Irish Seafood Sales: Retailer Breakdown

Data 52 week ending 31st December 2017
Source: Kantar Worldpanel
Definitions of the Category & Sub-Categories

**Total Fish**

- **Fresh Fish**
  - Loose
  - Prepacked

- **Frozen Fish**
  - 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 31st Dec 2017

**Total Fish**
+3.1%

**Fresh Fish**
+4.9%
(65%)

- **Loose**
  +21%
  (17%)

- **Prepacked**
  +2.1%
  (83%)

**Frozen Fish**
-0.2%
(35%)

- **RAW**
  -1.7%
  (11%)

- **RTE**
  -8.3%
  (5%)

- **RTC**
  3.3%
  (84%)

**Total Fish**
-1.1%
(55%)

- **RTE**
  +8.0%
  (29%)

- **RTC**
  25.3%
  (16%)

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 31st Dec 2017

Total Fish
+2.2%

Fresh Fish
+3.2%
(70%)

Frozen Fish
+0.1%
(30%)

Loose
-11%
(25%)

Prepacked
+8.9%
(75%)

RAW
+3.6%
(62%)

RTE
+6.9%
(26%)

RTC
-6.8%
(12%)

RAW
0%
(0%*)

RTE
0%
(0%*)

RTC
+1.8%
(92%)

Source: Kantar Worldpanel

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Irish Seafood Retail – Key Stats **Supervalu**

% Growth Year on Year & % Breakdown Value  
52 w/e 31st Dec 2017

Total Fish  
+8.7%

Fresh Fish  
+6.0% (75%)

- Loose, -4% (14%)
  - Prepacked, +15.2% (66%)

Frozen Fish  
+18% (25%)

- RAW, 0% (0%*)
- RTE, 0% (0%*)
- RTC, +11.8% (86%)

RAW  
+8.4% (68%)

RTE  
-4.5% (21%)

RTC  
+13.9% (11%)

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Source: Kantar Worldpanel

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<table>
<thead>
<tr>
<th>Category</th>
<th>Year-on-Year</th>
<th>% Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fish</td>
<td>+17.3%</td>
<td></td>
</tr>
<tr>
<td>Fresh Fish</td>
<td>+34.5%</td>
<td>(68%)</td>
</tr>
<tr>
<td>Frozen Fish</td>
<td>-7.5%</td>
<td>(32.5%)</td>
</tr>
<tr>
<td>Raw</td>
<td>+15.7%</td>
<td>(44%)</td>
</tr>
<tr>
<td>Raw</td>
<td>+34%</td>
<td>(33%)</td>
</tr>
<tr>
<td>Raw</td>
<td>+99.7%</td>
<td>(23%)</td>
</tr>
<tr>
<td>RTE</td>
<td>+10.4%</td>
<td>(17%)</td>
</tr>
<tr>
<td>RTE</td>
<td>-3.1%</td>
<td>(41%)</td>
</tr>
<tr>
<td>RTC</td>
<td>-28.9%</td>
<td>(19%)</td>
</tr>
<tr>
<td>RTC</td>
<td>+10.4%</td>
<td>(17%)</td>
</tr>
</tbody>
</table>

Source: Kantar Worldpanel

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Irish Seafood Retail – Key Stats Lidl
% Growth Year on Year & % Breakdown Value
52 w/e 31st Dec 2017

Total Fish
+1.7%

Fresh Fish
-0.8%
(75%)

Frozen Fish
+10.1%
(25%)

RAW
-2.9%
(34%)

RTC
+10.2%
(38%)

RTE
-10.7%
(28%)

RAW
+3.2%
(19%)

RTC
+12.1%
(65%)

RTE
+11.2%
(16%)

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Source: Kantar Worldpanel