



Bord Iascaigh Mhara  
Irish Sea Fisheries Board

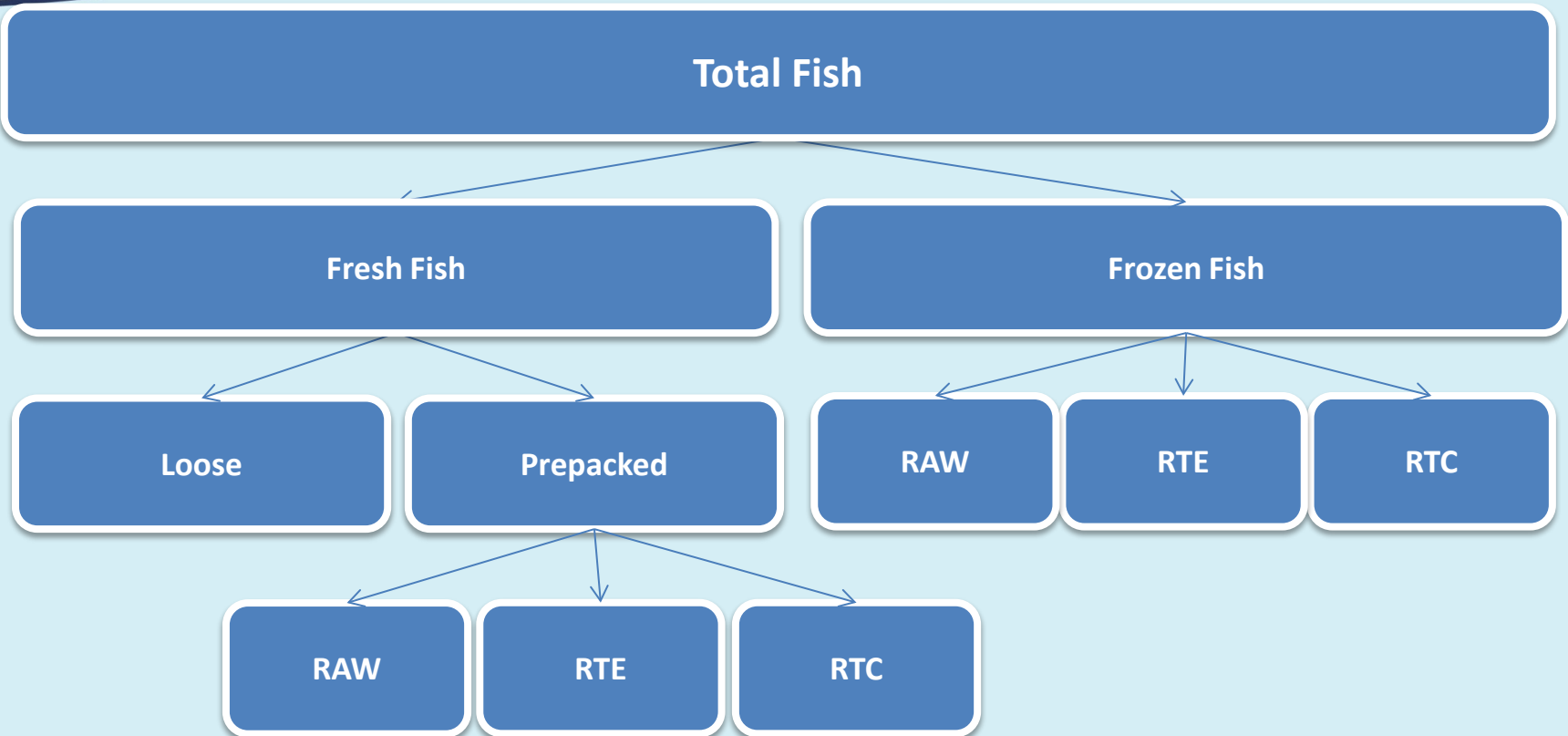
# Irish Seafood Sales: Retailer Breakdown

Data 52 week ending 19th June 2016

Source: Kantar Worldpanel



## Definitions of the Category & Sub-Categories



**Raw** Fish is defined as fish which needs heat applied to it before eating

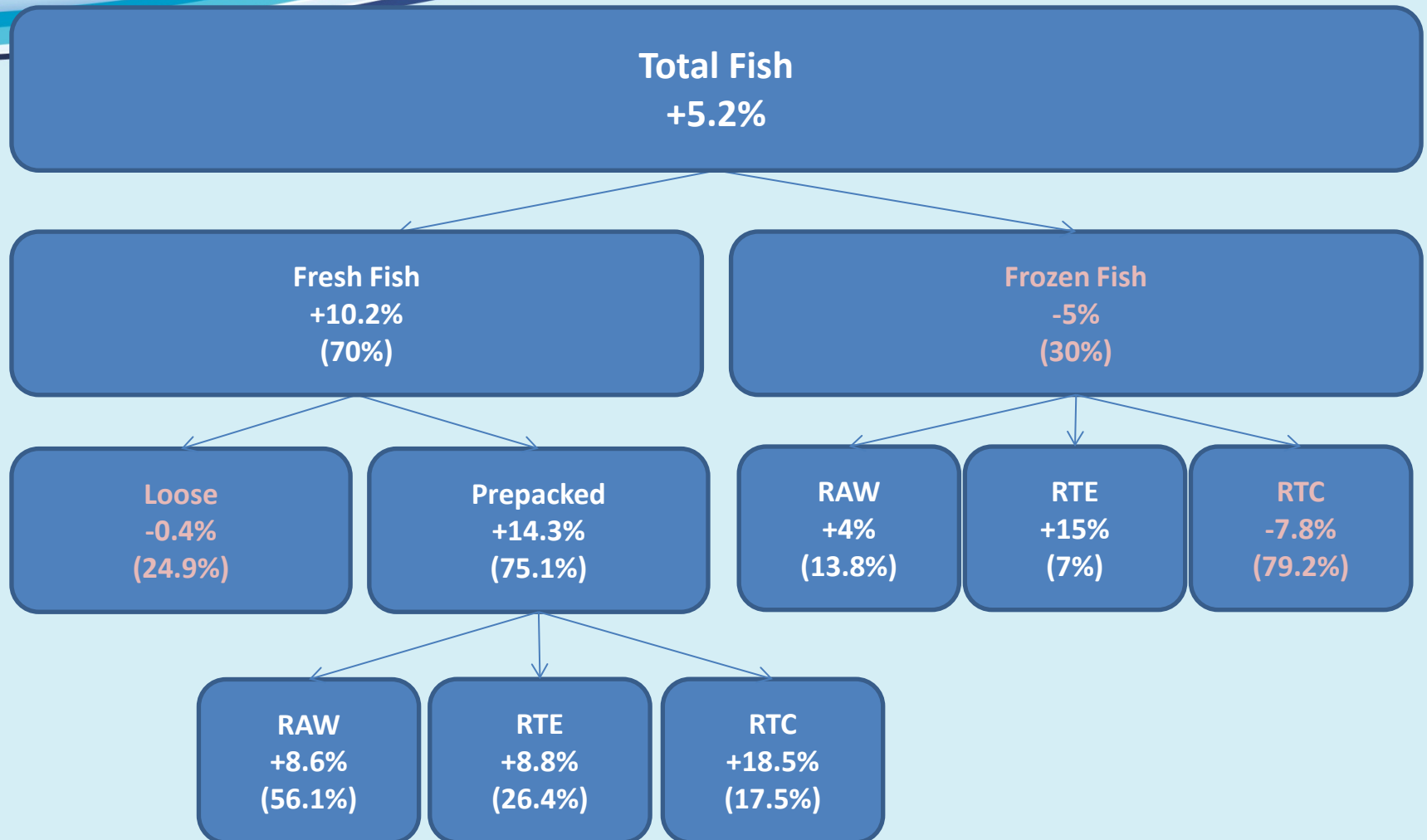
**RTE** Fish is defined as fish which can be unpackaged and consumed immediately

**RTC** Fish is defined as fish which has been prepared to provide final product for the consumer and is ready to cook



# Irish Seafood Retail – Total Fish

% Value and Growth Year on Year  
52 w/e 19<sup>th</sup> June 2016



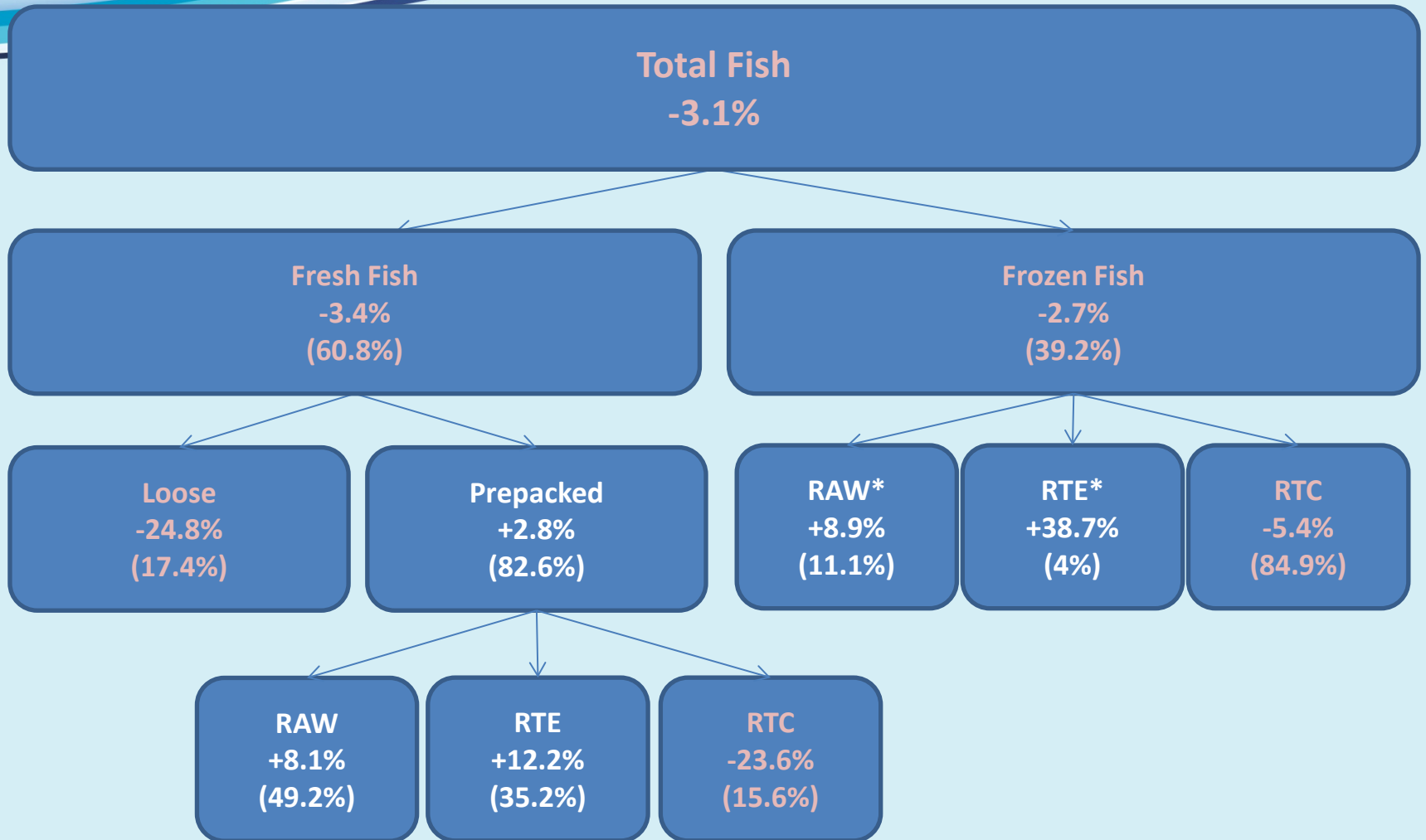
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Tesco

% Value and Growth Year on Year  
52 w/e 19<sup>th</sup> June 2016



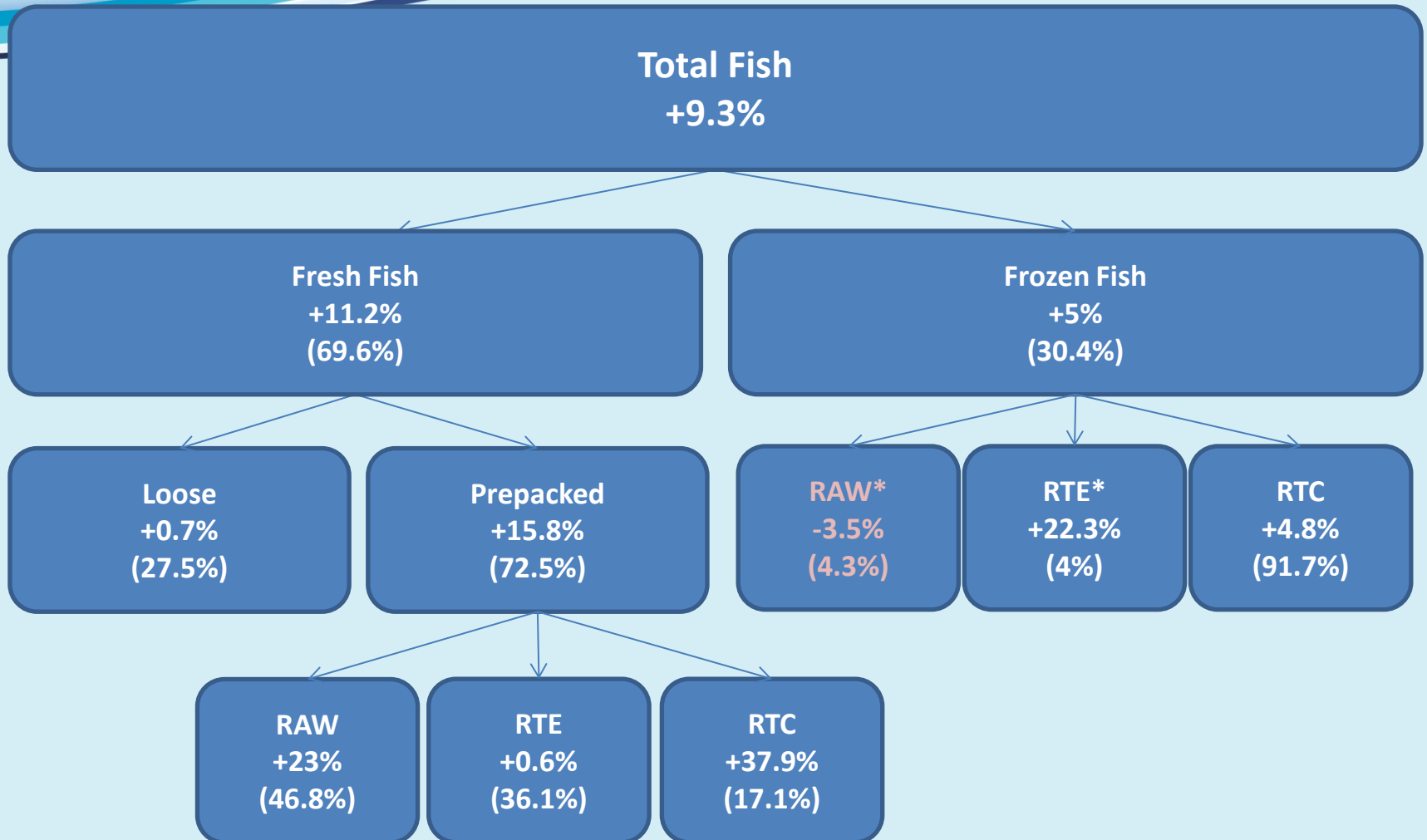
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Dunnes Stores

% Value and Growth Year on Year  
52 w/e 19<sup>th</sup> June 2016



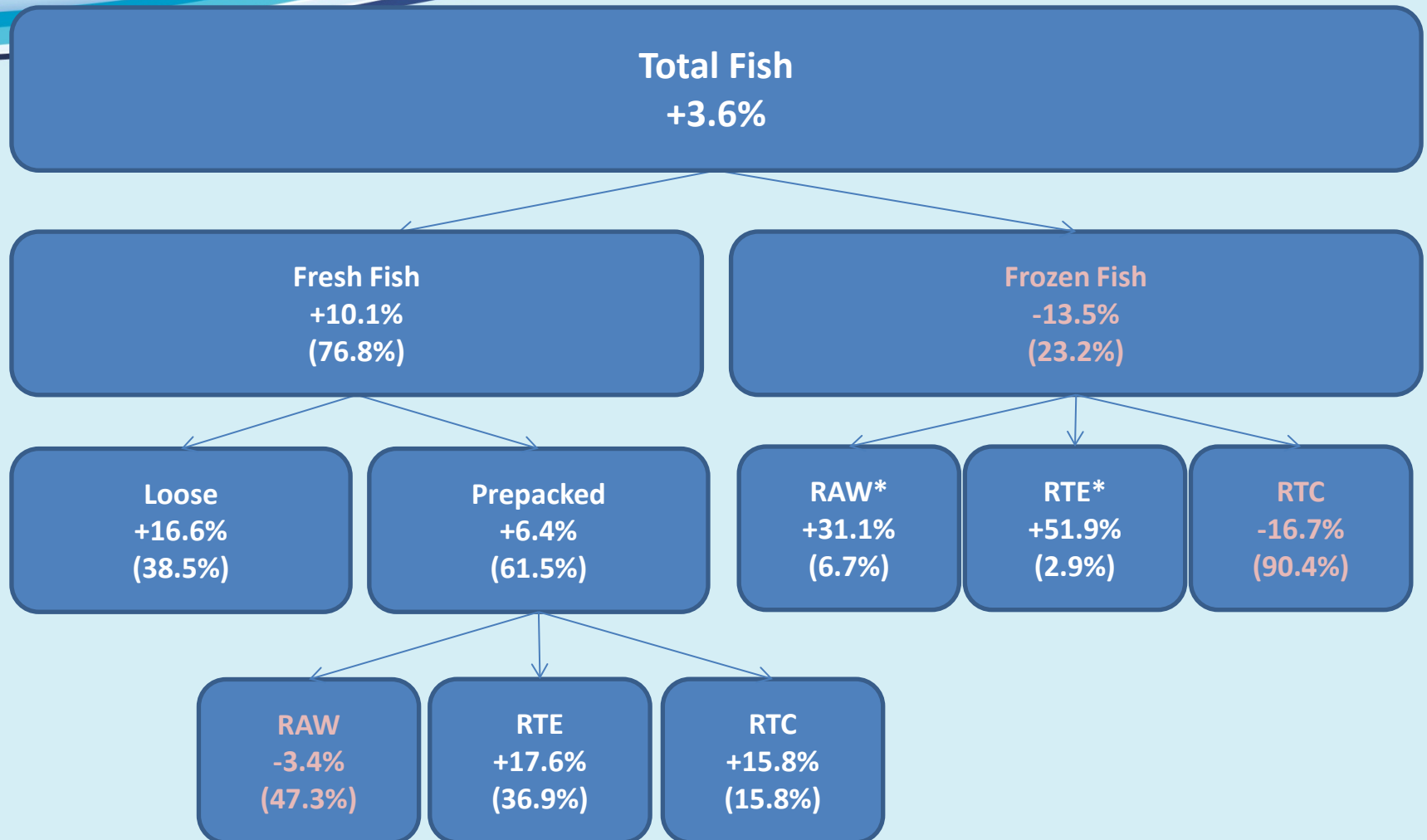
Source: Kantar Worldpanel

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# Irish Seafood Retail –Key Stats Supervalu

% Value and Growth Year on Year  
52 w/e 19<sup>th</sup> June 2016



Source: Kantar Worldpanel

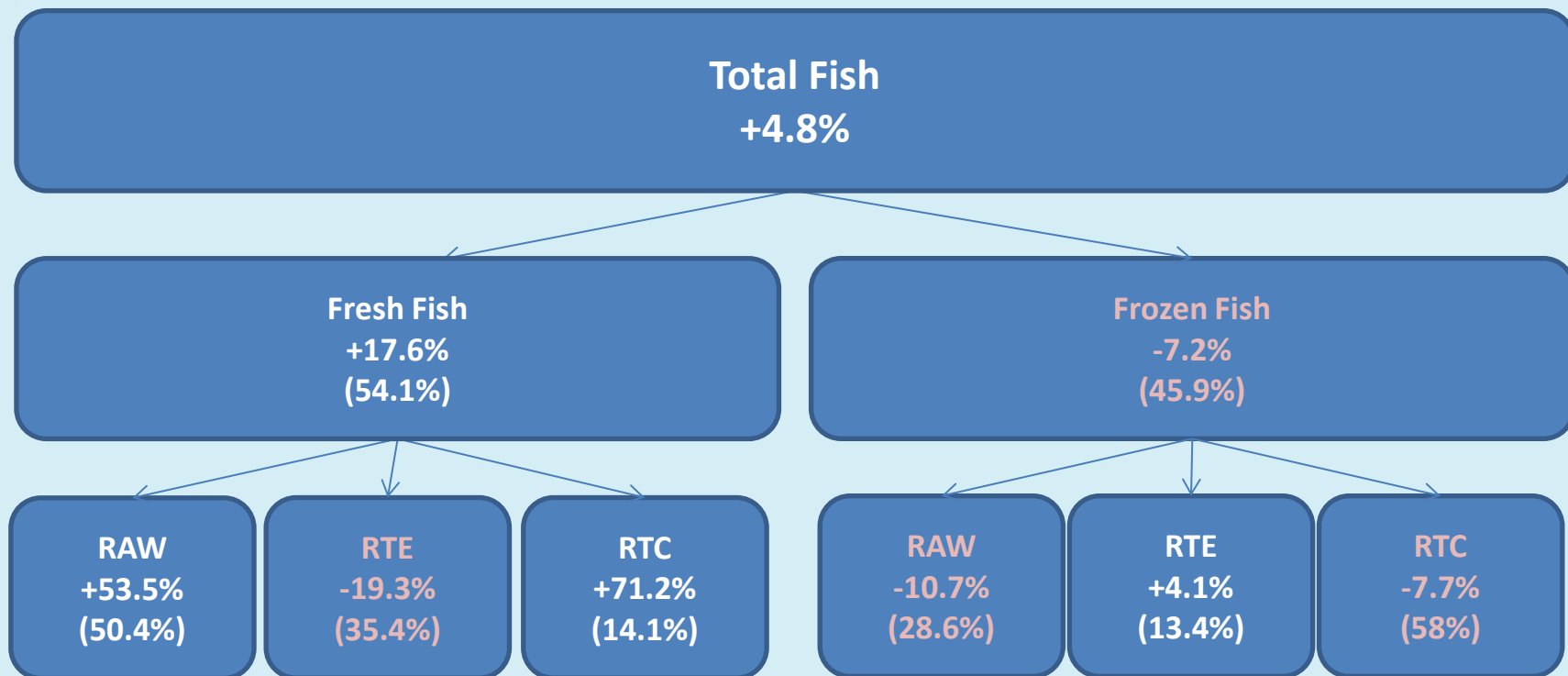
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# Irish Seafood Retail –Key Stats Aldi

% Value and Growth Year on Year

52 w/e 19<sup>th</sup> June 2016





# Irish Seafood Retail –Key Stats **Lidl**

% Value and Growth Year on Year

52 w/e 19<sup>th</sup> June 2016

