

June 5 – 7
Laulasmaa
Estonia

**Niccolo
Ciulli**

Adviser Competitiveness
and Commercial
EuroCommerce

**Economy and Markets:
global tensions and
emerging trends**

Join at [slido.com #3705809](https://www.slido.com/join/3705809)

A photograph of a woman and a young child in a shopping cart, smiling, in a grocery store aisle. The image is overlaid with a semi-transparent blue filter. The woman is standing behind the cart, and the child is sitting inside it. The background shows shelves stocked with various products.

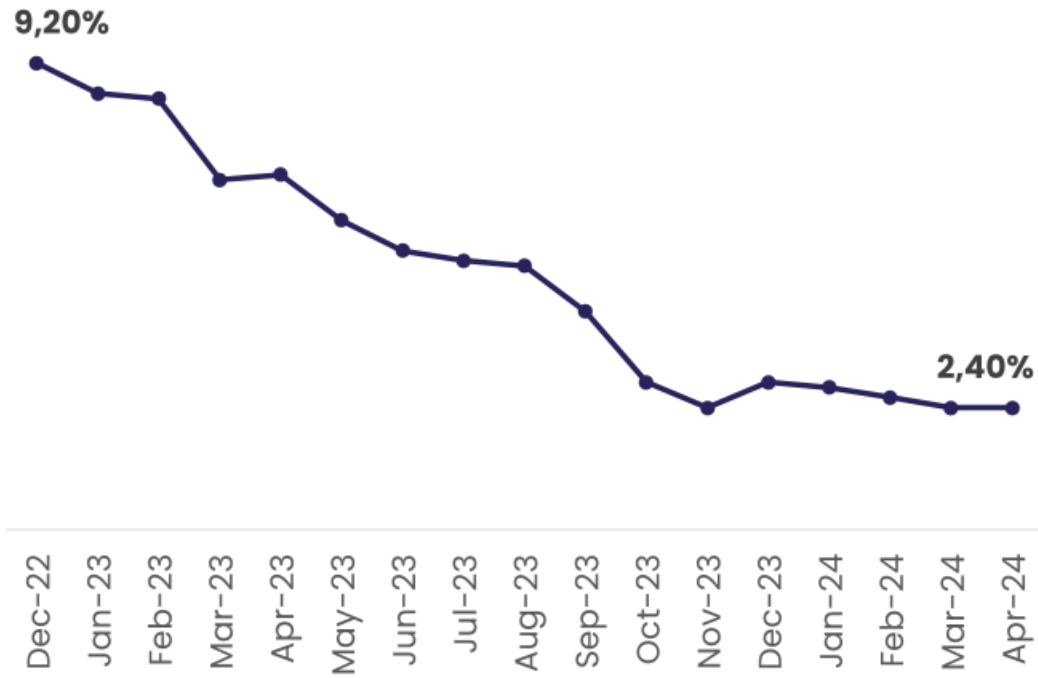
Fish & seafood: trends at retail level

EFFOP Biennial Conference
6 June 2024

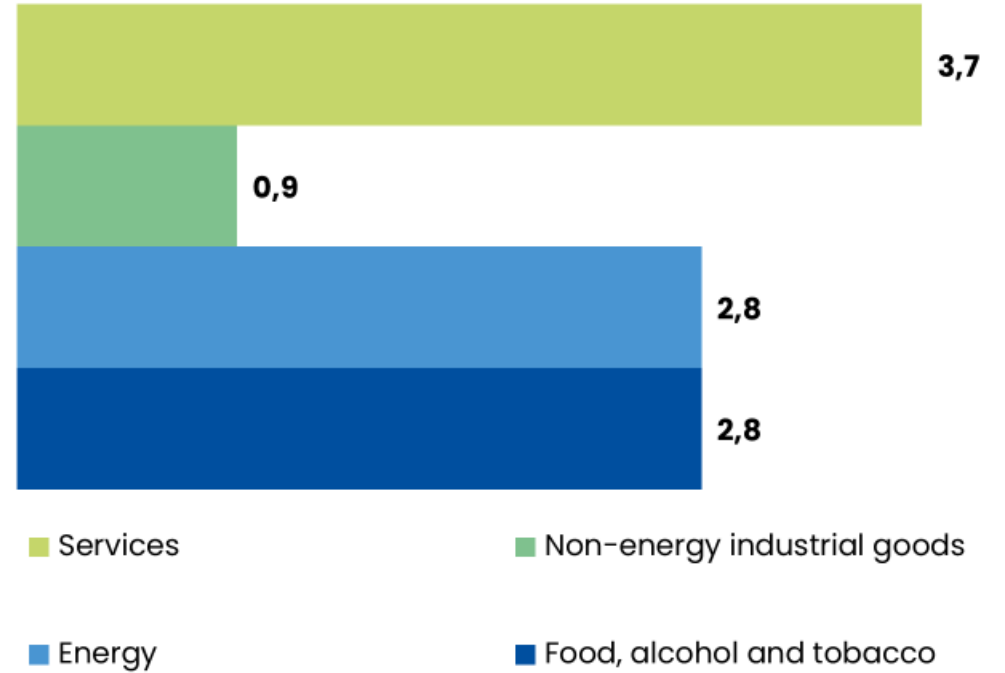
Niccolo Ciulli
Advisor, Commercial Relations



The macroeconomic situation



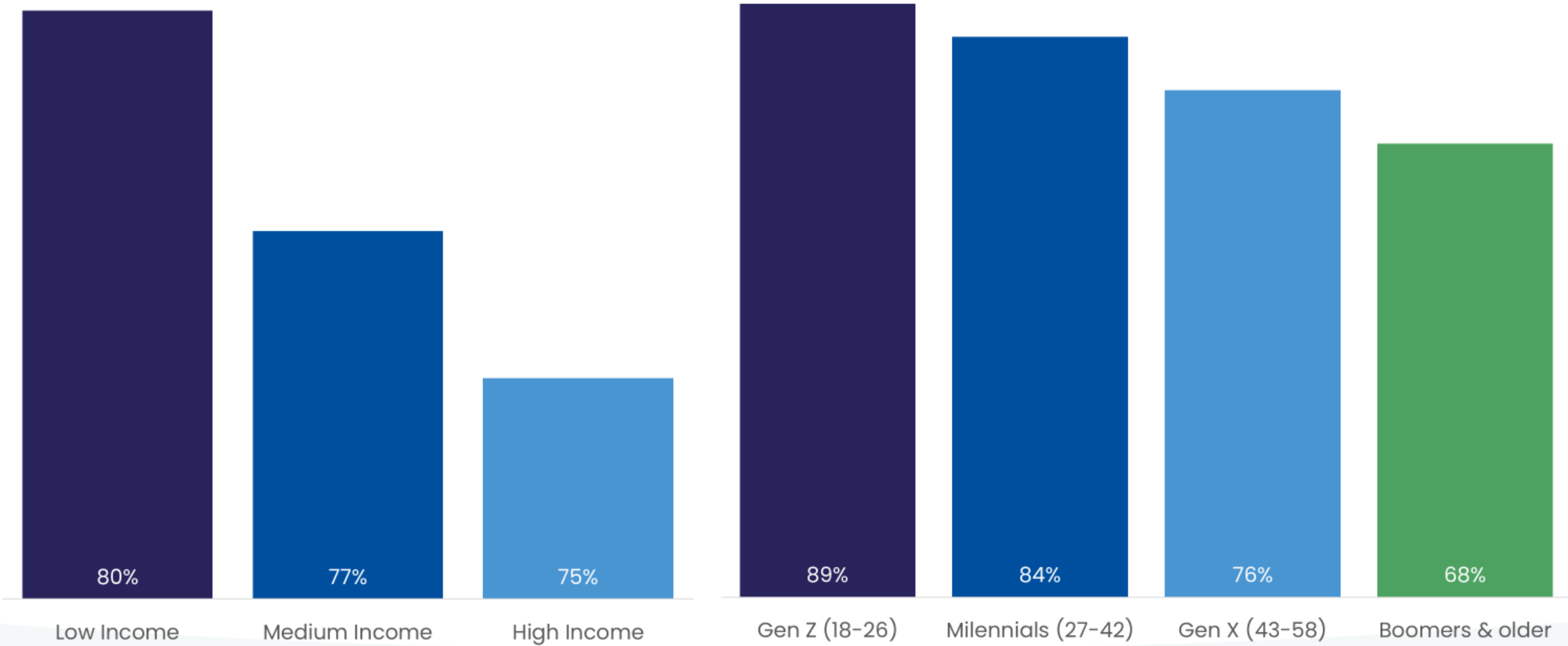
After peaking in 2022, inflation is decreasing



Food inflation remains higher

Share of consumers that traded down due to inflation

Survey in the 5 biggest European Countries (France, Germany, Italy, Spain & UK)



3 Source: [McKinsey Consumer Sentiment Update End of January 2024](#)

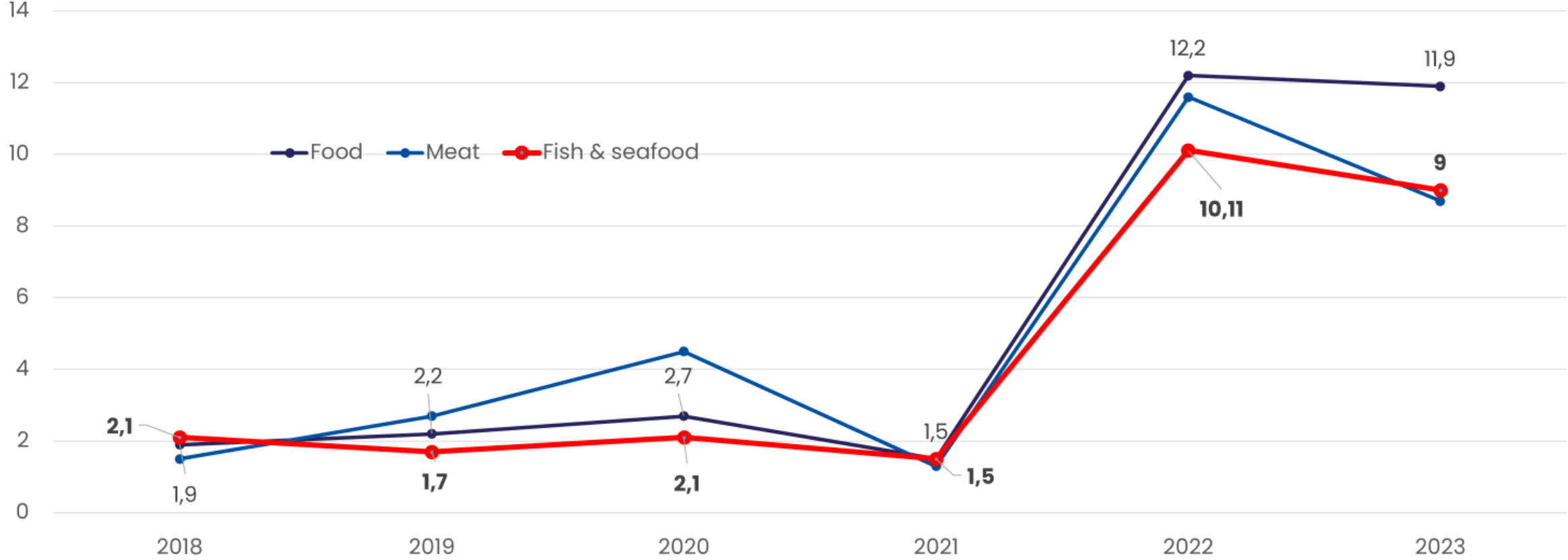


Consumers in a cost-of-living crisis

Consumers have downtraded when shopping, but things are (slightly) looking up



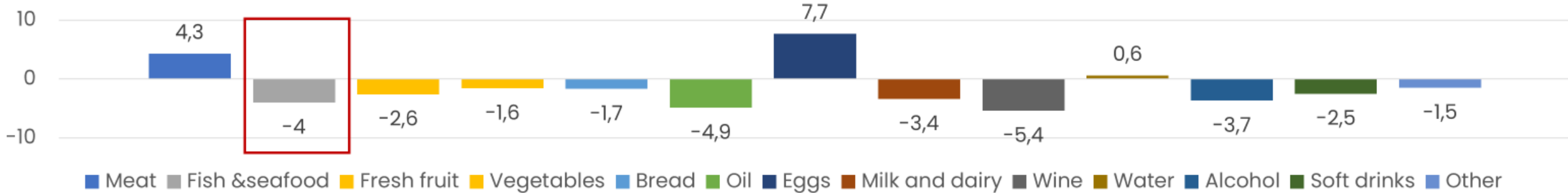
Focus on inflation in Europe



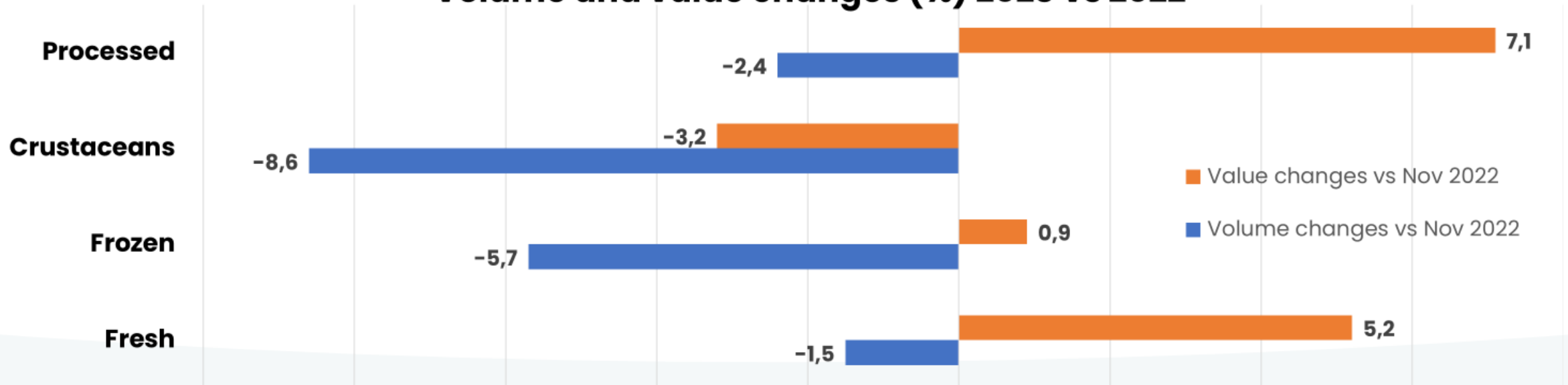
Fish & seafood – trends at retail level



Food home consumption - volume changes (%) in 2023 vs 2022

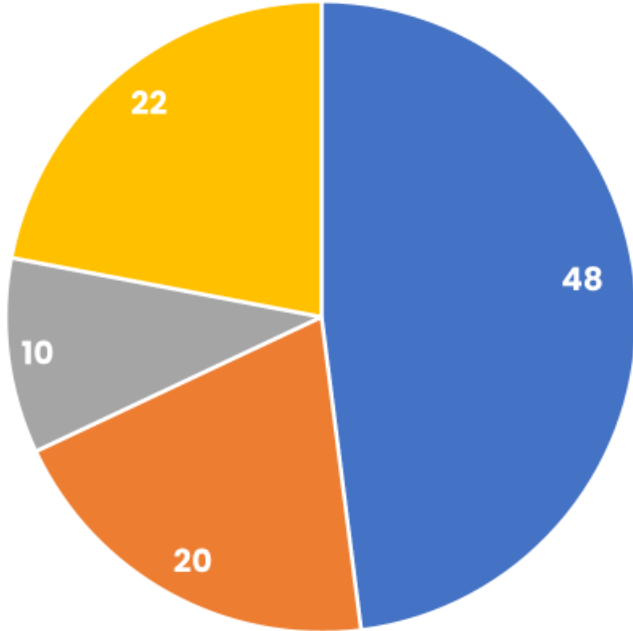


Volume and value changes (%) 2023 vs 2022



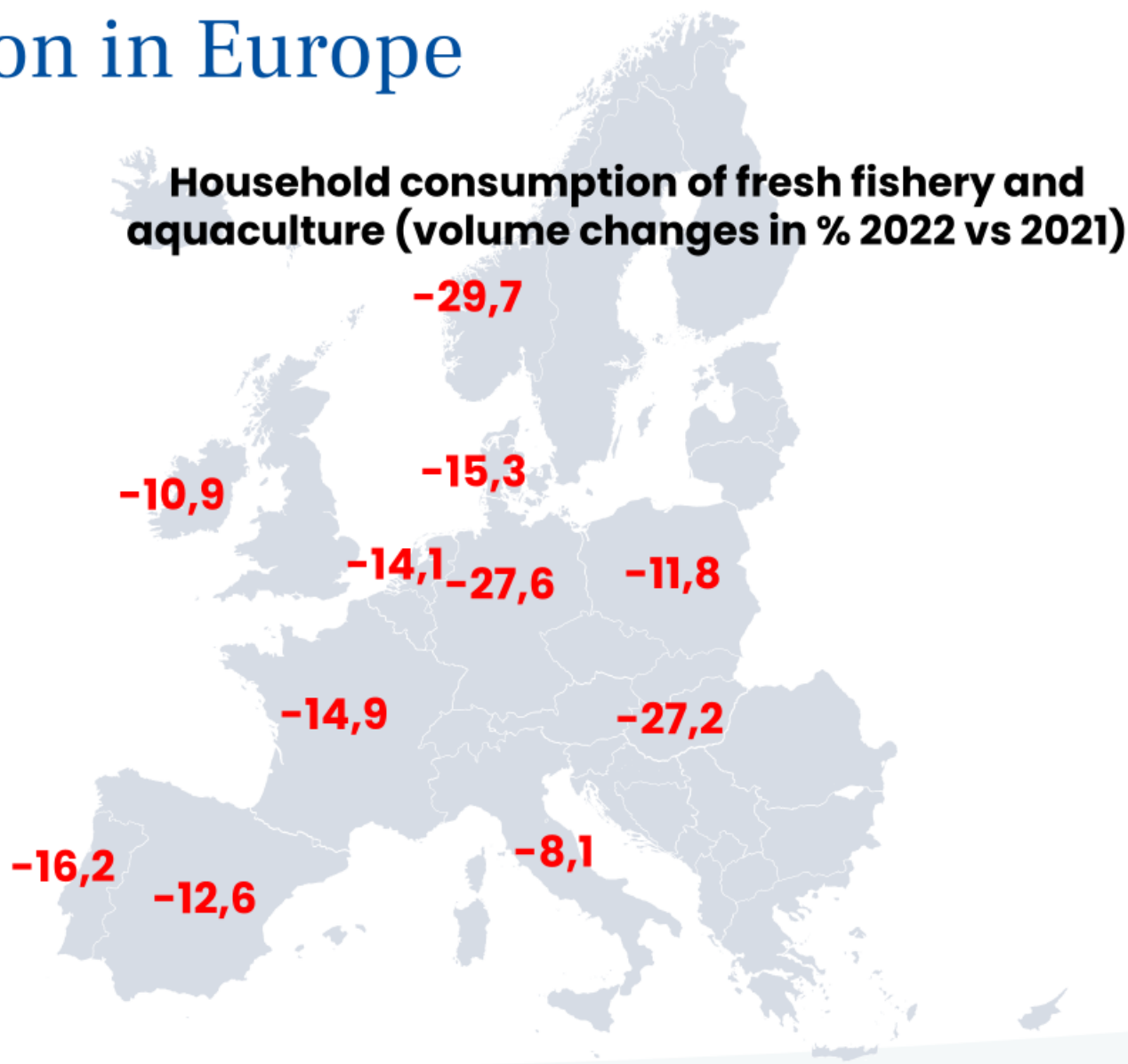
Fish & seafood consumption in Europe

The European fish & seafood shopping basket



■ Fresh ■ Frozen ■ Smoked ■ Other processed

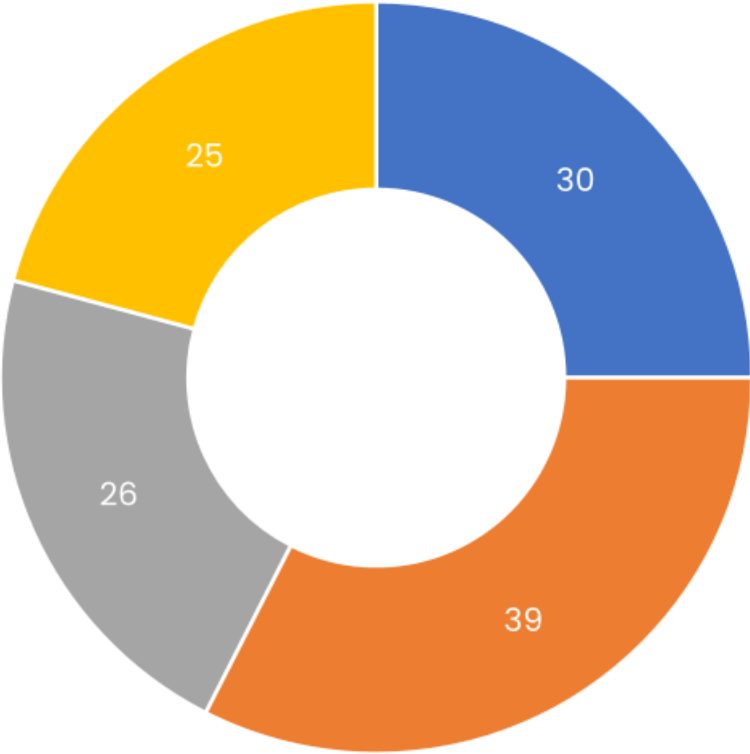
Household consumption of fresh fishery and aquaculture (volume changes in % 2022 vs 2021)



Fish & seafood – trends at retail level

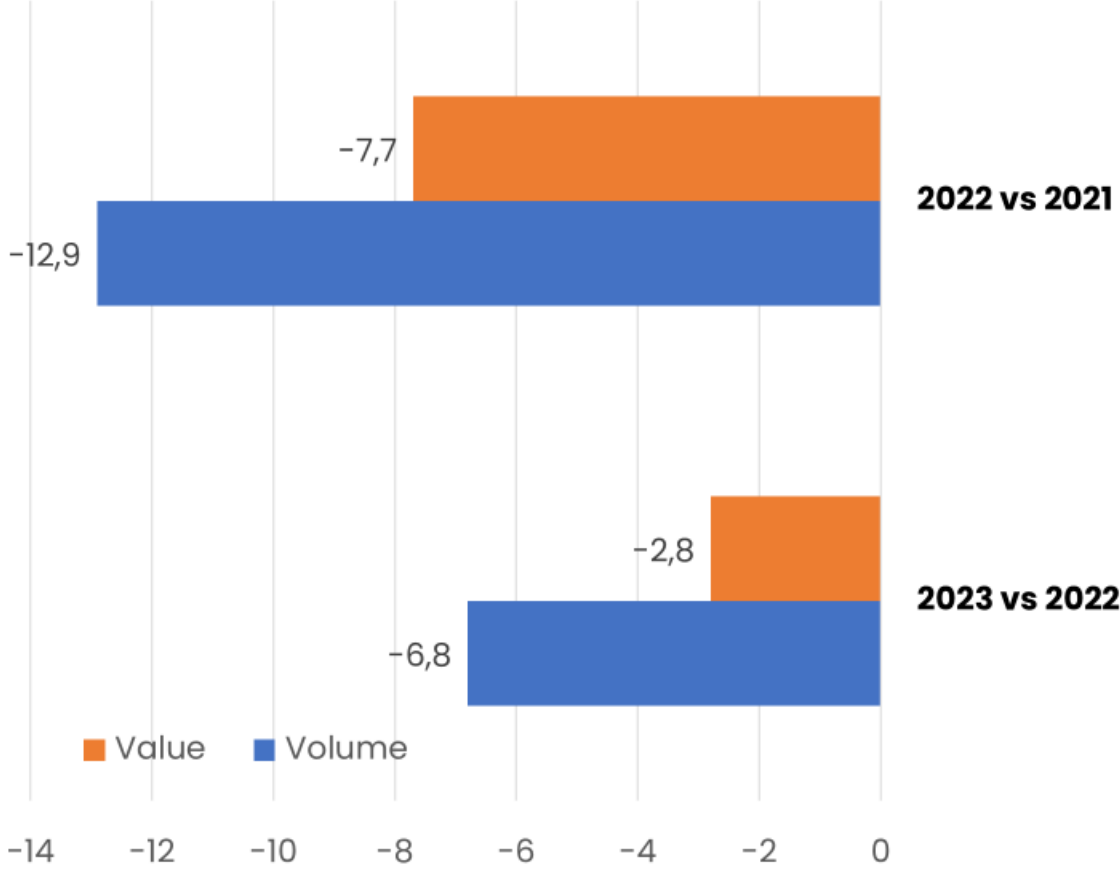


Fish & seafood shopping basket (value) in 2023

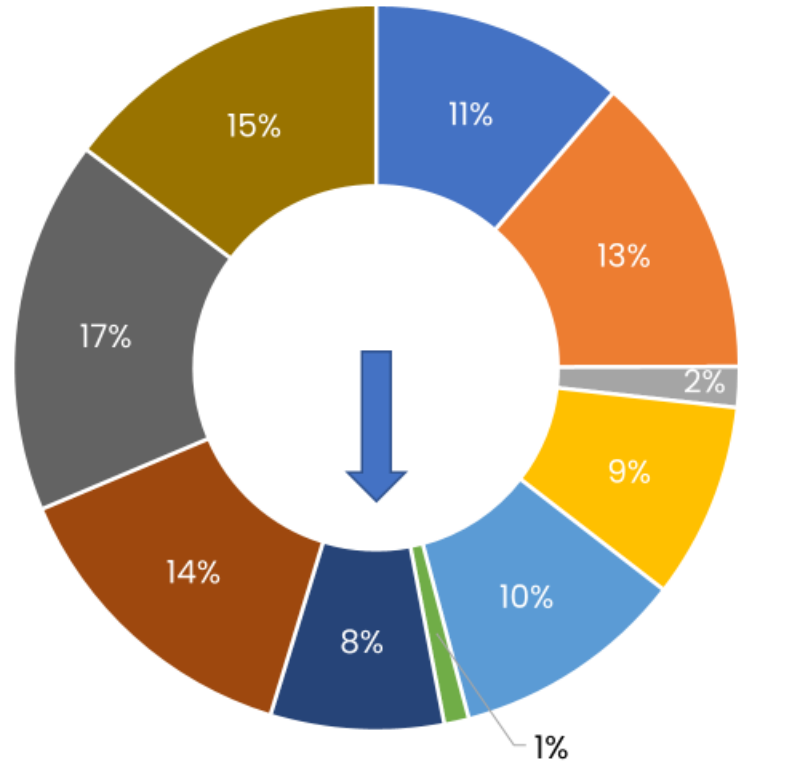


■ Fresh ready to eat ■ Fresh ■ Frozen ■ Other processed

Changes in volume & value

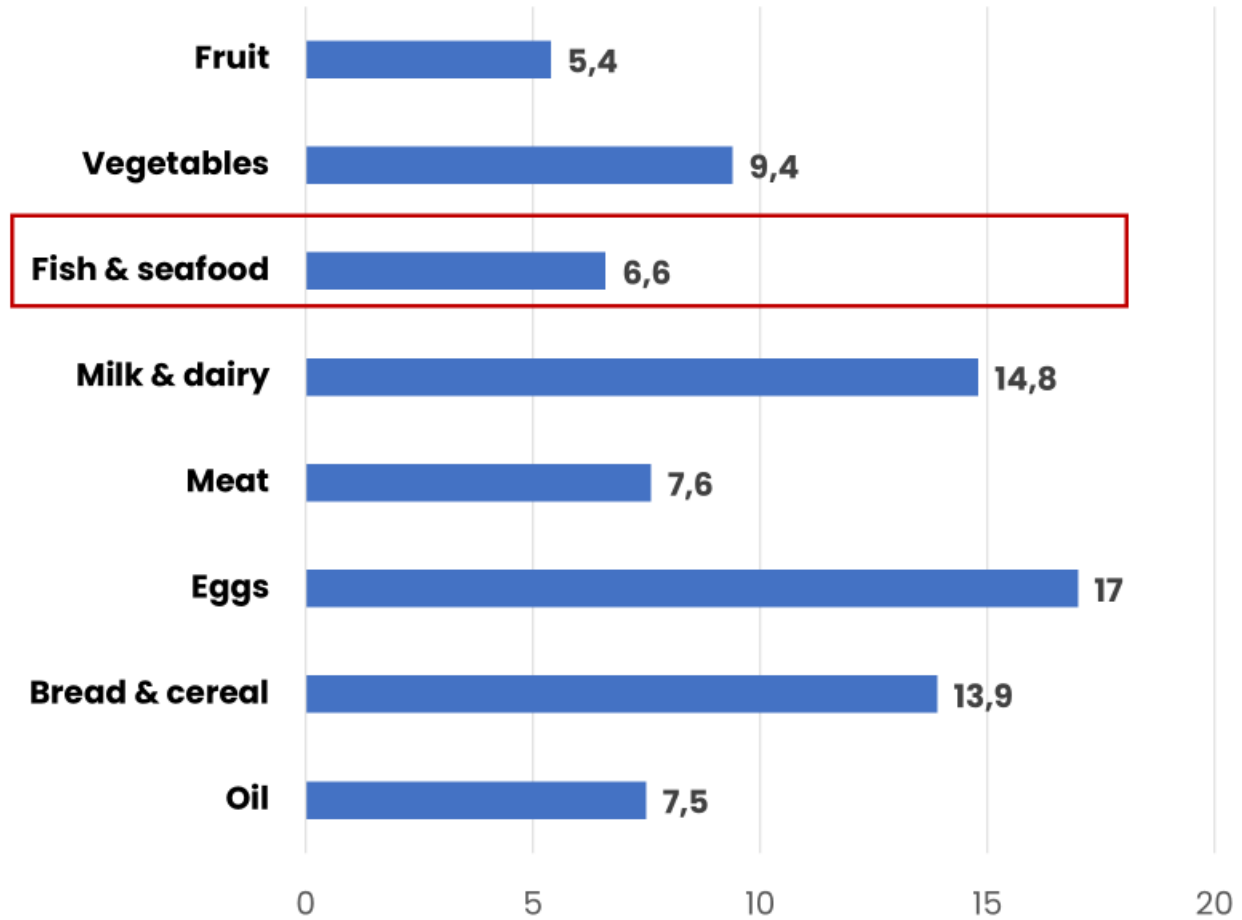


The shopping basket in 2023



- Drinks (incl. alcohol)
- Fruit
- Fish & seafood
- Bread & cereal
- Other
- Vegetables
- Milk and dairy
- Oil
- Eggs
- Meat

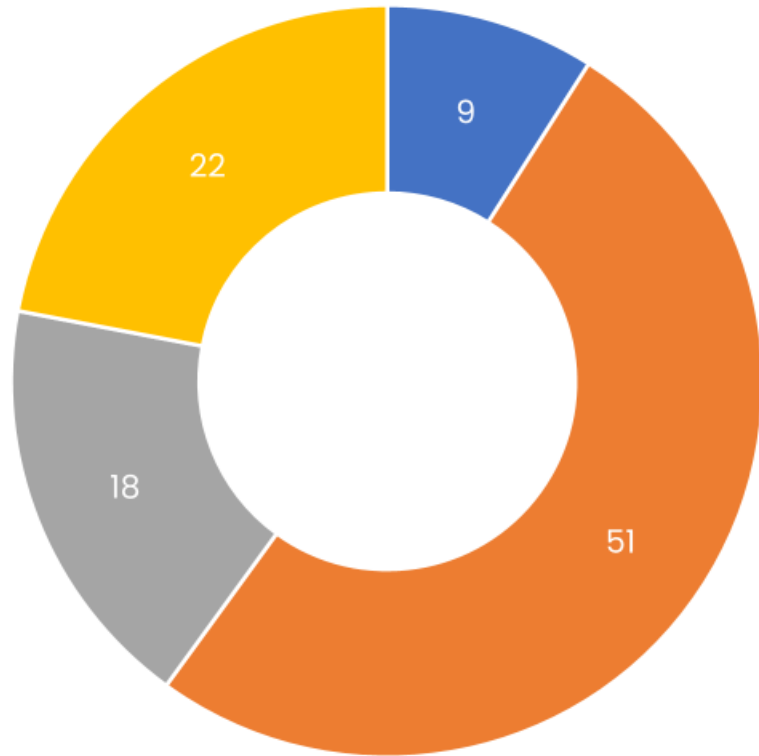
Sales value changes (%) - 2023 vs 2022



Fish & seafood – trends at retail level

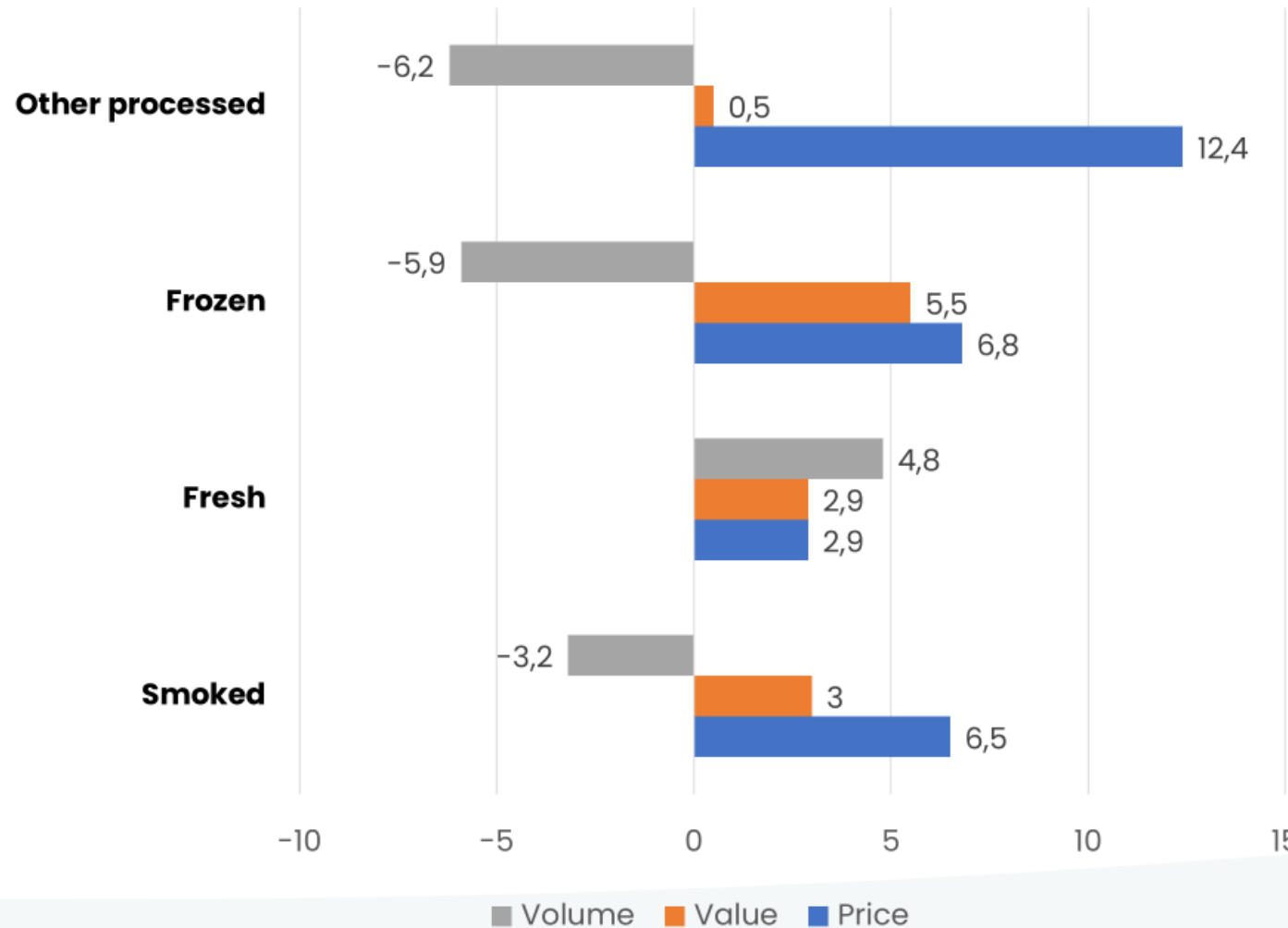


Fish & seafood shopping basket (value) in 2023



■ Smoked/dried ■ Fresh ■ Frozen ■ Other processed

Changes in volume, value, prices 2023 vs 2022



■ Volume ■ Value ■ Price



Thank you!

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