

Irish Seafood Sales: Species Breakdown

Data 52 week ending 31st December 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

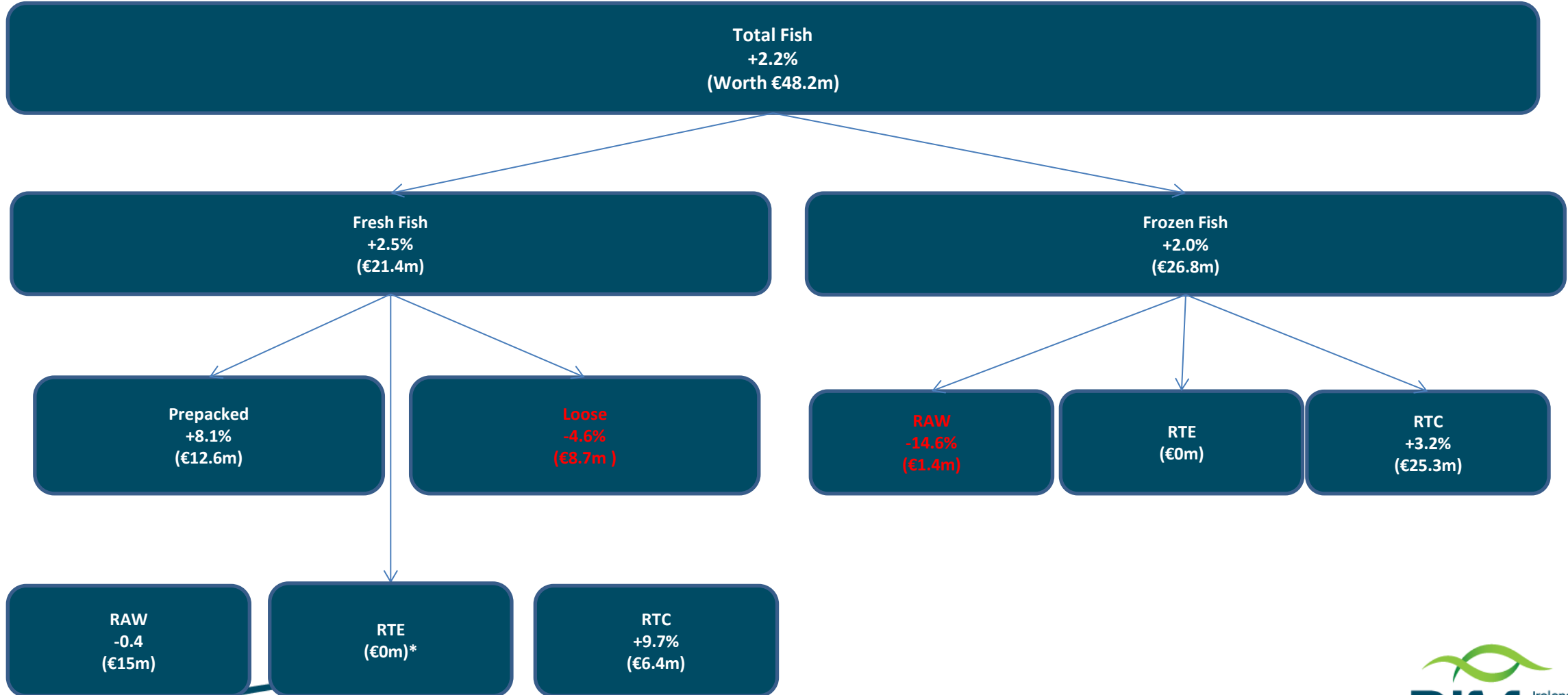
RTC Fish which has been prepared to provide final product for the consumer and is ready to cook

Raw Fish which needs heat applied to it before eating

Irish Seafood Retail –Key Stats

Cod

% Growth Year on Year and Total Value
52 w/e 31ST Dec 2017



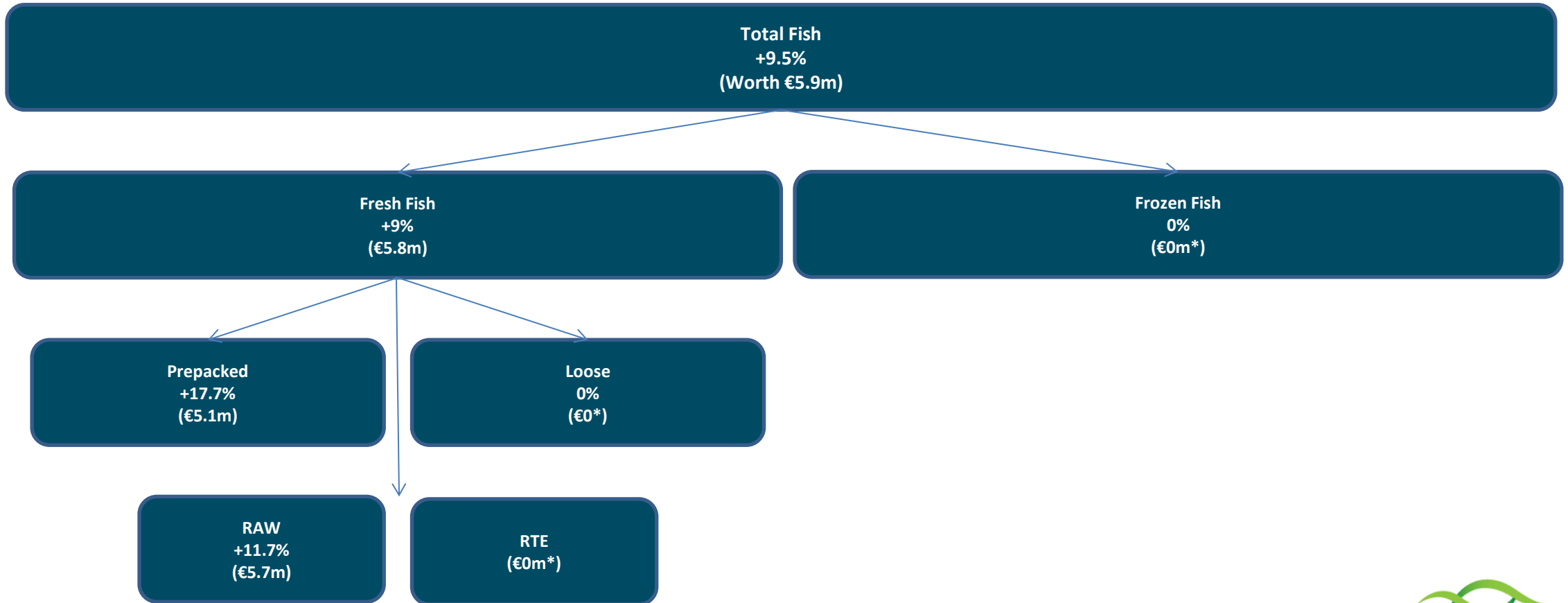
Source: Kantar Worldpanel

* Data contains low buyer numbers. Use with caution

Irish Seafood Retail –Key Stats

Coley

% Growth Year on Year and Total Value
52 w/e 31ST Dec 2017



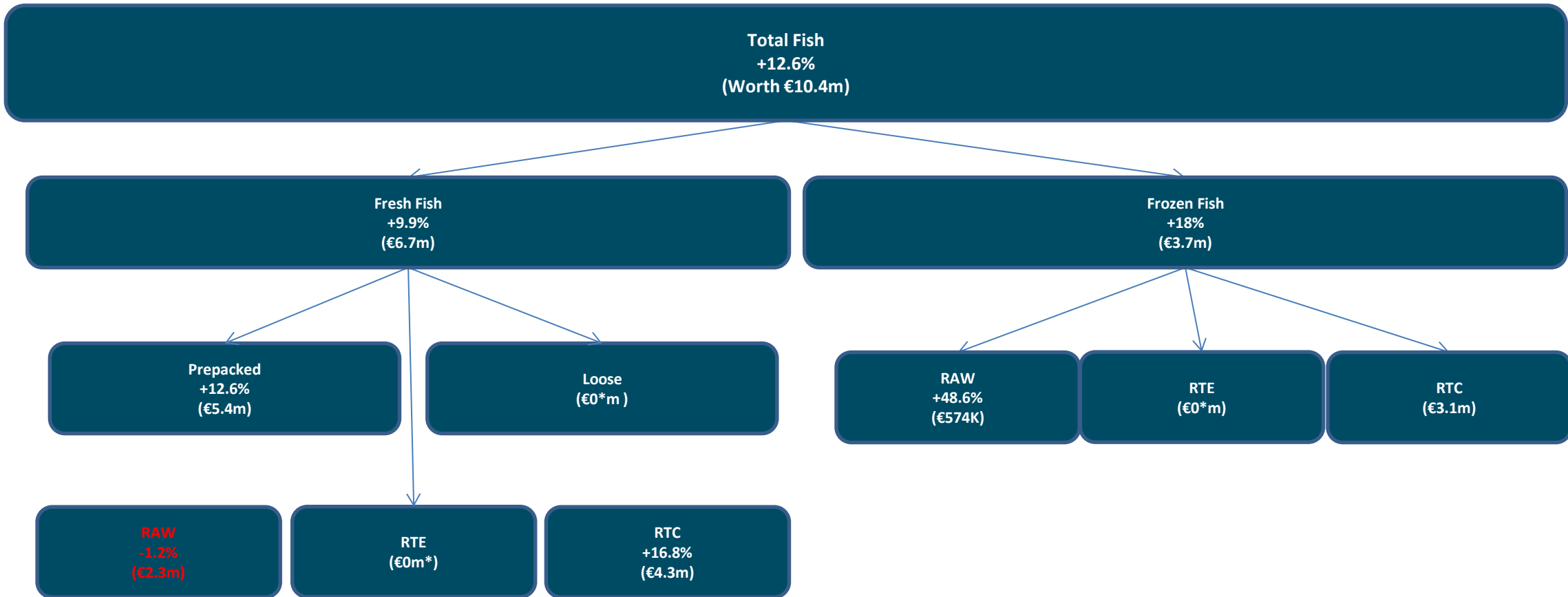
Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats

Haddock

% Growth Year on Year and Total Value
52 w/e 31ST Dec 2017



Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats

Prawns

% Growth Year on Year and Total Value
52 w/e 31ST Dec 2017



Total Fish
+15.4%
(Worth €20m)

Fresh Fish
+15.1%
(€11.9m)

Frozen Fish
+16%
(€8.2m)

Prepacked
+17.7%
(€11.63m)

Loose
0%
(€0m*)

RAW
+67.6%
(€1.4m)

RTE
+3.2%
(€4.8m)

RTC
+26.8%
(€1.9m)

RAW
+48.2%
(€2.3m)

RTE
+7.4%
(€7.4m)

RTC
+26.1%
(€2.1m)

Prawn Species	Total Value
Langoustine	€671K*
Warm Water Prawns	€14.1m
Cold Water Prawns	€5.2m

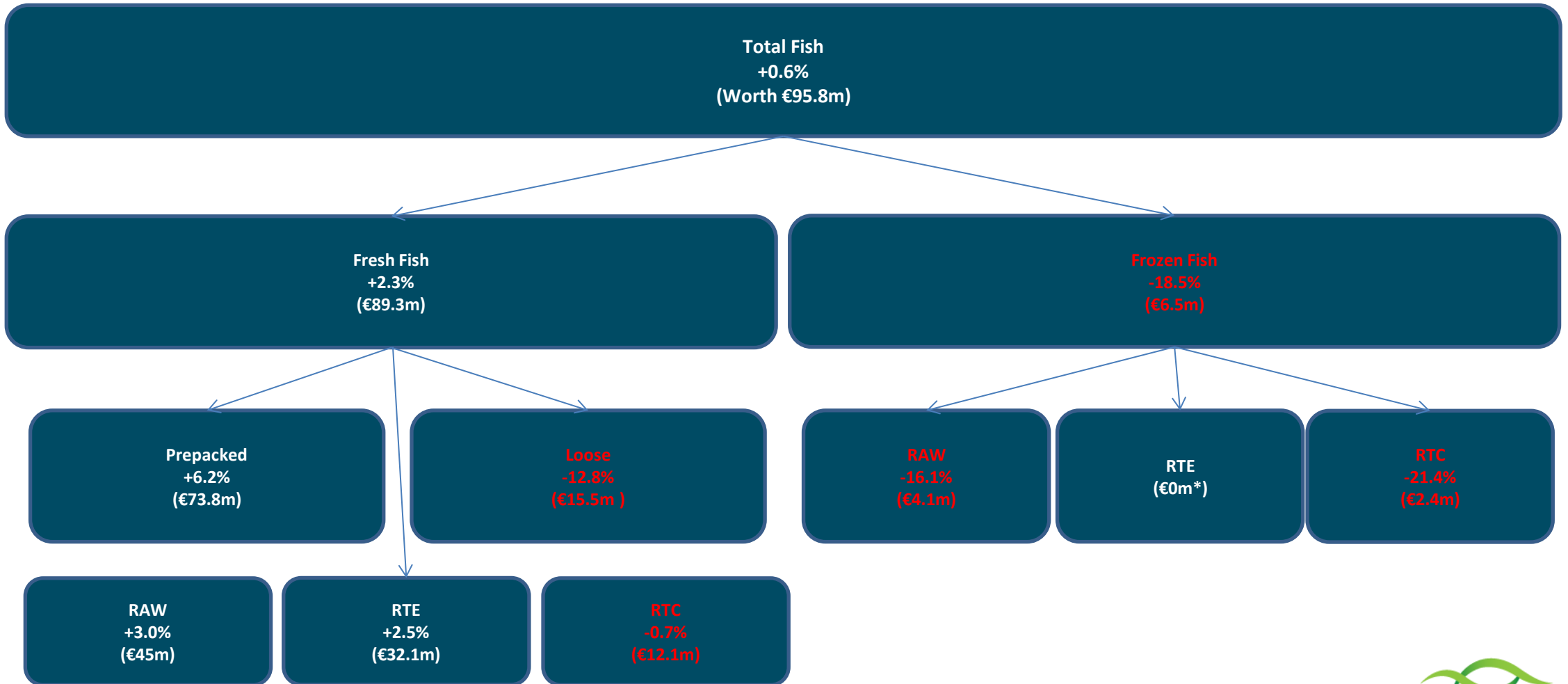
Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats

Salmon

% Growth Year on Year and Total Value
52 w/e 31ST Dec 2017



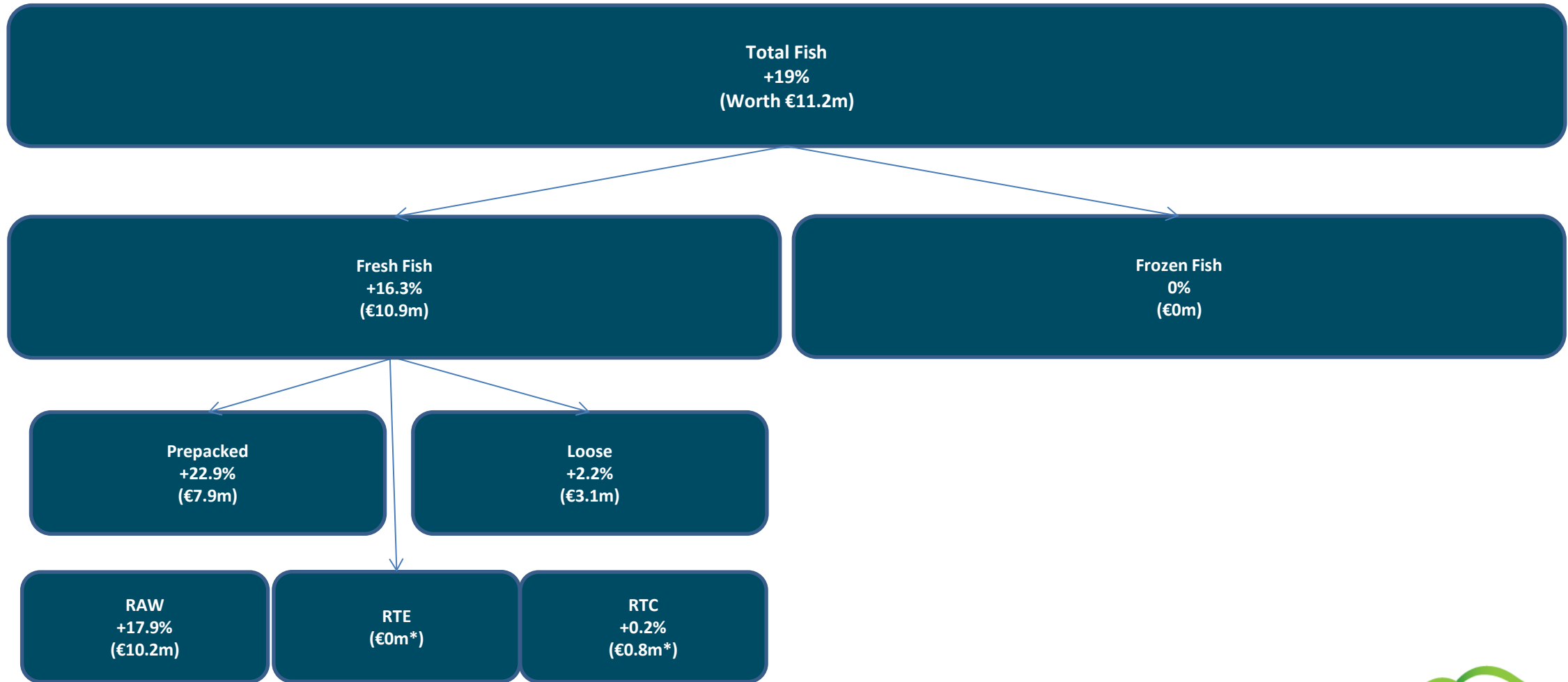
Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats

Hake

% Growth Year on Year and Total Value
52 w/e 31ST Dec 2017



Source: Kantar Worldpanel

* Data contains low buyer numbers. Use with caution