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**
  - 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
Cod
% Growth Year on Year and Total Value
52 w/e 31st Dec 2017

Total Fish
+2.2%
(Worth €48.2m)

Fresh Fish
+2.5%
(€21.4m)

Prepacked
+8.1%
(€12.6m)

Loose
-4.9%
(€8.7m)

Frozen Fish
+2.0%
(€26.8m)

RAW
-14.6%
(€1.4m)

RTE
(€0m)

RTC
+3.2%
(€25.3m)

Prepacked
+8.1%
(€12.6m)

Loose
-4.9%
(€8.7m)

RAW
-0.4
(€15m)

RTE
(€0m)*

RTC
+9.7%
(€6.4m)

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

Total Fish
+9.5%
(Worth €5.9m)

Fresh Fish
+9%
(€5.8m)

Prepacked
+17.7%
(€5.1m)

Loose
0%
(€0m*)

Frozen Fish
0%
(€0m*)

RAW
+11.7%
(€5.7m)

RTE
(€0m*)

Source: Kantar Worldpanel

* Data contains low buyer numbers. Use with caution
Irish Seafood Retail – Key Stats
Haddock
% Growth Year on Year and Total Value
52 w/e 31st Dec 2017

Total Fish
+12.6%
(Worth €10.4m)

- Fresh Fish
  +9.9%
  (€6.7m)
  - Prepacked
    +12.6%
    (€5.4m)
  - Loose
    (€0m )

- Frozen Fish
  +18%
  (€3.7m)
  - RAW
    +48.6%
    (€574K)
  - RTE
    (€0m )
  - RTC
    (€3.1m)

- RTE
  +16.8%
  (€4.3m)

- RTC
  (€3.1m)

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 31ST Dec 2017

### Total Fish
+15.4%
(Worth €20m)

#### Fresh Fish
+15.1%
(€11.9m)

- Prepacked
  +17.7%
  (€11.63m)

- Loose
  0%
  (€0m*)

#### Frozen Fish
+16%
(€8.2m)

- RAW
  +67.6%
  (€1.4m)

- RTE
  +3.2%
  (€4.8m)

- RTC
  +26.8%
  (€1.9m)

#### Prepacked
+17.7%
(€11.63m)

#### Loose
0%
(€0m*)

#### RAW
+67.6%
(€1.4m)

#### RTE
+3.2%
(€4.8m)

#### RTC
+26.8%
(€1.9m)

### Prawn Species

<table>
<thead>
<tr>
<th>Prawn Species</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Langoustine</td>
<td>€671K*</td>
</tr>
<tr>
<td>Warm Water Prawns</td>
<td>€14.1m</td>
</tr>
<tr>
<td>Cold Water Prawns</td>
<td>€5.2m</td>
</tr>
</tbody>
</table>

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 31st Dec 2017

Total Fish
+0.6%
(Worth €95.8m)

Fresh Fish
+2.3%
(€89.3m)

Prepacked
+6.2%
(€73.8m)

Loose
-12.8%
(€15.5m)

RAW
+3.0%
(€45m)

RTE
+2.5%
(€32.1m)

RTC
-0.7%
(€12.1m)

Frozen Fish
-18.5%
(€6.5m)

RAW
-16.1%
(€4.1m)

RTE
(€0m*)

RTC
-21.4%
(€2.4m)

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 31st Dec 2017

Total Fish
+19%
(Worth €11.2m)

Fresh Fish
+16.3%
(€10.9m)

Prepacked
+22.9%
(€7.9m)

Loose
+2.2%
(€3.1m)

RAW
+17.9%
(€10.2m)

RTE
(€0m*)

RTC
+0.2%
(€0.8m*)

Frozen Fish
0%
(€0m)

Irish Seafood Retail – Key Stats

Hake

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

Total Fish
+19%
(Worth €11.2m)

Fresh Fish
+16.3%
(€10.9m)

Prepacked
+22.9%
(€7.9m)

Loose
+2.2%
(€3.1m)

RAW
+17.9%
(€10.2m)

RTE
(€0m*)

RTC
+0.2%
(€0.8m*)

Frozen Fish
0%
(€0m)

Irish Seafood Retail – Key Stats

Hake

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

Total Fish
+19%
(Worth €11.2m)

Fresh Fish
+16.3%
(€10.9m)

Prepacked
+22.9%
(€7.9m)

Loose
+2.2%
(€3.1m)

RAW
+17.9%
(€10.2m)

RTE
(€0m*)

RTC
+0.2%
(€0.8m*)

Frozen Fish
0%
(€0m)

Source: Kantar Worldpanel

* Data contains low buyer numbers. Use with caution