

Snackification and innovation transform global seafood market

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The Norwegian Seafood Council (NSC) research has shown that 3 out of 4 seafood consumers are influenced in their choice of retailer by a wide variety of seafood options. This preference for choice, along with an interest in healthy proteins and convenient eating, is leading to more innovation and "snackification" in the seafood industry.

With the emergence of new digital channels, retailers and out-of-home (OOH) businesses have more opportunities to meet the changing needs of consumers. This presents a significant potential for increasing the consumption of healthy and sustainably sourced seafood.

Furthermore, the reputation of protein as a macronutrient that provides longer-lasting fullness and additional health benefits has led to a greater demand for protein-rich foods. Euromonitor has linked this to health concerns, creating an opportunity for snacks and foods that highlight protein's role in boosting energy levels, aiding weight loss, promoting muscle repair, and inducing satiety.

Thankfully, seafood has a strong reputation as a nutritious protein source packed with omega-3s and other essential vitamins and minerals. It's not surprising then that snacks such as salmon jerky and seaweed snacks are appearing on store shelves, while bite-sized on-the-go options like sushi remain popular in food outlets.

Salmon is one of the most enjoyed fishes, especially outside of the home. When consumed outside, raw preparations such as sushi, sashimi, or poke bowls are most popular across many markets studied.

In France, Germany, and Spain, consumers are more likely to choose browned or seared salmon when dining out, while in Saudi Arabia, the UK, and the US, fried salmon is the top choice.