

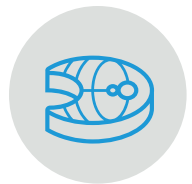
What's Hooking Consumers on Seafood?

HEALTH IS ONE LARGE PURCHASING DRIVER.

What's influencing consumers' purchasing decisions when it comes to seafood? *Progressive Grocer*, along with sister company EQ Research Solutions, interviewed 500 consumers who have household responsibility for grocery shopping to find out the reasons behind the buy for seafood. The desire to eat more healthfully ranked high for all age groups, and younger consumers were more interested in pre-seasoned fresh products than their older counterparts. Survey respondents were sourced via **ProdegeMR**, reinventing the market research process by taking a respondent-first approach. Visit www.prodegemr.com for more information.



83%
of respondents surveyed eat seafood, with Baby Boomers trending higher, at 89%.



89%
rate freshness as very or somewhat important as a deciding factor in purchasing seafood, while 86% indicate that variety/selection is very or somewhat important.

Rate the appeal of each of the following types of seafood offerings that might be offered in a supermarket:

	Total	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Mature/Silent/Gen I
Sushi						
Very or Somewhat Appealing	42.8%	50.0%	54.7%	44.5%	35.0%	0.0%
Fresh seafood in the seafood department that is pre-marinated, pre-seasoned, crusted, etc., but still needs to be cooked						
Very or Somewhat Appealing	65.7%	74.1%	74.7%	70.8%	54.7%	36.4%
Fresh seafood in the seafood department without any marinade, seasoning, crust, etc., that still needs to be cooked						
Very or Somewhat Appealing	75.4%	74.1%	72.0%	75.9%	79.6%	45.5%
Frozen seafood that is pre-marinated, pre-seasoned, crusted, etc.						
Very or Somewhat Appealing	51.7%	46.3%	56.0%	59.1%	46.0%	27.3%
Frozen seafood without any marinade, seasonings, crust, etc.						
Very or Somewhat Appealing	60.1%	64.8%	65.3%	59.1%	58.4%	36.4%
Shelf-stable seafood in a pouch or can (e.g., tuna, salmon, etc.)						
Very or Somewhat Appealing	48.6%	44.4%	50.7%	48.9%	49.6%	36.4%
Prepared seafood options in the deli/prepared food section (glazed salmon, crab cakes, etc.)						
Very or Somewhat Appealing	51.7%	57.4%	52.0%	61.3%	41.6%	27.3%
Seafood-based soups						
Very or Somewhat Appealing	40.8%	37.0%	49.3%	38.0%	41.6%	27.3%

Base: Respondents who eat seafood (414)

To what degree are each of the following factors influential in why you consume seafood?

	Total	Younger Millennials	Older Millennials	Gen X	Baby Boomers	Mature/Silent/Gen I
Dietary recommendations from organizations such as USDA, American Heart Association, etc.						
Very or Somewhat Influential	44.2%	42.6%	36.0%	46.7%	47.4%	36.4%
Desire to consume more protein						
Very or Somewhat Influential	62.3%	68.5%	68.0%	67.2%	51.8%	63.6%
Desire to consume more omega-3 fatty acids						
Very or Somewhat Influential	65.0%	53.7%	62.7%	67.2%	67.9%	72.7%
General desire to make healthier dietary choices						
Very or Somewhat Influential	72.0%	63.0%	66.7%	75.9%	75.9%	54.5%
Desire to add more variety to diet						
Very or Somewhat Influential	79.7%	74.1%	76.0%	81.0%	82.5%	81.8%
Desire to cut back on meat consumption						
Very or Somewhat Influential	42.0%	27.8%	46.7%	40.1%	47.4%	36.4%

Base: Respondents who eat seafood (414)

The majority (54%) of consumers who eat seafood report no change in how often they do so. Among the age groups, younger consumers show increased consumption in larger numbers; 46% of younger Millennials indicate that they are eating seafood more often versus a year ago, as well as 40% of older Millennials.