



# BIM

Ireland's  
Seafood  
Development  
Agency

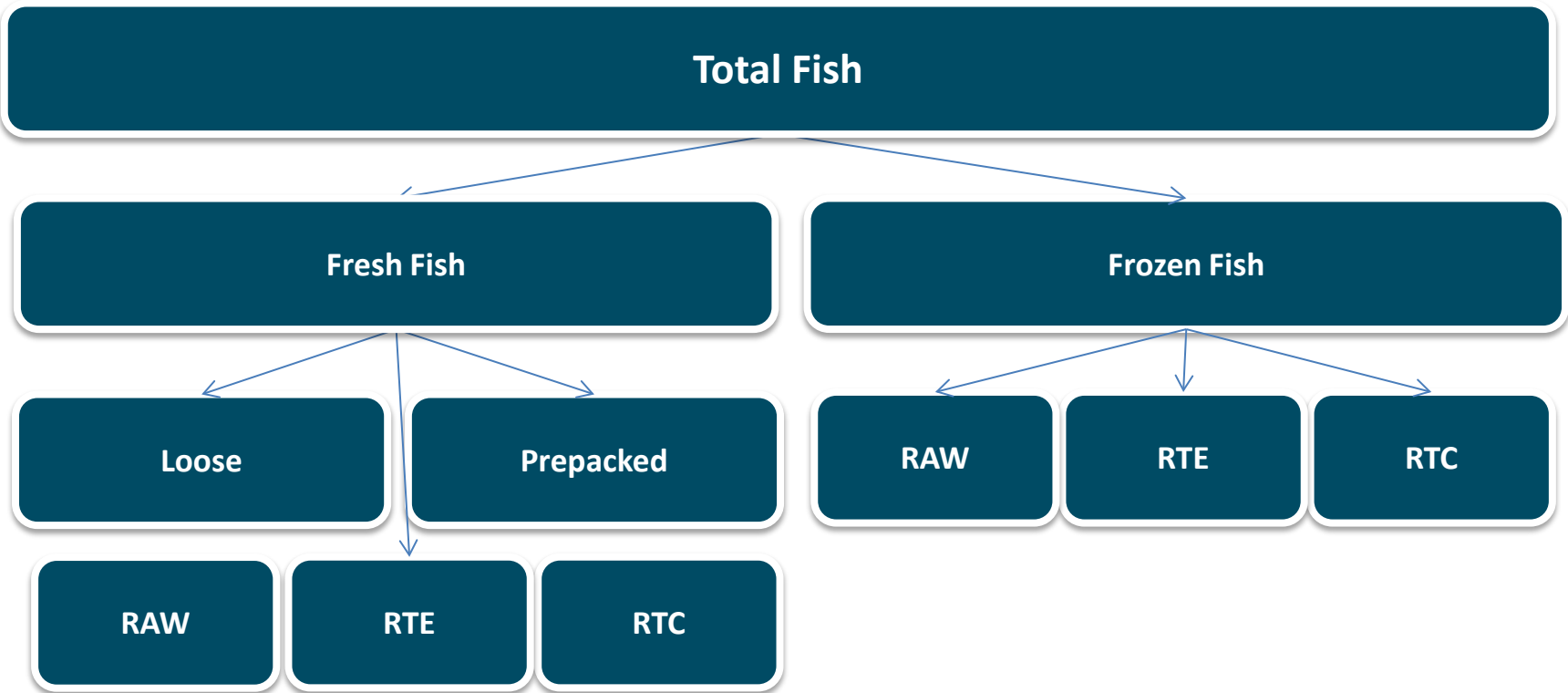
# IRISH SEAFOOD SALES: SPECIES BREAKDOWN

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

Source: Kantar Worldpanel



# Definitions of the Category & Sub-Categories



**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

## Cod

% Growth Year on Year and Total Value  
52 w/e 01<sup>st</sup> Jan 2017



**Total Fish**  
**+0.7%**  
**(Worth €47.5m)**

**Fresh Fish**  
**+10.9%**  
**(€21.2m)**

**Frozen Fish**  
**-6.3%**  
**(€26.3m)**

**Prepacked**  
**+8%**  
**(€11.6m)**

**Loose**  
**+14.5%**  
**(€9.6m)**

**RAW**  
**+7.3%**  
**(€1.7m)**

**RTE**  
**(€0m)**

**RTC**  
**-7.1%**  
**(€24.6m)**

**RAW**  
**(€15.4m)**

**RTE**  
**(€0m)**

**RTC**  
**(€5.8m)**

Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution

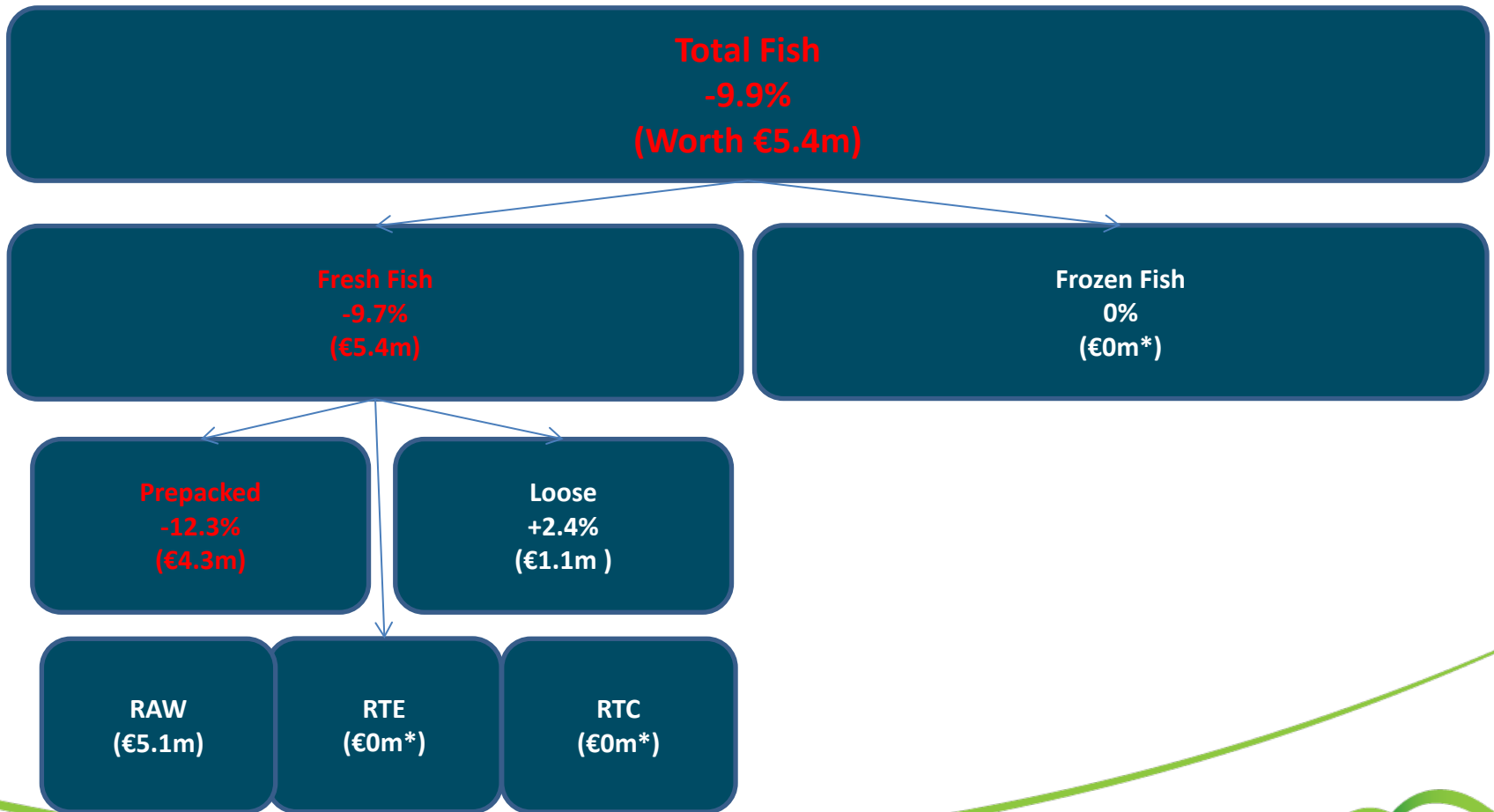


# Irish Seafood Retail –Key Stats

## Coley



% Growth Year on Year and Total Value  
52 w/e 01<sup>st</sup> Jan 2017



Source: Kantar Worldpanel

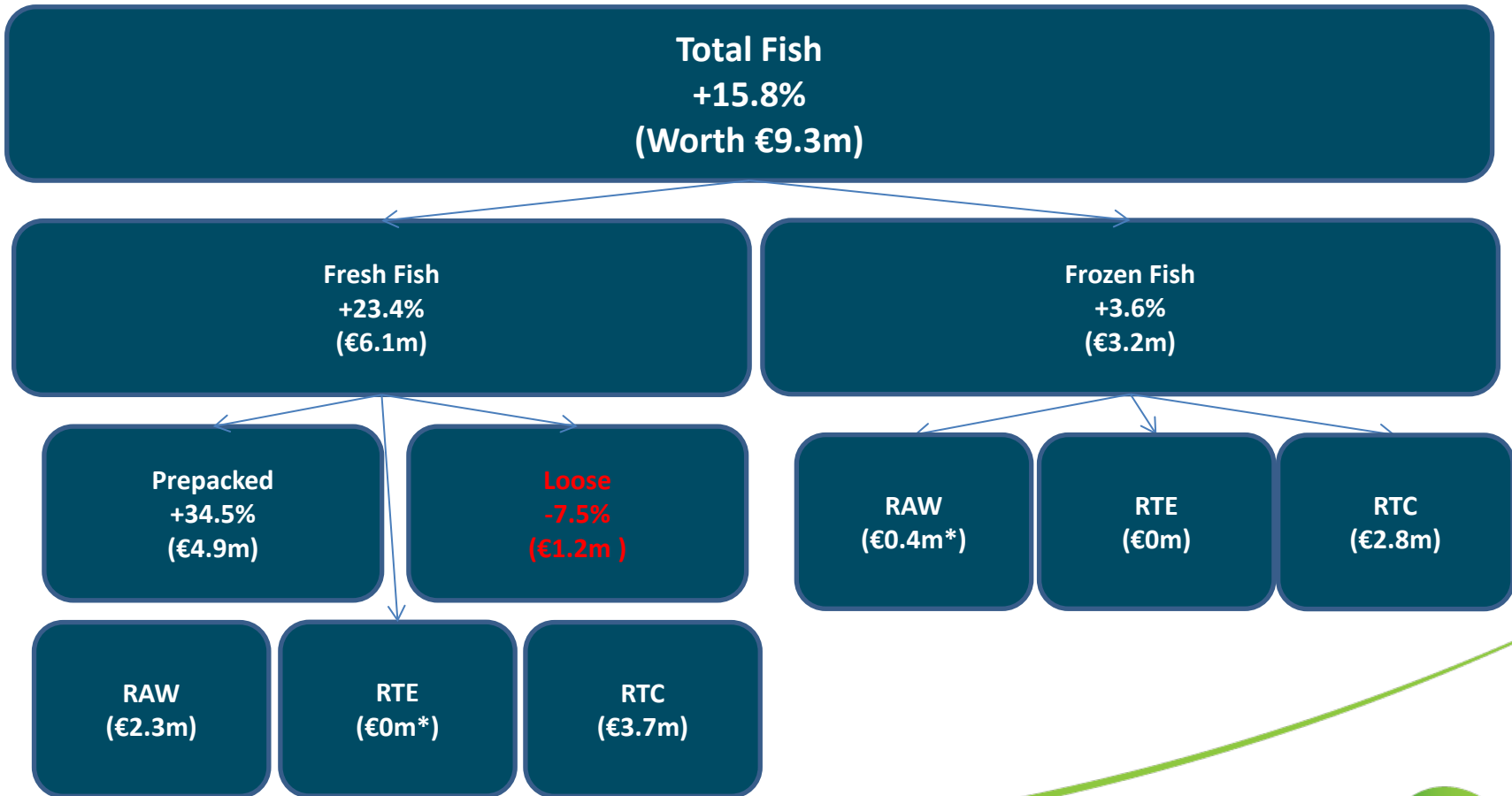
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# Irish Seafood Retail –Key Stats

## Haddock

% Growth Year on Year and Total Value  
52 w/e 01<sup>st</sup> Jan 2017



Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats

## Prawns



% Growth Year on Year and Total Value  
52 w/e 01<sup>st</sup> Jan 2017

**Total Fish**  
-2%  
(Worth €17.4m)

**Fresh Fish**  
+2.8%  
(€10.3m)

**Frozen Fish**  
-8.2%  
(€7m)

**Prepacked**  
+2.7%  
(€9.9m)

**Loose**  
0%  
(€0.4m\*)

**RAW**  
(€0.8m)

**RTE**  
(€4.7m)

**RTC**  
(€1.5m)

**RAW**  
(€1.6m)

**RTE**  
(€7.1m)

**RTC**  
(€1.7m)

Prawn Species	Total Value
Langoustine	€0.5m*
Warm Water Prawns	€12.6m
Cold Water Prawns	€4.3m

Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution

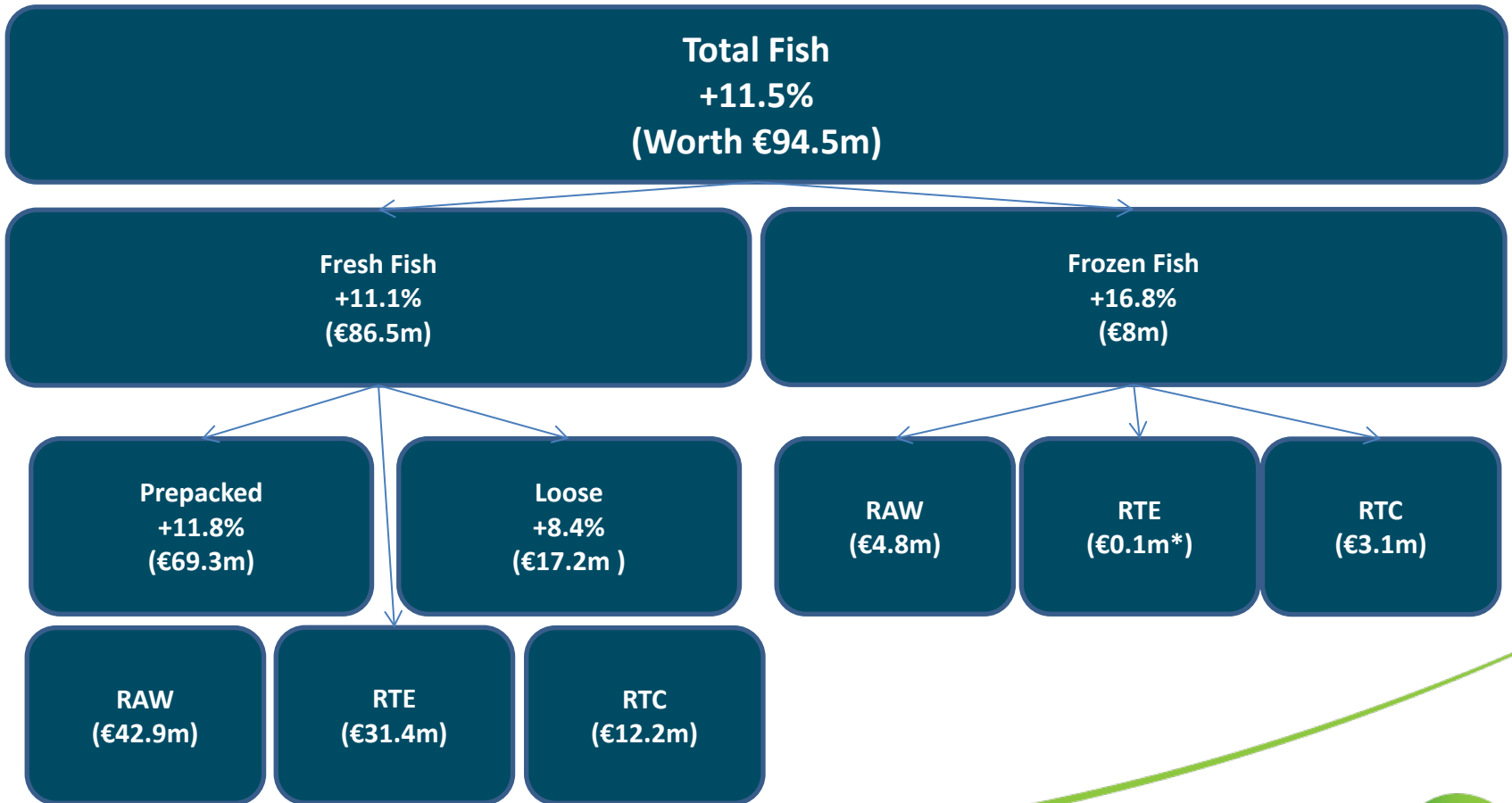


# Irish Seafood Retail –Key Stats

## Salmon



% Growth Year on Year and Total Value  
52 w/e 01<sup>st</sup> Jan 2017



Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution



# Irish Seafood Retail –Key Stats

## Hake

% Growth Year on Year and Total Value  
52 w/e 01<sup>st</sup> Jan 2017



**Total Fish**  
**+32.9%**  
**(Worth €9.4m)**

**Fresh Fish**  
**+36.4%**  
**(€9.4m)**

**Frozen Fish**  
**0%**  
**(€0m)**

**Prepacked**  
**+46%**  
**(€6.4m)**

**Loose**  
**+19.3%**  
**(€2.9m\*)**

**RAW**  
**(€8.5m)**

**RTE**  
**(€0.1m\*)**

**RTC**  
**(€0.8m\*)**

Source: Kantar Worldpanel

\* Data contains low buyer numbers. Use with caution

