeace.

Figure 15 - Do retailers work with NGOs?

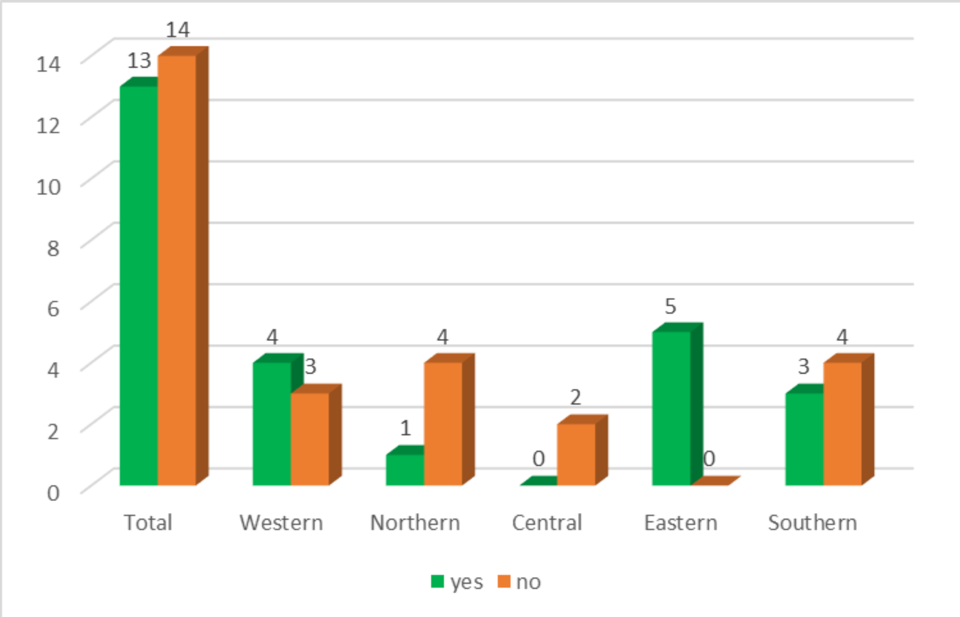


Source: EUMOFA - Consumer study

Delisting of products because of NGOs?

At EU level, almost half of interviewees (48%) declared they delisted species because of NGOs, the proportion being the highest in Eastern EU, where all respondents are concerned. This delisting concerned mainly "red listed" species such as some shark and tuna species as well as deep-sea species. The example of Bluefin tuna removed from the range of products because of the Greenpeace campaign is quoted by several interviewees.

Figure 16 - Delisting of products because of NGOs? (number of answers)



Source: EUMOFA - Consumer study

List of new products because of NGOs?

Most of respondents said there was no example of listing of new products due to NGOs' influence, at the exception of a few retailers mentioning the example of certified products introduced thanks to partnership with NGOs (e.g. ASC[6] shrimp).

Eco-labels

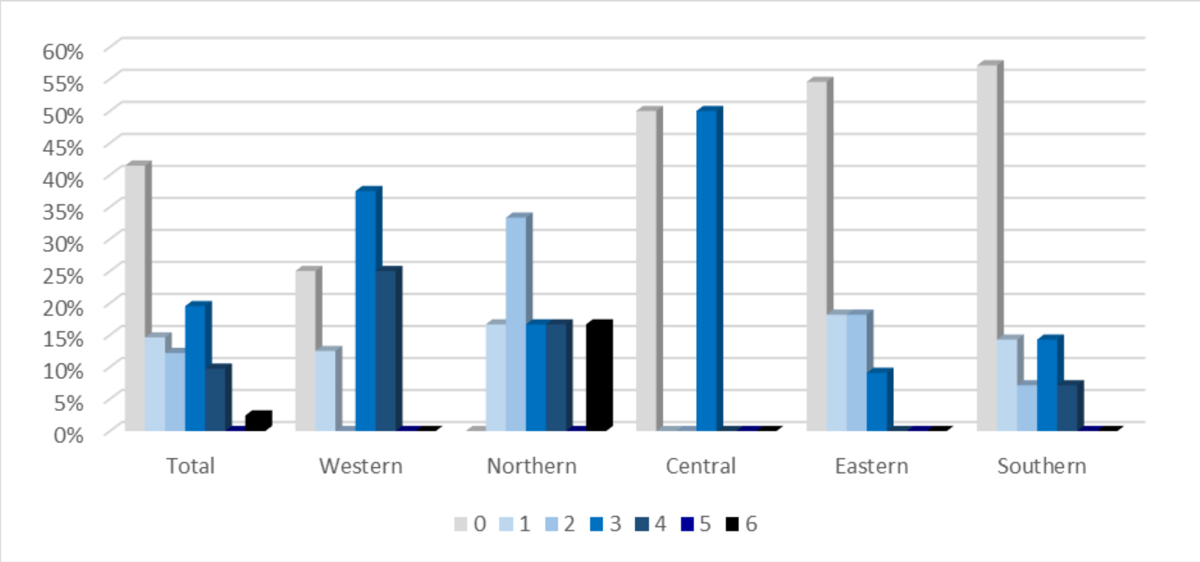
Which ones?

59% of retailers that answered this question (41 answers) indicated they propose eco-labelled products to their clients. ASC and MSC are the main eco-labels proposed by retailers. MSC has been mentioned by 46% of them and ASC by 29%. Dolphin safe (mainly for canned fish) and Organic are mentioned by 17% of respondents each. Organic may be underestimated because not considered by the respondent as a specific seafood ecolabel. Other ecolabels are mentioned once or twice: Friend of the Sea, Naturland, Krav, GloabalG.A.P., etc.

A retailer from Southern EU considered that labelling on sustainability was little developed in its Member State but that it should increase in the next 10 years.

[6] ASC is not a NGO but is perceived as such

Figure 17 - Number of ecolabels



Source: EUMOFA - Consumer study

Increase sales after eco-labels?

The majority of interviewees said that no significant sales increase has been observed after the introduction of eco-labelled products.

Some retailers said that duly certified eco-labelled products are sold without the eco-label logo, especially fresh fish which are sold loose. For instance, some MSC certified fish may be purchased by retailers even if this feature is not sought (due to availability of fish in the supply chain) and is not necessarily required by these retailers' clients. Thus, the eco-label logo may not be displayed for final consumer in order 1) not to add confusion for consumers with information not needed and 2) to avoid paying royalty fees to the eco-label management organisation. In that case, there is a general communication towards sustainable seafood products (online platform for example) but no direct information at the fish counter. As a result, the policy in terms of consumer information may vary a lot depending on retailers' strategies: from no additional information than that provided by the label on products to informative posters, traffic light rating system on sustainability of fish species, information about responsible supplying policy on the retailer's website, etc.

The example of a British retailer can be quoted: this supermarket chain took all eco-labels off the packaging in 2012, considering MSC as irrelevant, because not all species are being covered on the rating list (about 20%), which can cause confusion for the consumer. This retailer prefers to communicate on sustainability and educate consumers on online platforms.

All interviewees declared that they have not dedicated a specific area for products with eco-labels. The main reason is that there are not enough products with eco-labels yet to create a specific segment.

Quality schemes

Interviewees mentioned a large variety of quality labels, especially in Western, Northern and Southern EU. These schemes may be:

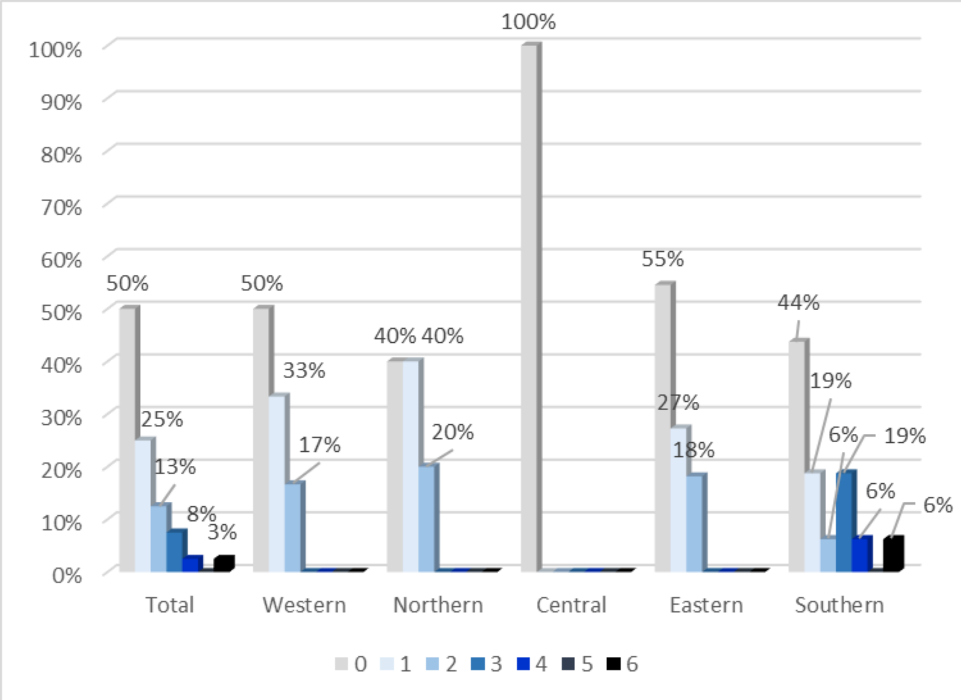
- public quality schemes for agricultural and food products: for instance protected geographical indication (PGI) "Huîtres Marennes Oléron" (oyster from France), protected designation of origin (PDO) "Mejillón de Galicia" (mussel from Spain) or "*Label Rouge*" (in France, notably for oyster, salmon and trout);
- private labels developed by the retailers, for instance Carrefour France implemented "*Filière Qualité Carrefour*" for fresh salmon farmed in Norway;

- other schemes to promote local origin: for instance "*Izvorno Hrvatsko*" (Originally Croatian) in Croatia.

These kinds of schemes may include a large variety of criteria: specific production method, specific regional production origin, etc.

Overall, retailers consider that quality labels have a positive impact on sales and that they are a good way to differentiate products and an effective promotion tool. This is likely to increase the customer trust and loyalty.

Figure 18 – Number of quality labels

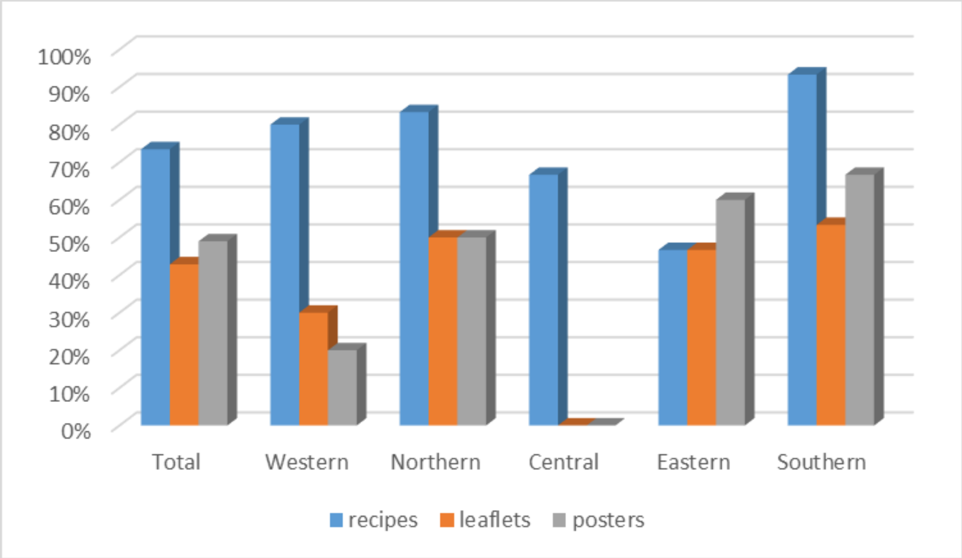


Source: EUMOFA - Consumer study

2.3.4 Information provided to consumers

The main media used to provide information to the consumer are recipes, leaflets and posters.

Figure 19 – Information provided to consumers (% of retailers)



Source: EUMOFA - Consumer study

Retailers often mentioned: online applications and online platforms providing information to customers on responsible sourcing, eco-labels, and how-to-cook video lessons. TV promotion campaigns, social media, and “cooking events” are also quoted as a way to inform, educate and attract customers. Information is mostly provided by retailers themselves and rarely by suppliers or promotional bodies.

Moreover, most of the interviewees declared that they regularly measure customer satisfaction through specific surveys and/or social media polls. Some retailers mentioned also the organisation of tasting panels.

2.3.5 Promotion

Most LSR carry out promotion actions on a regular basis: every week, every second week or every month. These actions are usually advertised in the customer magazines of the supermarket chains or in flyers.

These actions often concern 1 or 2 items. For instance, in the week 11th to 17th February 2016, an Austrian retailer had an action, advertised in its customer magazine, on fresh trout coming from an Austrian fish farm at 8,99 EUR/kg (instead of 9,99).

In countries where the per capita consumption is high, the number of products concerned by weekly actions can be much bigger. For instance in Portugal, in the week 19-25 April 2016, the promotion made by a retailer concerns more than 10 items:

- a 35% discount on 5 fresh fish species (pouting, chub mackerel, blue whiting, conger, skate),
- a 30% discount on dry salted cod “black wing” (large),
- a 30% discount on 4 species of frozen whole fish: hake (medium-size), hake of the genus *Urophycis* (large), Chilean hake n°5, cusk-eel (large),
- a 50% discount on frozen squid,
- a 30% discount on all frozen shellfish products by one brand,
- a 50% discount on one canned fish item: tuna in brine by one brand.

Some promotion actions, sometimes including testings, are organized in collaboration with national promotion bodies (e.g. Norwegian Seafood Council or Irish Sea Fisheries Board).

Only few LSR claim they are not doing any promotion, usually under the pretext that they have a low price strategy all year round.

2.3.6 Tools to implement the strategy

Several tools are used by LSR to implement their strategy.

Relations with producers/traders - The most common tool is the contact with producers and traders, which allows to get updates on market trends, innovation and even competitors' requirements.

Surveys - Almost three quarters (70%) of the retailers use surveys. These surveys may have been carried out by specialised companies or led by retailers themselves: studies on the point of sale, focus groups …

Panels - Almost two thirds of LSR (64%) indicated that they used panels (IRI, Kantar…) in order to analyse market trends. We shall mention that each LSR already has its own system to analyse its sales.

Fairs/expositions - A large share of LSR attends fairs, expositions or seminars, which allow being informed on market trends and developing network with potential suppliers.

Specific IT systems - More than half of LSR (59%) use a specific IT system. These systems are mainly related to the analysis of data from sales or loyalty cards.

Trade press - More than half of retailers (55%) use trade press to get information on market trends and innovation.

Contacts with NGOs - Half of LSR have contacts with NGOs to implement their strategy, in relation with the recommendations given by NGOs on species proposed to consumers which can be eaten responsibly (in function of the stocks, the fishing practices, the gears…) and/or to implement specific labelling schemes related to sustainability.

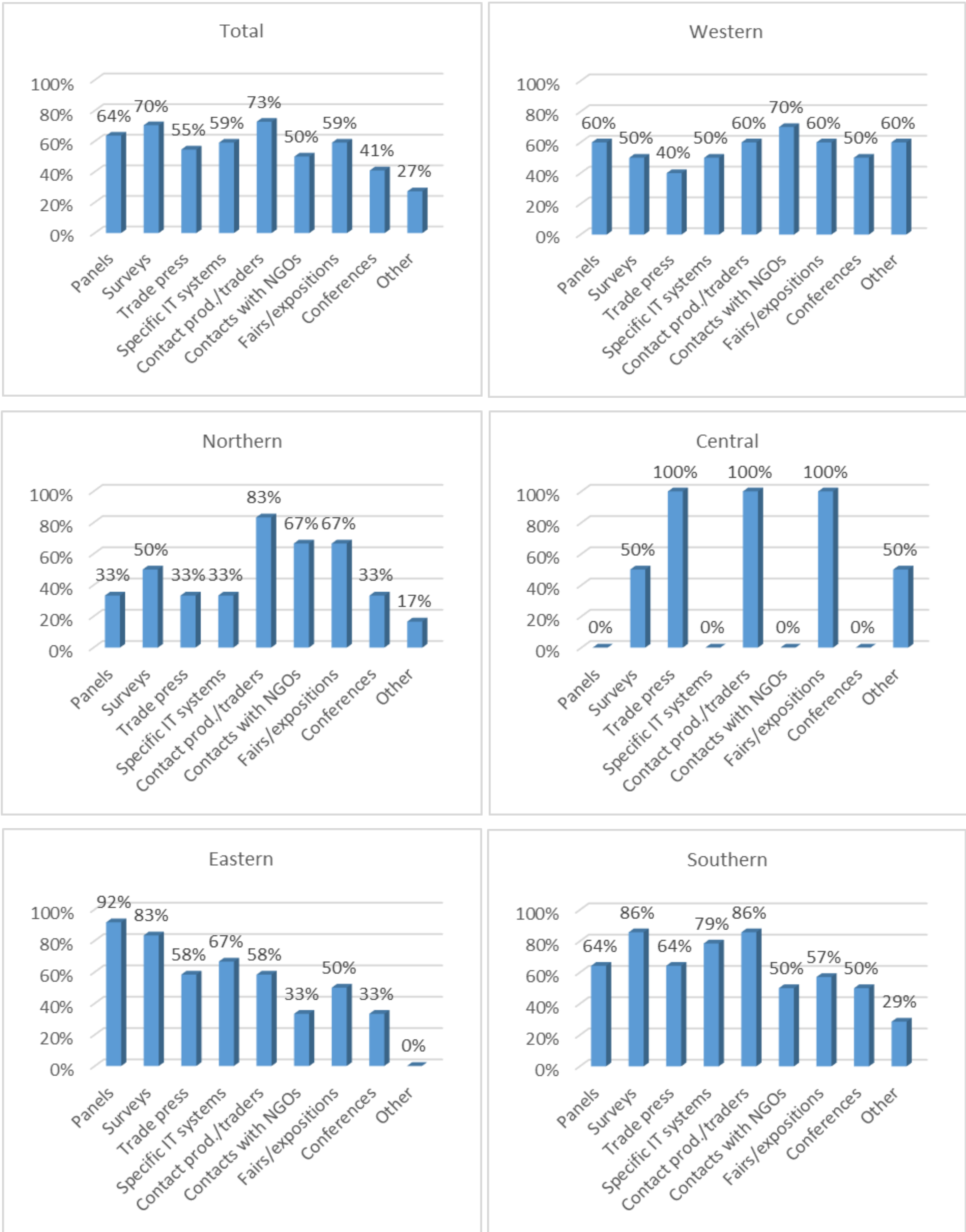
Conferences - Nearly half of LSR (41%) attend conferences in order to get information on markets, innovation or biological issues.

Others - Among the other sources of information, we can mention contacts with scientists, contacts with consumers for POS managers, feedback from sales staff in fish counters, benchmarks and field trips.

The situation in **Western EU** is quite similar to the situation observed at EU level (even if we can note a larger share of LSR in contact with NGOs and a lower use of studies) and in **Southern EU** (each tool mentioned is largely used: between 50% and 86% of retailers using each tool). In **Northern EU**, the main tool is the contact with producers/traders, NGOs and fairs/exhibitions. Other tools are used by 50% of LSR at maximum. In the **Eastern area**, the main tools are panels, surveys and specific IT systems. In **Central EU**, some tools are not used at all by LSR (2 retailers answered this question): panels, IT systems, contact with NGOs and conferences.

The figures in the following page display the share of LSR using each tool in the different sub-regions.

Figure 20 - Tools used by retailers to implement their strategy (% of the number of LSR)



Source: EUMOFA - Consumer study

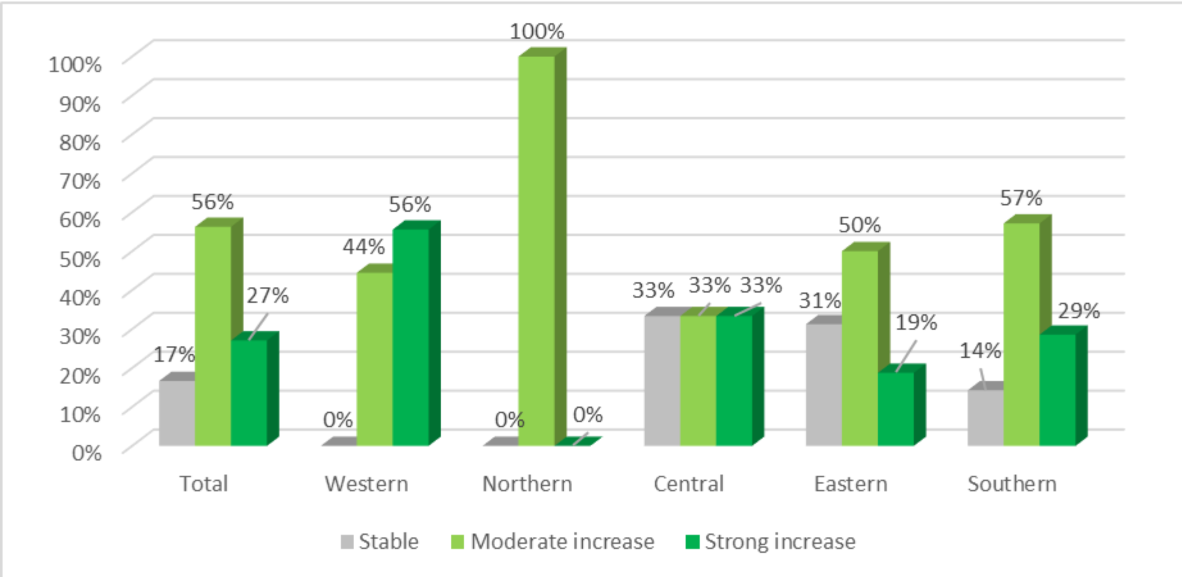
2.4 Market dynamics

2.4.1 Evolution between 2010 and 2015

Over the period 2010-2015, the market development of fishery and aquaculture products has been positive: the market share (compared to total food sales) increased or remained stable for all LSR.

- **Market share stable:** this concerns 17% of LSR, notably in Central and Eastern EU, and to a lesser extent in Southern EU.
- **Moderate increase** (less than 20% in the period 2010-2014, or less than 5% a year on average) for 56% of the LSR, this concerns all Northern LSR and 33% to 57% of LSR in other areas.
- **Strong increase** (more than 20% in the period 2010-2014, or more than 5% a year on average) for 27% of LSR, mainly in Western EU and to a lesser extent in Central, Southern and Easter EU. This situation does not concern any of the LSR in Northern EU.

Figure 21 - Evolution of FAP sales in the total food sales between 2010 and 2015 (% of retailers)



Source: EUMOFA - Consumer study

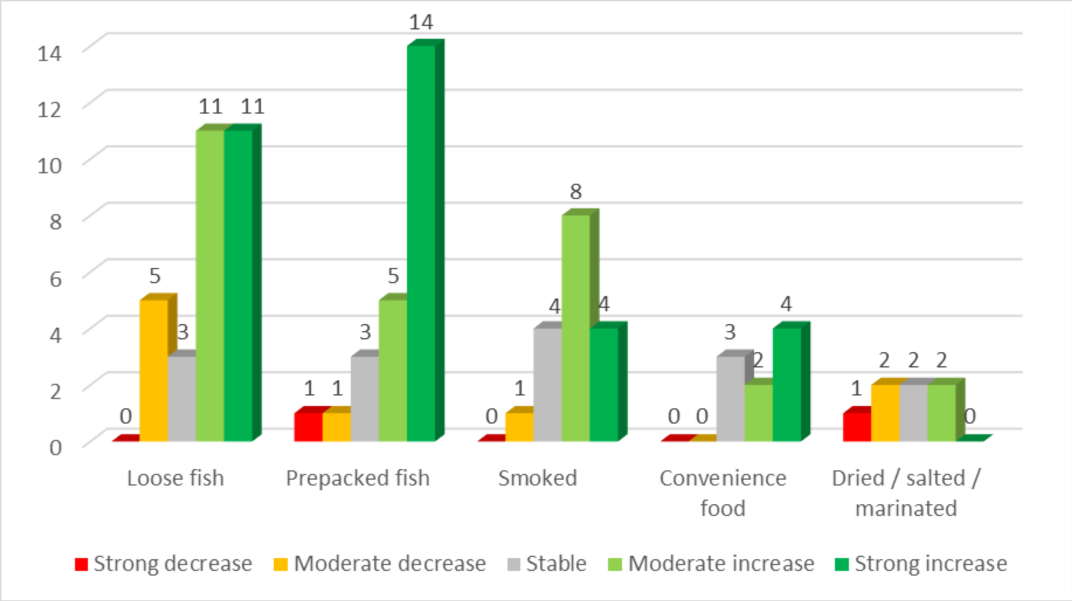
LSR were also asked to indicate the market evolution for the main segments in their offer. The answers are not expressed in percentage but in absolute value as the number of answers reflects the importance of the segment (loose fish and prepacked fish more important than dried/salted/marinated).

The main segments are loose and prepacked fish. The market developments are positive for both segments in most cases. The trends for prepacked fish are particularly positive with 14 LSR indicating a strong increase and only 2 LSR mentioning a decrease. Indeed, this segment matches with consumer expectations for fresh fish and for convenience.

Smoked fish also shows a positive trend, with moderate increase for almost half of the LSR which answered this question.

Convenience food (traiteur, ready-to-cook) is mentioned by 8 LSR only (interviews mainly targeted buyers in charge of fresh fish). Trends are also positive as half of the LSR indicated a strong increase. Dried, salted and marinated products have been mentioned by 7 LSR. These are traditional products in several areas and show a less positive trend, which even decreased for 3 LSR.

Figure 22 - Market evolution by segment between 2010 and 2015 (number of answers)



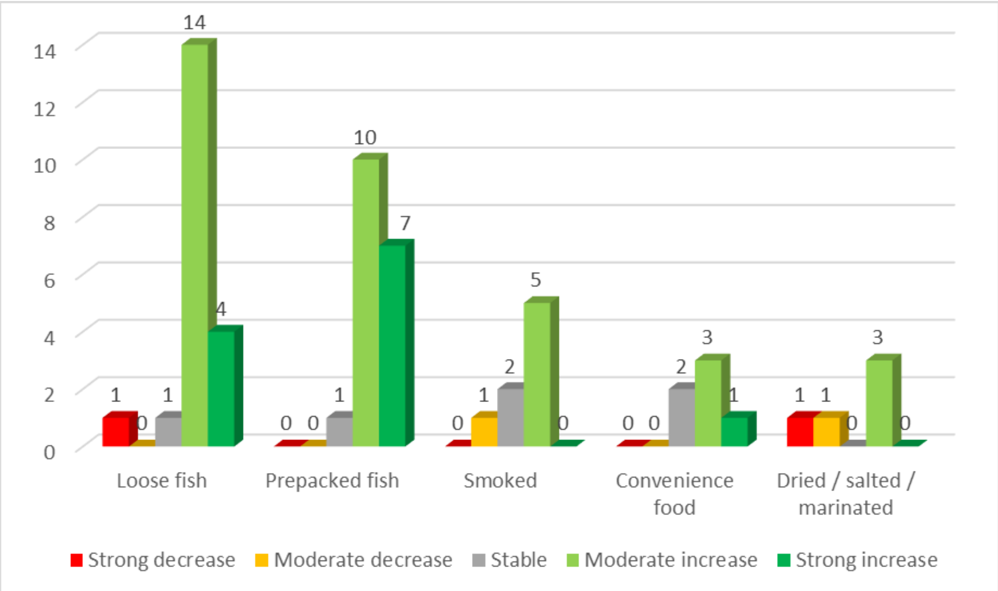
Source: EUMOFA - Consumer study

2.4.2 Perspective

The trends expected for 2015-2020 are quite similar to the trends observed over the 2010-2015 period. However, the increase is expected to be more “moderate” than “strong” in several areas. In a general manner:

- Loose fresh fish, prepacked fresh fish, smoked fish and convenience fish are expected to grow.
- The situation of dried/salted/marinated products is more balanced: 3 retailers expect an increase while 2 retailers expect a decrease.

Figure 23 – Expected market evolution by segment for the 2015-2020 period (number of answers)



Source: EUMOFA - Consumer study

2.4.3 Main factors driving or limiting FAP purchase

Retailers were asked to mention the factors which drive or limit the seafood purchase.

Availability (continuity of the supply)

As previously indicated, availability of fish is a major issue for retailers. 80% to 100% of the LSR mentioned this issue in almost all areas, with the exception of Eastern EU where supply is predominantly based on aquaculture (price remains a major factor in this area). Other areas where aquaculture plays an important role mentioned "availability" as a major issue (for instance Central EU).

For LSR, availability (regularity of the supply, importance of available volumes) remains the largest weakness of fishery products compared to aquaculture products, even if the image of wild caught products is better than that of farmed ones.

Price and price-quality ratio

Price and price-quality ratio remain important factors for consumption.

According to the interviewees, fishery and aquaculture products have an image of expensive products for many consumers, even if affordable fish products are available in most assortments. Thus, promotion on price plays an important role to attract new consumers.

Price-quality ratio is an important factor in the way that many consumers are willing to pay for fish if the quality is high (in terms of freshness and convenience).

Presentation (fresh, frozen, processed) and retail method (loose, prepacked)

These are important factors for the purchase of fish, as each of the presentations or retail methods constitutes a specific segment with specific market trends. As previously mentioned, fresh and convenience products show positive market trends while frozen fish faces more difficulties. Loose and prepacked fresh fish both show increase in sales (notably prepacked).

The fresh fish counter is an asset for POS to attract consumers. However, this implies important costs (space, logistics, staff) that not all POS can stand.

Level of information

A large share of LSR (50%) indicated that information was important to increase fishery and aquaculture products consumption (notably in Northern, Southern and Western areas). However, this should be balanced in function of the type of information provided. Indeed, several types of information may be displayed to consumers (some of them are compulsory):

- How to select a fish: species, assessment of freshness,
- How to use fish: preparation, cooking…
- Assets of fish: health…
- Production method: aquaculture / fishery, gears, fishing area
- Sustainability: eco-label, fishing method…
- Origin: local, specific scheme related to origin

- ….

There is consensus that there is a lack of knowledge of fishery and aquaculture products for most consumers (species, cooking…) and that more information could help to increase consumption. However, all information has not necessarily an impact on consumer. For instance, a retailer in the Southern area mentioned that, at retail stage, information shall help to sell products and should not introduce confusion. According to him, all information on fishing method, gear and fishing area are not specifically understood by the consumer and do not help to improve sales. Another retailer mentioned that information should be "clear and repetitive".

Geographical origin of products (local, national, EU, non EU)

According to LSR, the geographical origin is an important factor in Southern and Western EU but has less impact in other areas. However, these LSR also mention that origin is not a driving criterion for fish purchase. It is better when LSR can highlight a local/national origin but a EU or non-EU origin does not limit the purchase.

Production method (fishery/aquaculture)

The indication of the production mode is mentioned as important by only 29% of LSR, mainly in Southern EU (53% of LSR – a maximum 33% in all other areas).

LSR indicate that fishery products have a better image than aquaculture products. However, this does not limit the purchase. This is illustrated by the large market share of farmed salmon.

Range

This factor is only mentioned by 31% of LSR as important, notably in Southern EU where per capita consumption is higher and the number of species consumed also significantly greater.

One retailer indicated that the challenge was not to propose a "large range", but a "good range", i.e. a range adapted to consumer needs. Another retailer in Western EU indicated that the range was modified in function of the hour of the day in smaller shops where there was no space to propose a large range all day long: specific products are proposed after 5 pm when active people go out of their work and purchase food for the dinner. In this case, products must be convenient and easy to prepare.

Specific labelling or branding (eco-label, quality scheme, retailer labelling…)

Labelling and branding are mentioned by only 23% of LSR as a factor which may drive sales. This factor is particularly important in Northern and Southern areas (for respectively 50% and 33% of LSR).

Eco-labelling showed an important increase in the last decade. It is an expectation for some consumers but LSR indicate that it has low impact on sales. However, sustainability is likely to remain a major issue for fishery and aquaculture products.

Branding remains limited in the sector and is not a driving force. In some areas, quality schemes (PGI, Label Rouge) play a role by providing segmentation and advertising in the shelves.

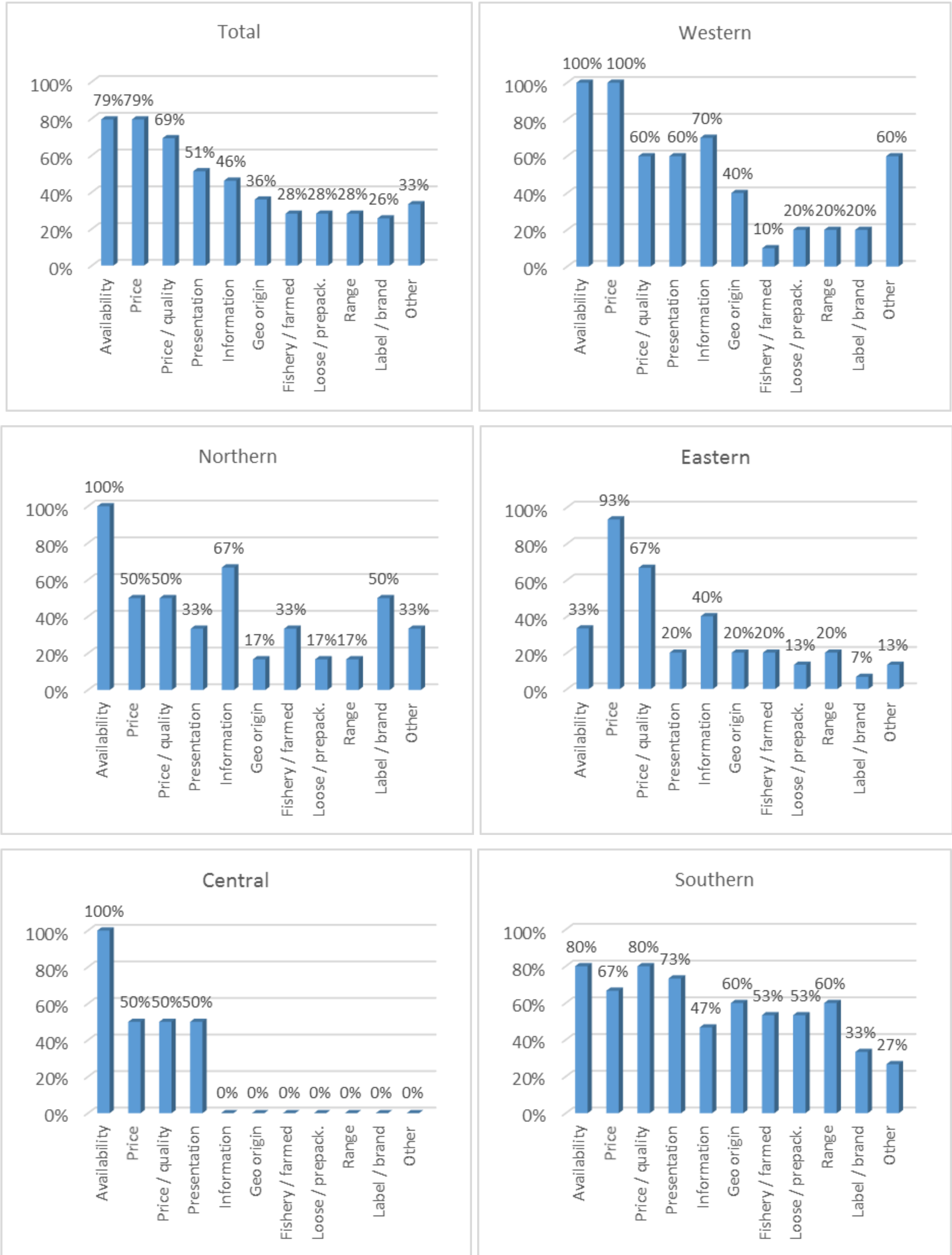
Other factors

Some other factors have been highlighted by LSR:

- Consumer behaviour regarding fishery and aquaculture products: several LSR highlighted the impact of some properties of fish (bones, smell…) on consumer behaviour. A major point for fishery and aquaculture products consumption is the acceptance of these features by consumers.
- Innovation: some retailers mentioned there was a low level of innovation in fishery and aquaculture products. More innovation in the sector may drive consumption, especially as regards increasing of shelf life and offering products adapted to all lifestyles.
- Convenience/ready-to-eat: as previously mentioned, the increase of convenience products for consumers is a key driver for fishery and aquaculture products consumption in all European areas.
- Health: according to some LSR, capitalizing more on health value of fish will be a driver for consumption in the future.
- Image crisis: the impact of crisis can be high is the food sector, this factor is difficult to anticipate and may be linked, for instance, to a sanitary crisis or a TV report.
- Competition with meat: according to some retailers, fishery and aquaculture products consumption may benefit from meat consumption decrease, due to environmental concerns linked to animal breeding for instance.
- Evolution of traditional consumption: the “fish on Friday” is still a strong consumption pattern in several areas for some consumer profiles. The consumption of fishery and aquaculture products all week-long is a challenge to increase their consumption.
- Young consumers: for some retailers, the development of the consumption for youngest population is a key challenge in the long term.
- Professionalism of fish sellers: several retailers indicated this factor had an impact on sales. This takes into account sales skills, knowledge of the species, technical skills (filleting, scaling…), capacity to advice for cooking… Some retailers implement specific training schemes for their staff.
- On-line/drive: some retailers mentioned that fishery and aquaculture products had a limited share in the new retail methods such as drive and on-line shopping. This could increase in the future.

The figures on the following page display the rate of answers for each factor by sub-region.

Figure 24 - Factors driving or limiting seafood purchases by customers (% of retailers)



Source: EUMOFA - Consumer study

2.5 Independent fishmongers

Fishmongers have been approached through their national associations, where such organisations exist. Representatives of national fishmongers' associations have been interviewed in 9 Member States in order to analyse the features of the specialist retailing sector. These organisations have limited statistical data on the activity of fishmongers' shops but provided estimates on trends and qualitative information. The present section presents the results of these interviews.

The number of shops is very important in Spain, France and Italy (respectively 7.200, 3.000 and 2.000), countries where the rate of fish counters is also high.

The number of fish shops is lower in the other Member States covered by the interviews.

General trends

The trend is considered as positive in two Member States: Denmark, where the number of fish shops is expected to grow in the future, and Italy, where the national organisation expects growth in the market for the 2015-2020 period.

In the other Member States surveyed, the trends show stability or decrease. The sales of individual shops may increase but the number of shops is likely to decrease, due to strong competition with large scale retail. Furthermore, even if shops may be profitable, there is a lack of generational renewal in some areas. In France, for instance, the number of shop is expected to be maintained in coastal areas, in outdoor markets and in largest shops in continental areas. The expected trends are less positive for the other profiles of shops.

The development of ready-to-eat products is mentioned in several Member States. This development matches the evolution of consumption patterns for convenient products and out-of-home consumption.

Table 4 - Main features and trends for fishmonger shops by Member State

	Number of shops	Trends sales	Context
AT	15 (located in Vienna)	Decrease	Almost all shops developed ready-to-eat activity Important concern on the renewal of generations for all shops Potential diversification towards catering
DE	400	Decrease	Counters in LSR compensate the decrease of independent fishmongers
DK	120	Moderate increase	Strong increase: ready-to-eat Moderate increase: loose fish, prepacked fish
ES	7.200	Moderate decrease	Processed products increase Fresh products decreases
FR	3.000	Moderate decrease	Due to the decrease of number of POS More positive trends for outdoor markets, less capital needed to settle
IT	2.000	Increase	FAP consumption increases in Italy. Strong increase expected for loose fish, moderate increase expected for prepacked fish (more recent on the market).
NL	870	Stable / moderate increase	Strong increase for traiteur/ready-to-cook/ready-to-eat products Moderate to strong increase for loose fresh fish (larger increase for fishmongers who provide knowledge on fish to their clients).
SE	90 (members of the association)	Stable	Strong increase for ready-to-cook products Strong decrease for less prepared products
UK	Not available	Not available	Salmon sales increase Cod and haddock are stable

Source: EUMOFA - Consumer study

Supply and range

Fishmongers mainly purchase their products from wholesalers, to a more limited extent from fishermen and in auctions (in coastal areas) and from fish farmers for specific products (salmon and shellfish).

Based on estimates of national associations, the supply remained mainly based on fishery products. However, the share of aquaculture products is, as for LSR supply, increasing.

Salmon, cod and hake are among the main species retailed in each Member State. It has to be stressed that salmon does not rank first as in LSR. Other species are proposed based on consumption patterns in each area. The range of products proposed is larger in Southern EU (Spain, France) compared to other areas.

Consumers purchasing in independent shops are looking for large range, freshness, advice but also seek products that are easy to prepare. This is why the share of fillets/prepared products is increasing while the share of whole fresh fish is decreasing.

Table 5 - Main features of supply for fishmongers

	Supplier	Fishery / aquaculture	Main species
AT	Wholesalers importers	Not available	Cod, salmon, pike-perch (fillet), wels catfish fillet, Arctic char
DE	Wholesale markets (80%) Fish farmers (20%)	70% aquaculture / 30% fishery Aquaculture growing	Not available
DK	Wholesalers (80%) Fish farmers (20%)	25% is salmon (mainly aquaculture from Norway)	Salmon, cod, plaice, tuna
FR	Fishermen Wholesalers Fish farmers	50% fishery / 50 % aquaculture (shellfish and salmon from aquaculture)	Cod (fillet), salmon, large range of species
ES	Wholesalers (80%) Auctions (20%)	70% fishery 30% aquaculture	Hake, salmon, anchovy, cod, sea bream
IT	Auctions: mainly for coastal areas Wholesale market: mainly in cities	65%-60% from fisheries 35%-40% from aquaculture.	Sole, salmon, Common smooth-hound, European seabass and gilthead seabream account for 30-35% of the total sales
NL	Mainly auction and wholesale markets	Not available	Salmon, kibbeling (fried/coated fish pieces of cod, pangasius, haddock, hake and other ground fish), lekkerbeck (fried/coated fish fillets of ground fish and pangasius), herring and tuna
SE	Mainly auctions	Mainly fishery	Cod, saithe, haddock, plaice and herring
UK	Wholesalers Fishermen Fish farmers Processors Importers	Mainly fishery Aquaculture for salmon, seabass and mussels	Salmon, haddock, cod, sea bass, sea bream

Source: EUMOFA - Consumer study

Key factors for the development of fishmongers

Based on the interviews, the key issues for fishmongers are price but also range, quality and advice, which constitute the added value of independent fishmongers compared to large-scale retailers. Fishmongers are exposed to general trends in the food and fishery and aquaculture products consumption:

- increasing of prepared products (fillets, ready-to-eat), compared to raw food (whole fish),
- concentration of the consumption on a limited number of species,
- impact of media on consumption,
- availability of fish (in order to propose stable references with stable prices).

Issues related to sustainability are also present for fishmongers: some national associations are in relation with environmental NGOs and some fish shops propose eco-labelled products (MSC, organic).

Several associations mentioned specific issues related to the small size of businesses: bureaucracy and access to investments as limits for their development. In France, many cities support the setting-up of fishmonger shops to maintain independent retail in city centers; however, the investment needed for setting-up limits the attractiveness of the business (this is why outdoor markets show a more positive trend with less investments needed).

Table 6 - Key factors for the development of fishmongers

AT	DE	DK	ES	FR	IT	NL	SE	UK
• Prices • Skilled staff • Bureaucracy • Ready-to-eat products • Traditional consumption decreases (carp at Christmas) • Impact of media • Generational renewal • Diversification on foodservice	• Freshness • Price • Environmental aspects (for some consumers) • Development of modified atmosphere packaging	• Access to investments • Bureaucracy • Convenience products • Range • Availability • Presentation	• Range • Presentation • Ready-to-eat products • Consumption habits of young people • Consumer preference for national products • Future development of on-line sales	• Advice • Range • Freshness • Price and price-quality ratio • Proximity • Preparation • Geographical origin • Sustainability • Access to investment to settle	• Availability • Geographical origin • Level of information • Quality • Price/quality ratio • Range • Retail method (loose fish) • Labelling	• Competition with LSR • Availability • Prices (compared to other food products) • Convenience • Advice and knowledge on fish • Diversification on foodservice • Health concerns	• More prepared products • Availability • Quality • Promotion led by large supermarkets • Labelling and information on fish: origin, sustainability…	• Presentation • Price • Price- quality ratio • Advice

Source: EUMOFA - Consumer study

3 Findings in a nutshell

The key points of the analyses carried out are detailed below.

- Most retail companies have centralised or mixed (centralised/decentralised) purchase organisation. In case of mixed supply, the share of decentralised supply may be limited to a low percentage.
- Large-scale retailers purchase their products among a large range of suppliers, the most common being processors and fish farmers. Some retailers also purchase fish from wholesalers, fishermen and in auctions.
- Almost half of the surveyed LSR (46%) purchase more products from aquaculture than from capture fishery. The share of aquaculture is expected to grow further in the next five years. This is due to the large share of salmon in the total consumption of fishery and aquaculture products and to the strength of aquaculture compared to wild caught products in terms of availability.
- Most points of sale propose fresh fish (72%), notably prepacked fish. Fresh fish counters are more developed in Southern EU countries.
- The range of fresh fish species varies from 15 in some retailers of landlocked countries to 300 (and even more) in hypermarkets of Southern Member States. Salmon is the first species for almost all LSR but the range may vary in the shops, in relation to several factors (distance to sea, density of population, experience and expertise of local staff, regional consumption specificities).
- Most LSR (69%) indicated that NGOs' campaigns had an impact on their activity and 47% of LSR work with NGOs, in particular in Northern and Western EU countries. Almost half of retailers (48%) indicated they have already delisted products because of NGOs' advice or campaigns (in particular in Eastern EU countries).
- Ecolabels met a large development in the last decade, notably in Northern and Western EU. However, based on LSR interviews, this had a low impact on sales. Sustainability will be a key issue for the future development of fishery and aquaculture products.
- Almost half of retailers use quality schemes: public schemes (PDO, PGI, Label Rouge…) or private local schemes concerning local supply chains or traceability. Such schemes are mainly developed in Southern EU countries.
- Almost all retailers provide information to their customers: recipes, leaflets, posters. They also implement on-line platforms and TV campaigns.
- Most LSR carry out promotion actions on a regular basis: every week, every second week or every month. These actions are usually advertised in the customer magazines of the supermarket chains or in flyers.
- Several tools are used by LSR to develop and implement their strategy; most of them get information through contacts with their suppliers, surveys or panels. They also use specific IT systems, fairs and exhibitions and trade press.
- Market dynamics for fishery and aquaculture products are positive:
    - Stable market share for 17% of the LSR,

  - Moderate increase for 56% of the LSR,
  - Strong increase for 27% of the LSR.
- The strongest increase recorded concerns prepacked fresh fish, which matches consumer expectations for freshness and convenience. Loose fish, smoked fish and convenience products (ready-to-cook) also show positive trends.
- From a general point of view, the two main trends highlighted by LSR are freshness and convenience.
- Large-scale retailers expect further growth for sales of fishery and aquaculture products in the next 5 years. The main factors influencing the sales are:
  - Availability: LSR face difficulties to propose a stable range of products with stable prices, due to fragmentation of the supply for fishery, seasonality of catches, climatic events and quotas. This is why the share of aquaculture is growing.
  - Price of products and price-quality ratio: fishery and aquaculture products' sales will continue growing if the products remain affordable and the quality remains high in terms of freshness and convenience.
  - Presentation and retail method have a great importance, each of them is a specific segment with its own dynamic.
  - There is a need of information for consumer. However, LSR indicate that any information is not likely to lead to consumption increase. Information shall be clear and targeted. The main elements to highlight are the ways to use/cook fish, sustainability and production method/origin.
  - Origin may play a role in the consumption (for local fish or for very specific origins with notoriety), but this factor remains limited compared to the other factors mentioned above. The method fishery/aquaculture has also limited impact on sales.
  - The range may have impact, depending on the area and the retailer strategy. The most important is not to have a large range but to have a range adapted to consumer needs.
  - Labelling and branding have limited impact on sales at EU level. However, eco-labelling should experience further development in the coming years and quality schemes (public or private) should improve and increase segmentation in the offer.
  - Other factors are mentioned: innovation, health, competition with meat, evolution of habits (consumption of young people, traditional consumption), potential image crisis, professionalism of the staff, new retail methods (on-line, drive).
- At the same time, independent fishmongers face difficulties due to competition with LSR and difficult access to investment which limit the generational renewal. However, this sector holds up in some areas, proposing a large range of fresh products and developing diversification towards ready-to-eat products.

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