



Bord Iascaigh Mhara  
Irish Sea Fisheries Board

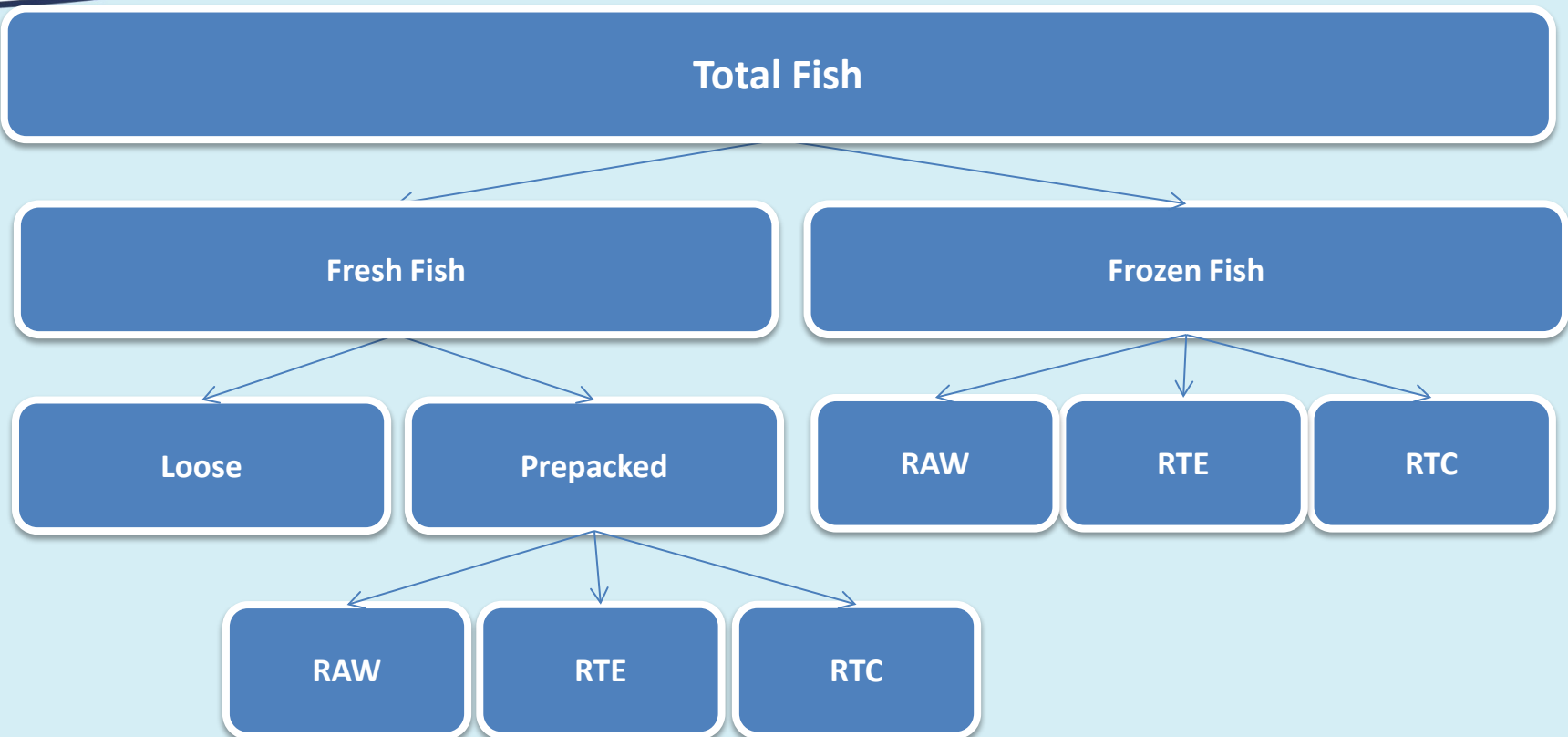
# Irish Seafood Sales: Species Breakdown

Data 52 week ending 19<sup>th</sup> 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

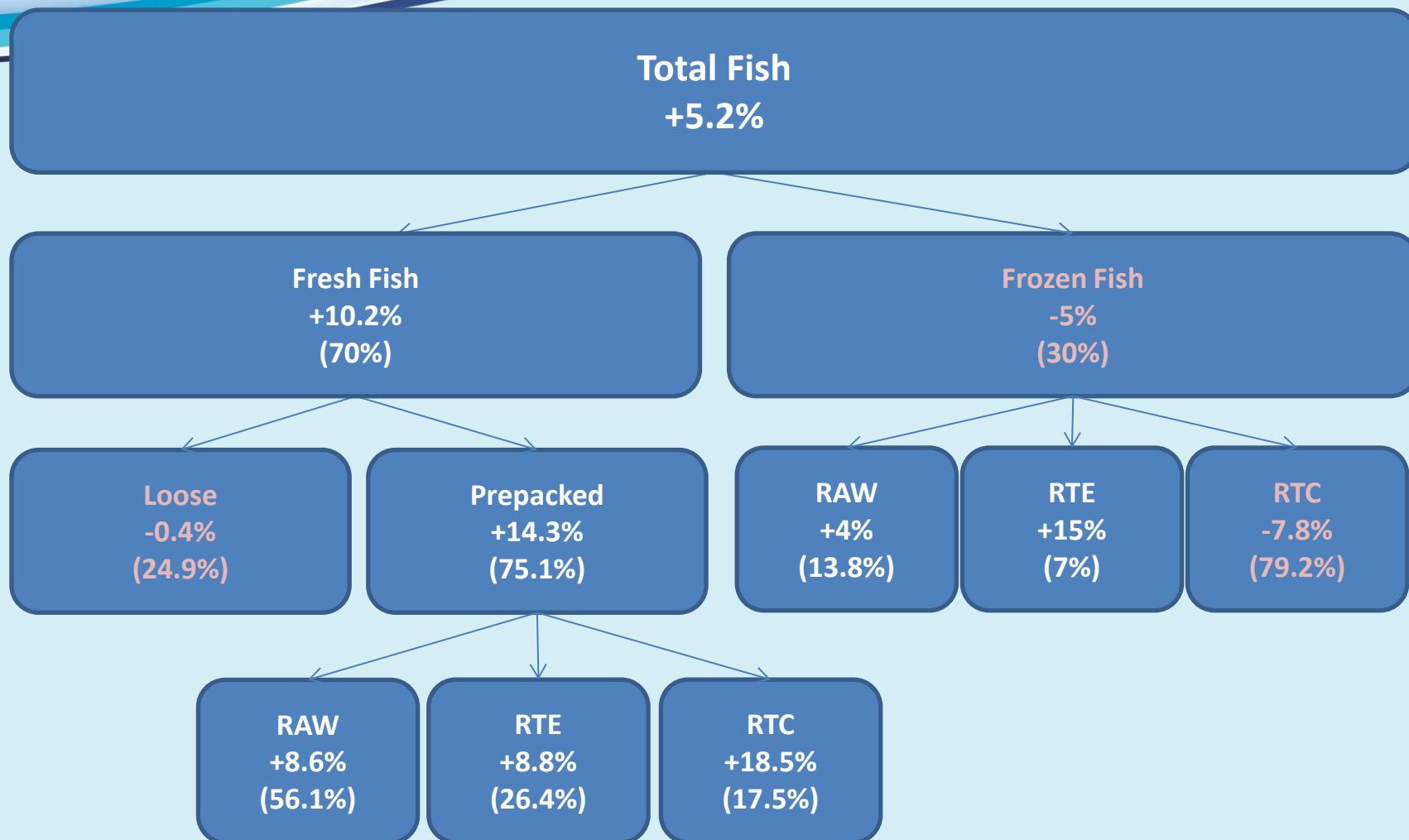
**RTC** Fish is defined as fish which has been prepared to provide final product for the consumer and is ready to cook



# Irish Seafood Retail – Total Fish

% Value and Growth Year on Year

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



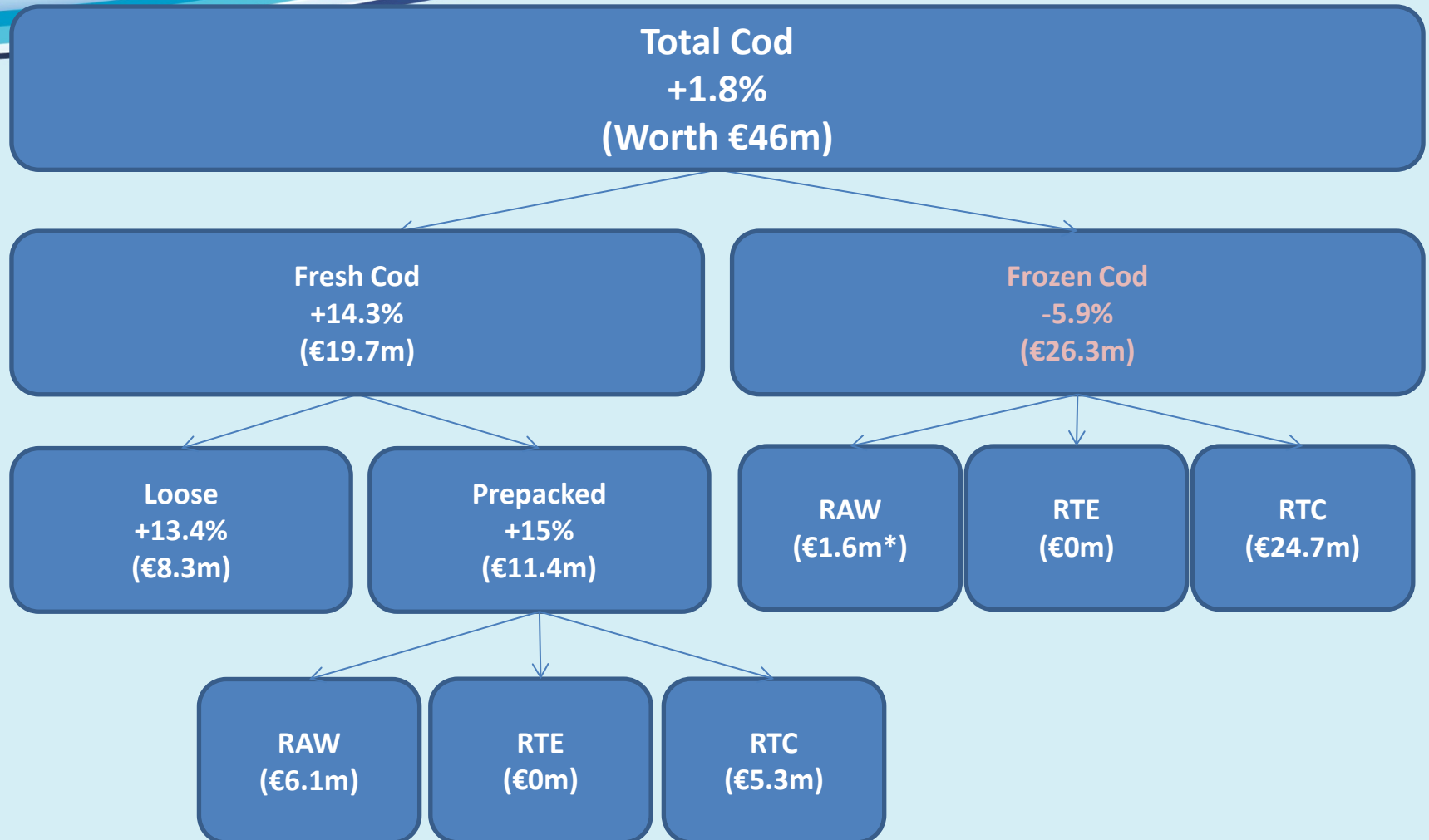
Source: Kantar Worldpanel

\* **Data contains low buyer numbers. Use with caution**



# Irish Seafood Retail –Key Stats Cod

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



Source: Kantar Worldpanel

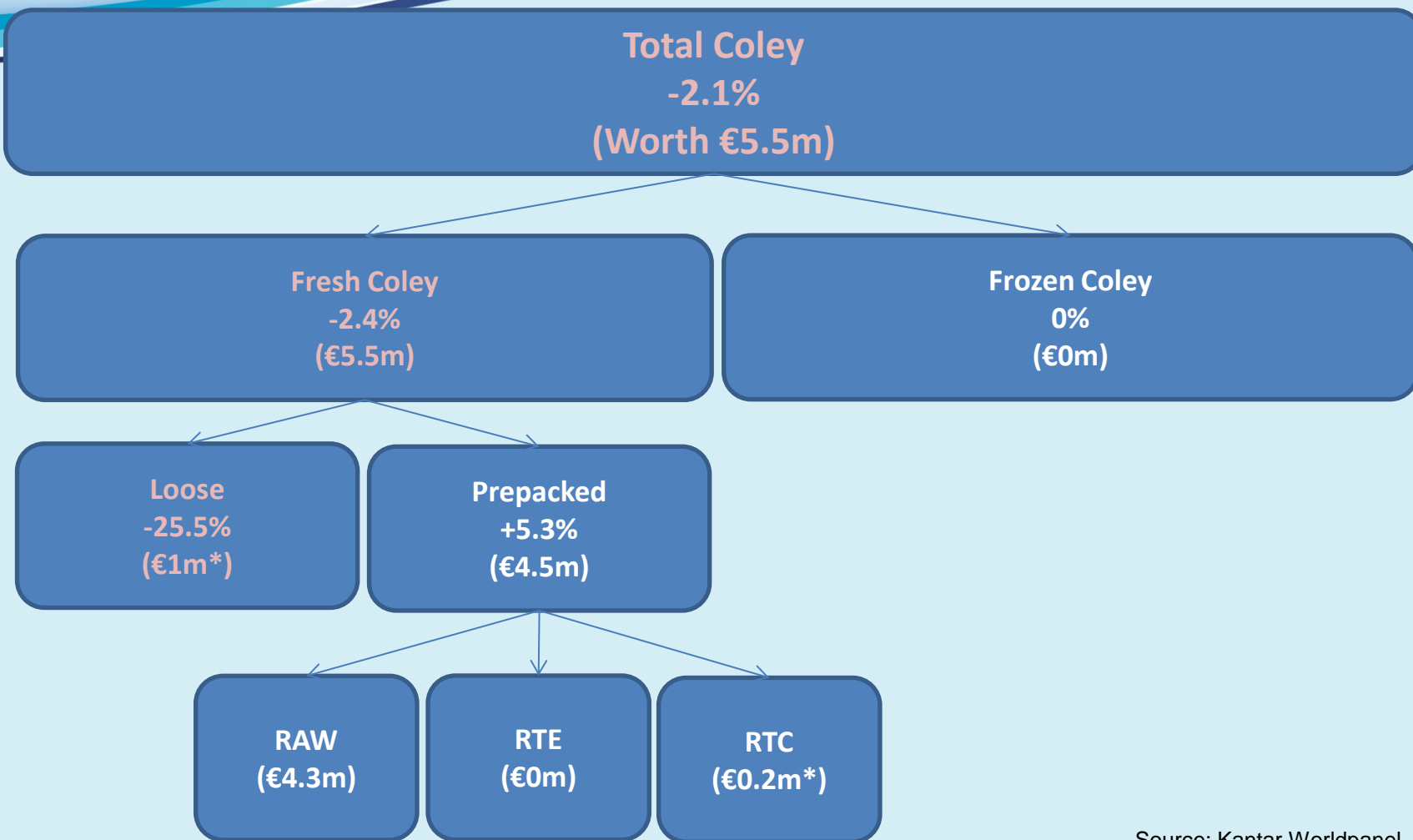
\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Coley

Spend Value and Growth Year on Year

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



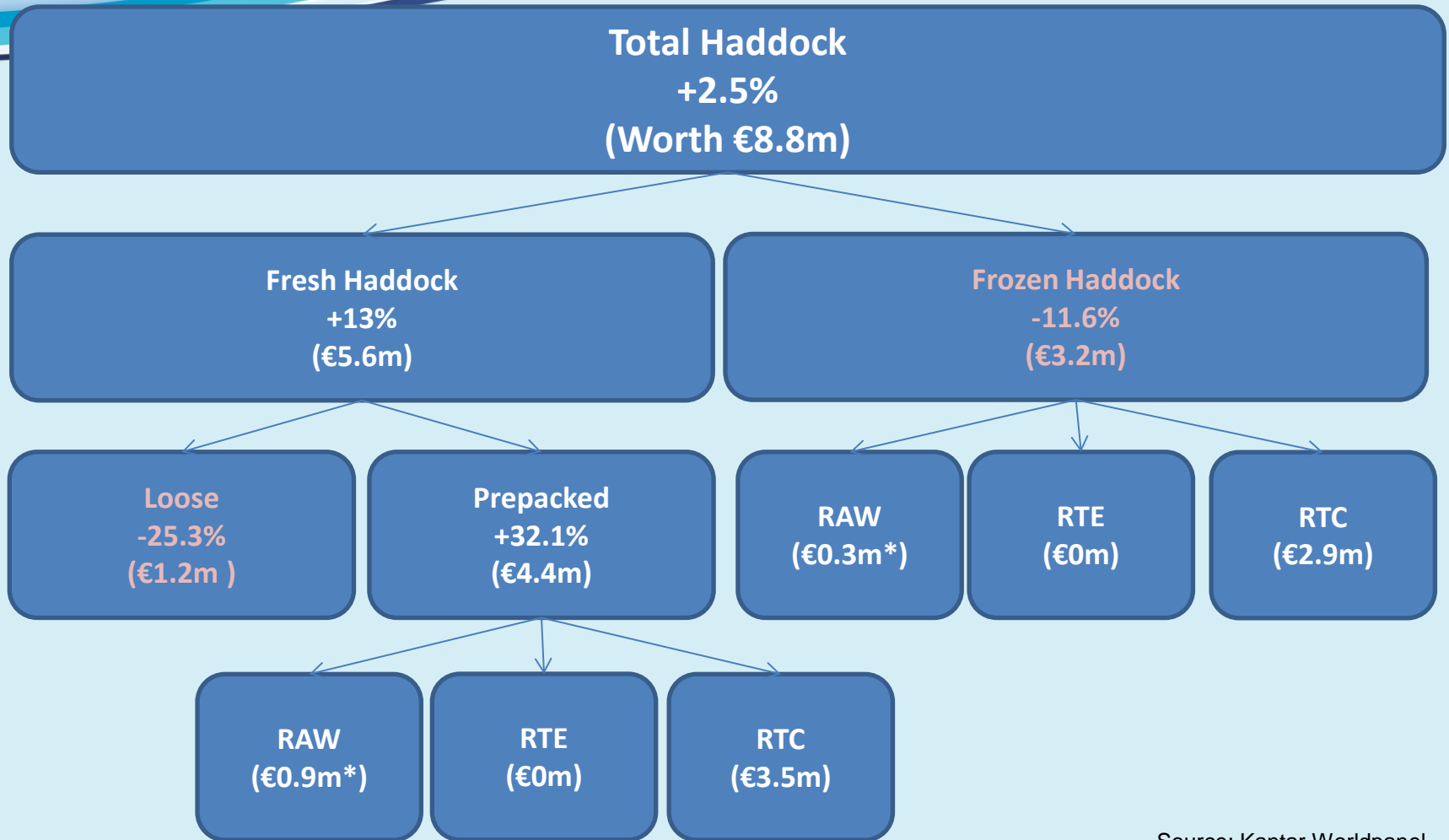
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Haddock

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



Source: Kantar Worldpanel

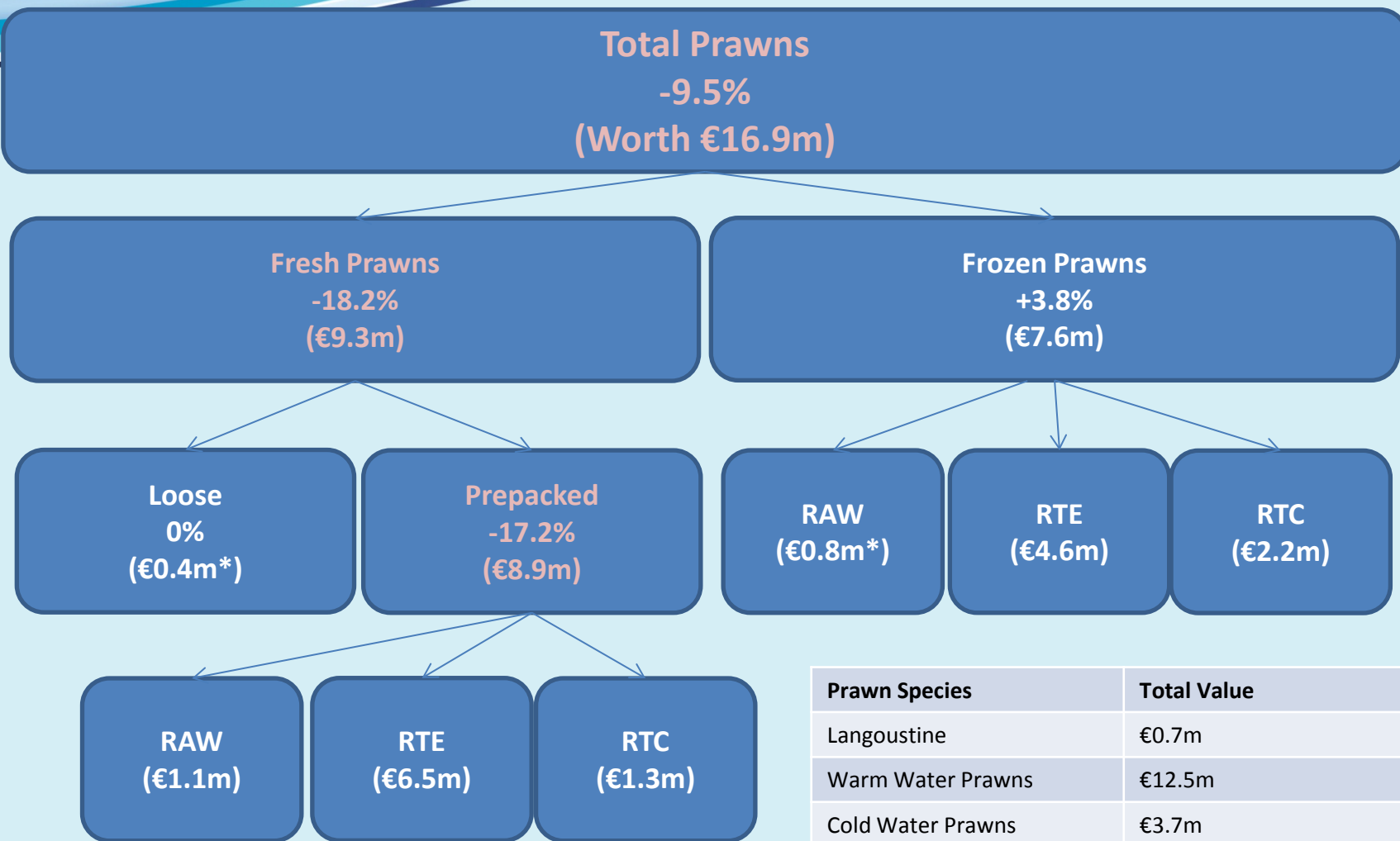
\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Prawns

Spend Value and Growth Year on Year

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



Prawn Species	Total Value
Langoustine	€0.7m
Warm Water Prawns	€12.5m
Cold Water Prawns	€3.7m

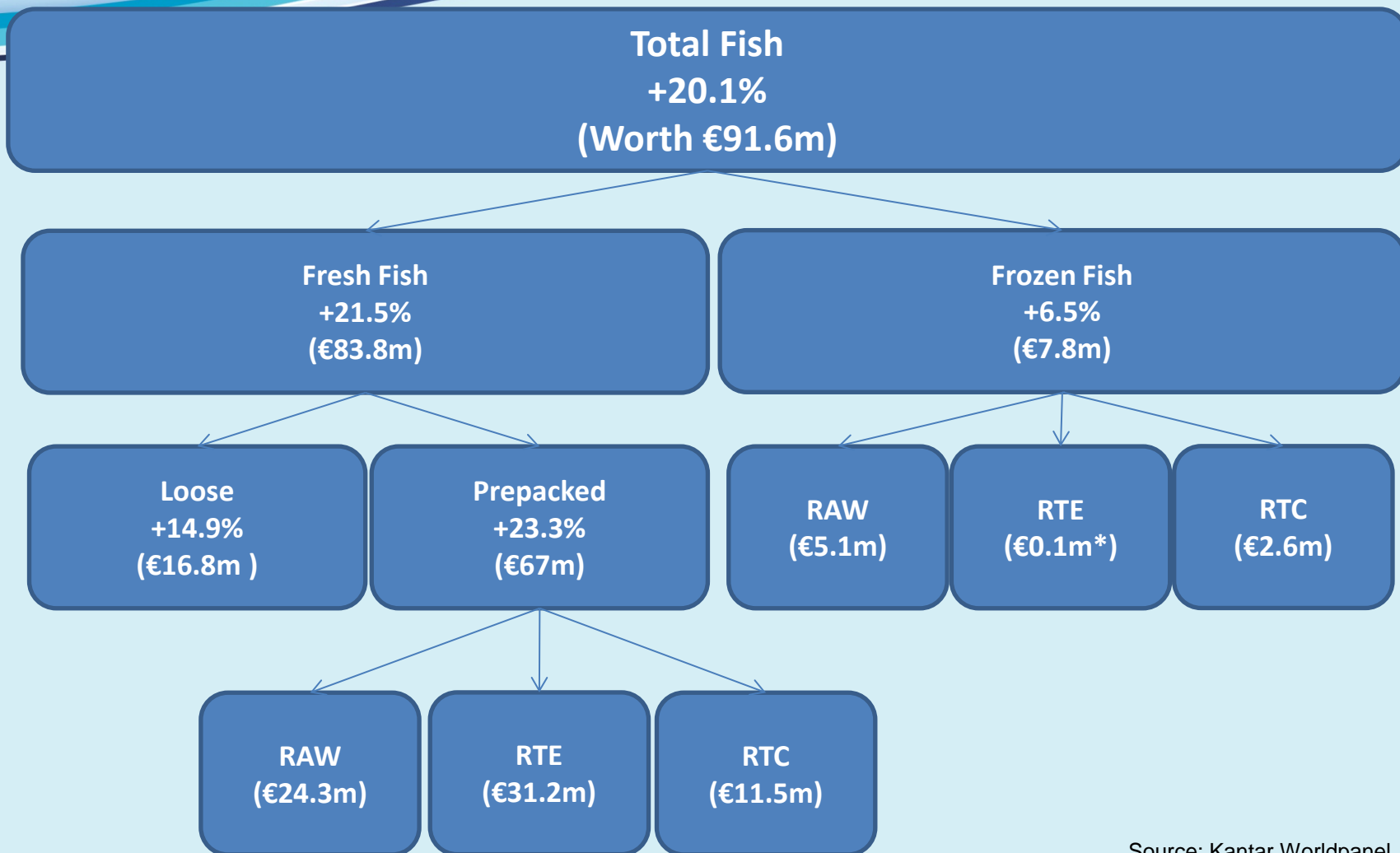
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Salmon

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



Source: Kantar Worldpanel

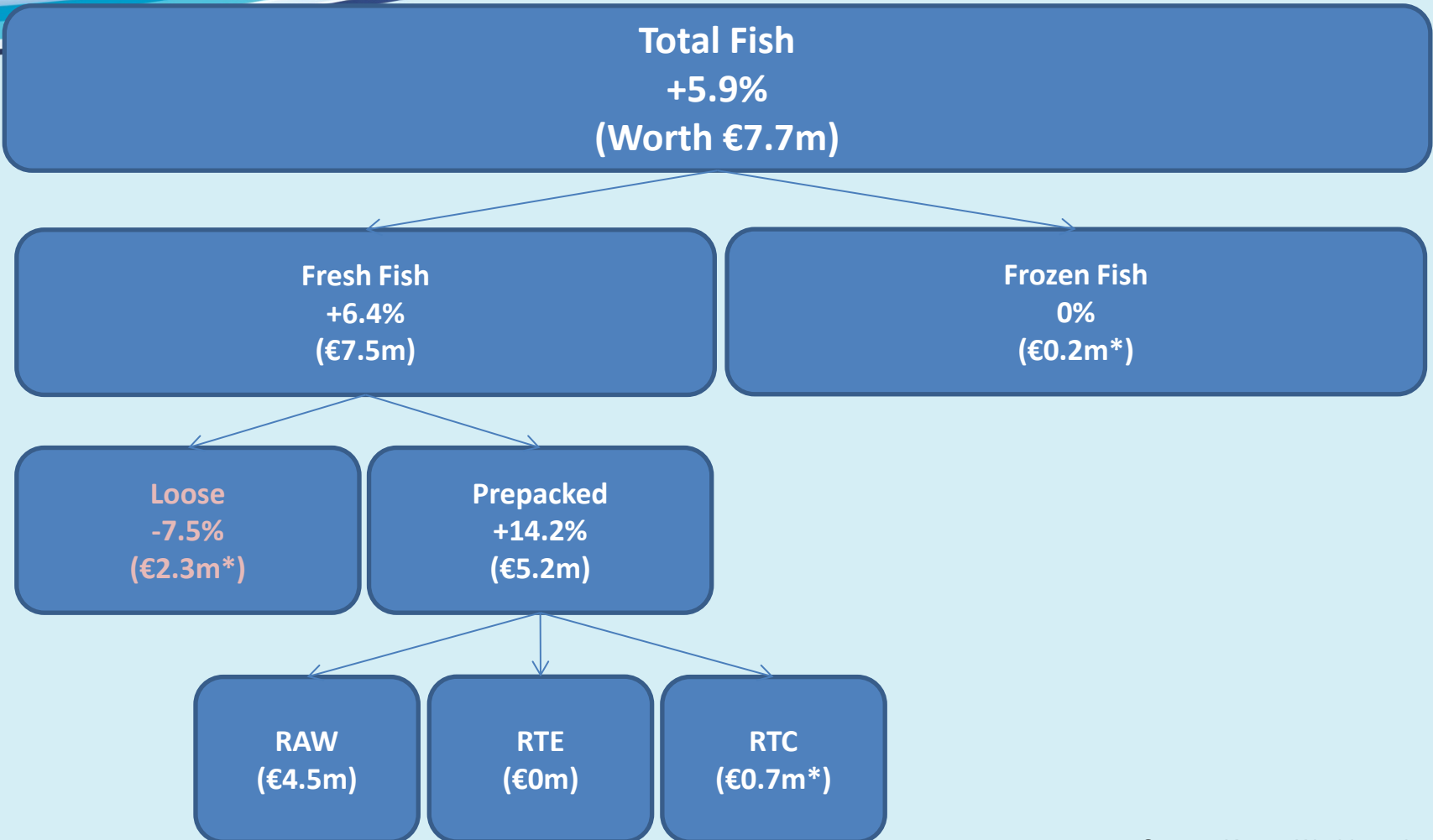
\* Data contains low buyer numbers. Use with caution





# Irish Seafood Retail –Key Stats Hake

Spend 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