



# BIM

Ireland's  
Seafood  
Development  
Agency

# IRISH SEAFOOD SALES: RETAILER BREAKDOWN

Data 52 week ending 1<sup>st</sup> January 2017

Source: Kantar Worldpanel



# Definitions of the Category & Sub-Categories

## Total Fish

### Fresh Fish

### Frozen Fish

Loose

Prepacked

RAW

RTE

RTC

RAW

RTE

RTC

**RTE:** Fish which can be unpackaged and consumed immediately

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

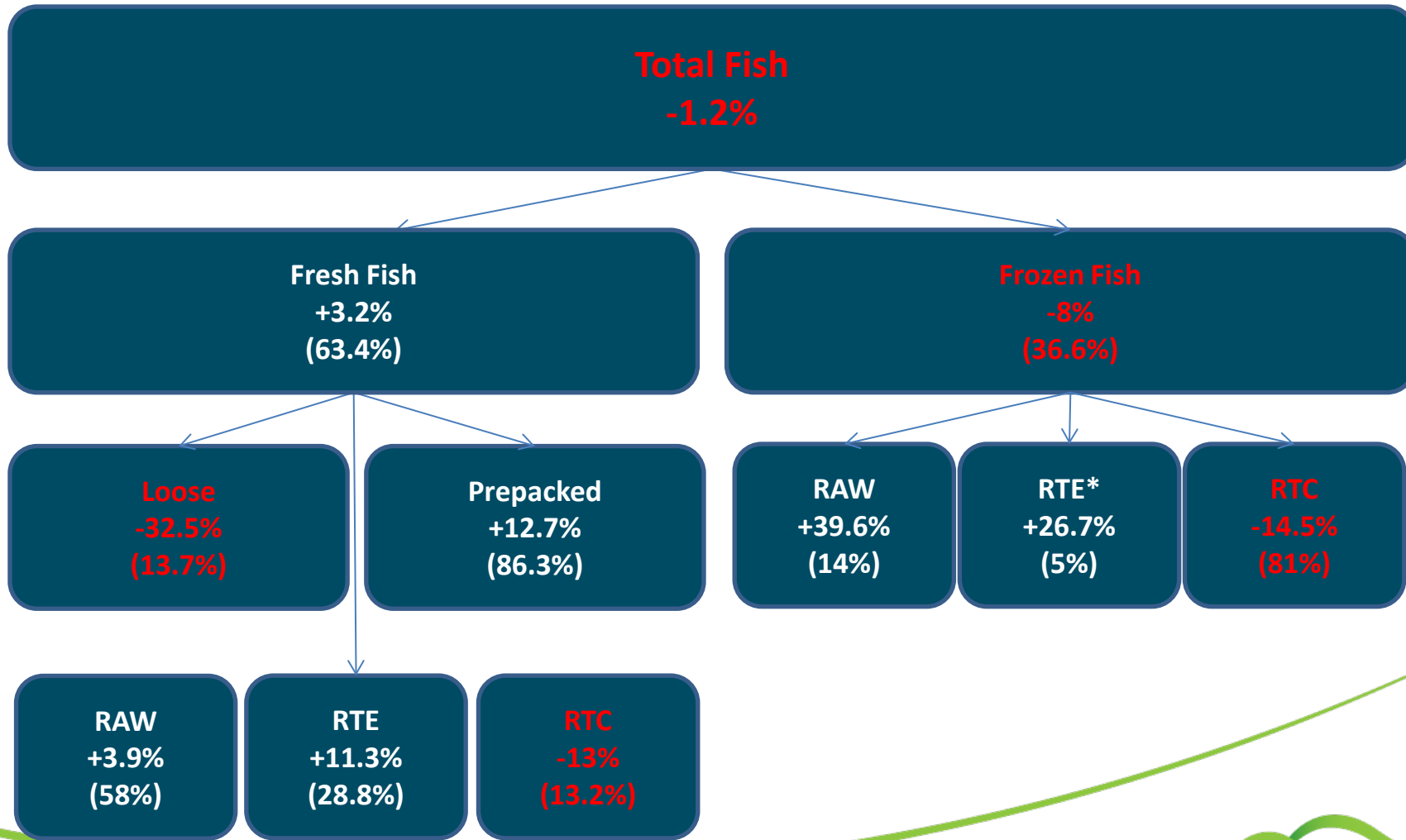
**Raw** Fish which needs heat applied to it before eating



# Irish Seafood Retail –Key Stats Tesco

% Growth Year on Year & % Breakdown Value

52 w/e 1<sup>st</sup> January 2017



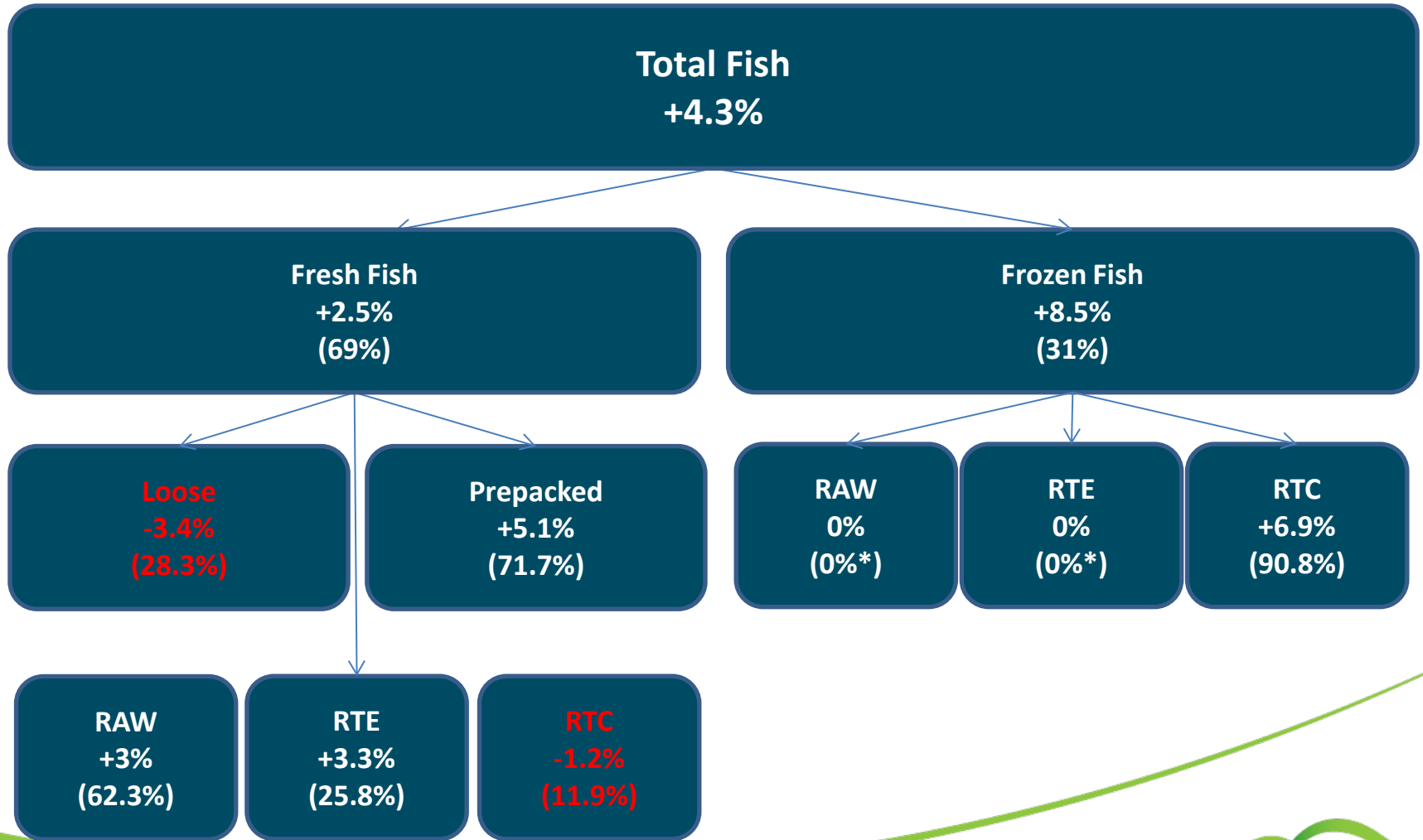
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail – Key Stats Dunnes Stores

% Growth Year on Year & % Breakdown Value  
52 w/e 1<sup>st</sup> January 2017



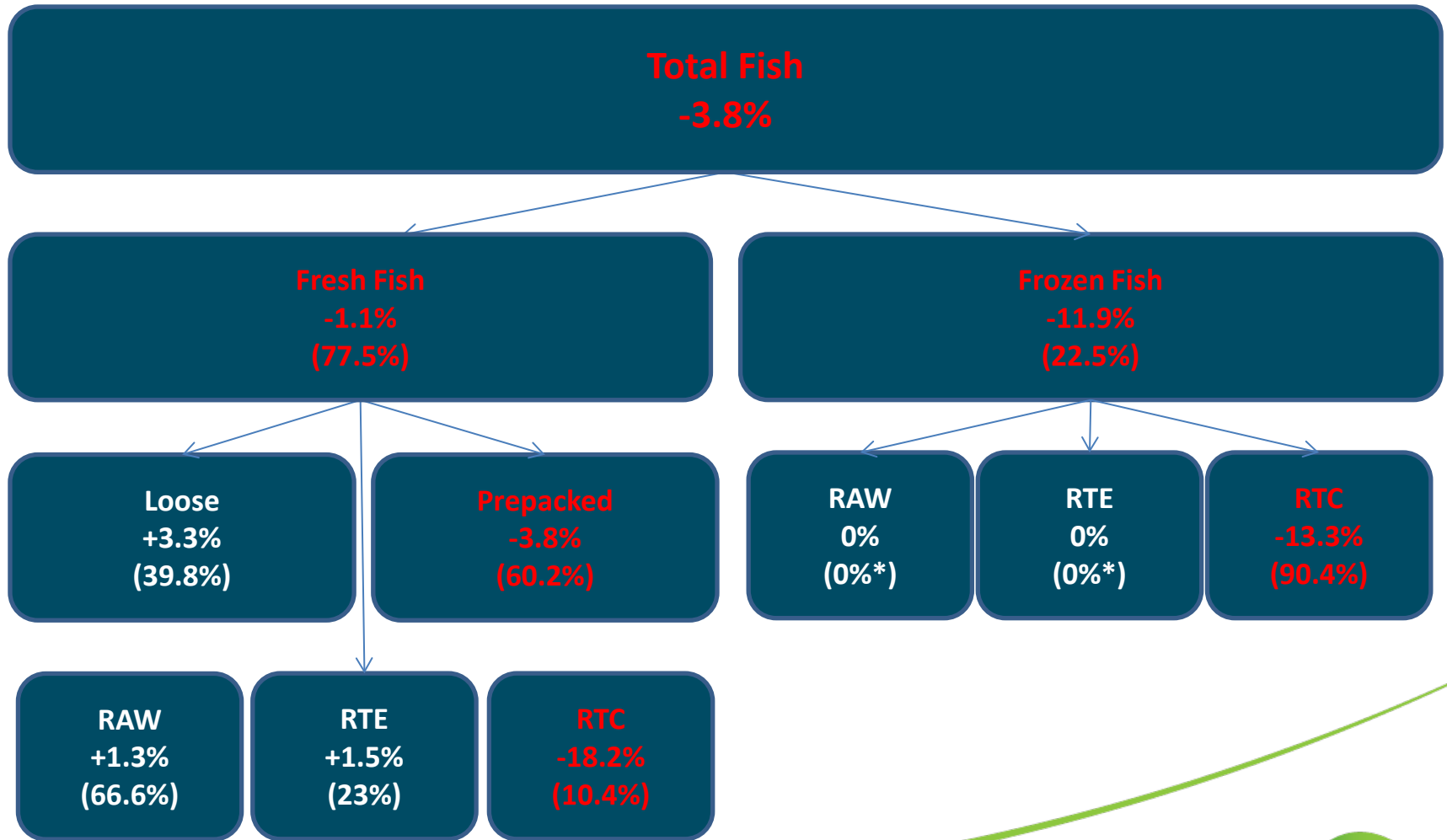
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Supervalu

% Growth Year on Year & % Breakdown Value  
52 w/e 1<sup>st</sup> January 2017



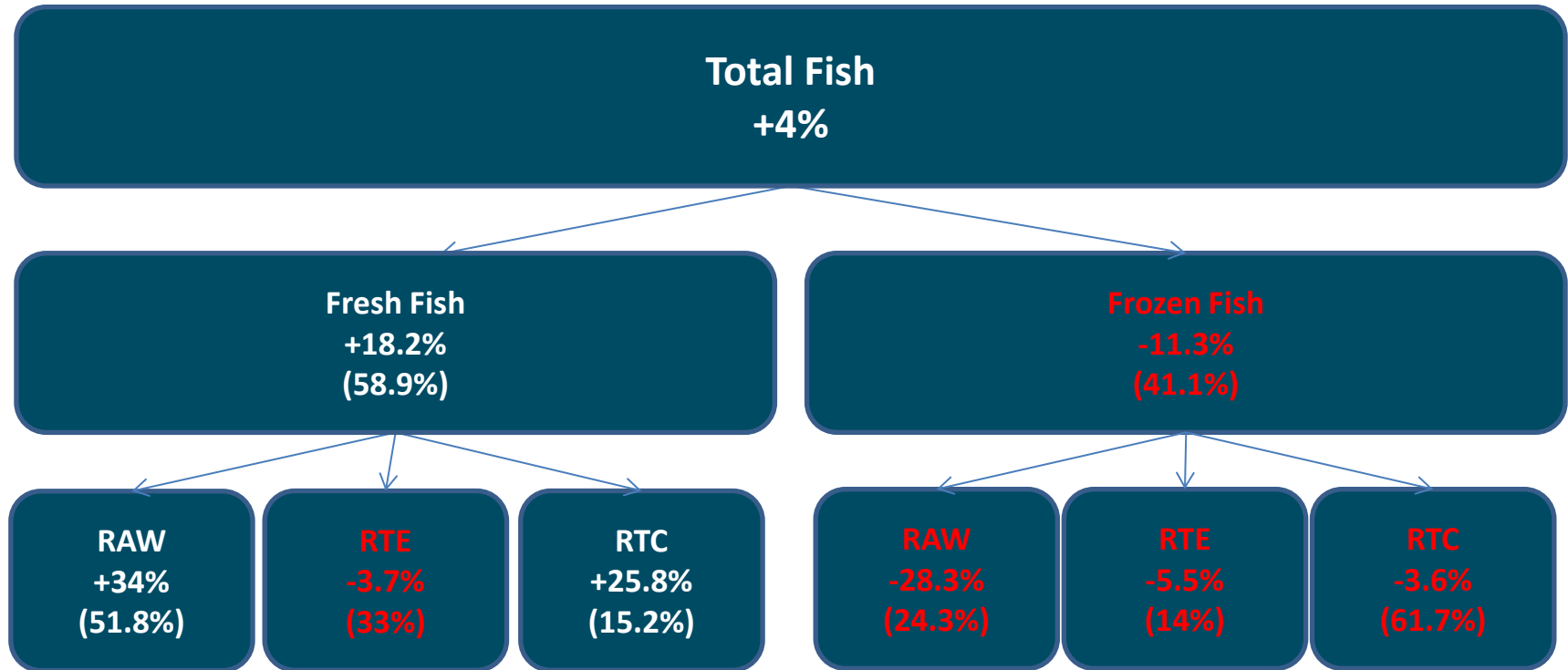
Source: Kantar Worldpanel

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# Irish Seafood Retail –Key Stats Aldi

% Growth Year on Year & % Breakdown Value  
52 w/e 1<sup>st</sup> January 2017



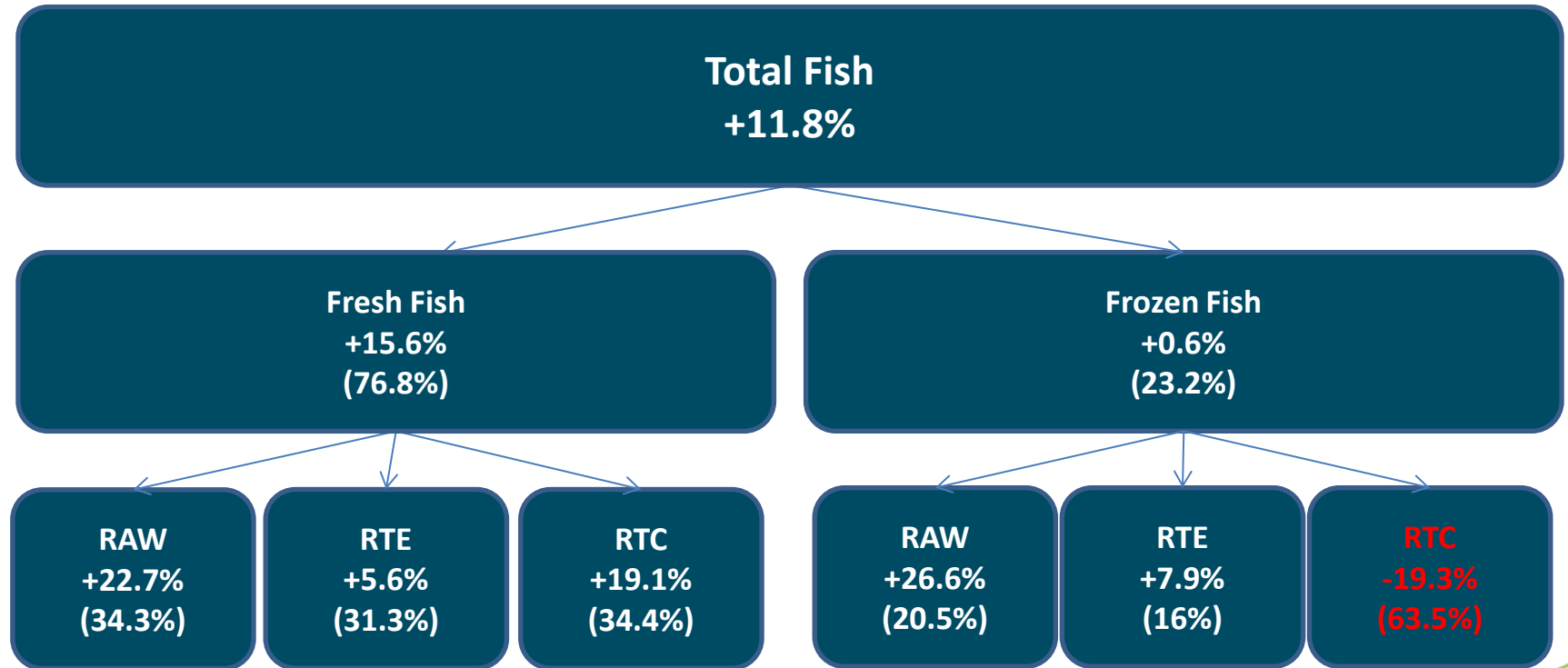
Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats Lidl

% Growth Year on Year & % Breakdown Value  
52 w/e 1<sup>st</sup> January 2017



Source: Kantar Worldpanel

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