

Irish Seafood Sales: Retailer Breakdown

Data 52 week ending 18th June 2017

Source: Kantar Worldpanel

Definitions of the Category & Sub-Categories

Total Fish

Fresh Fish

Loose

Prepacked

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

Frozen Fish

RAW

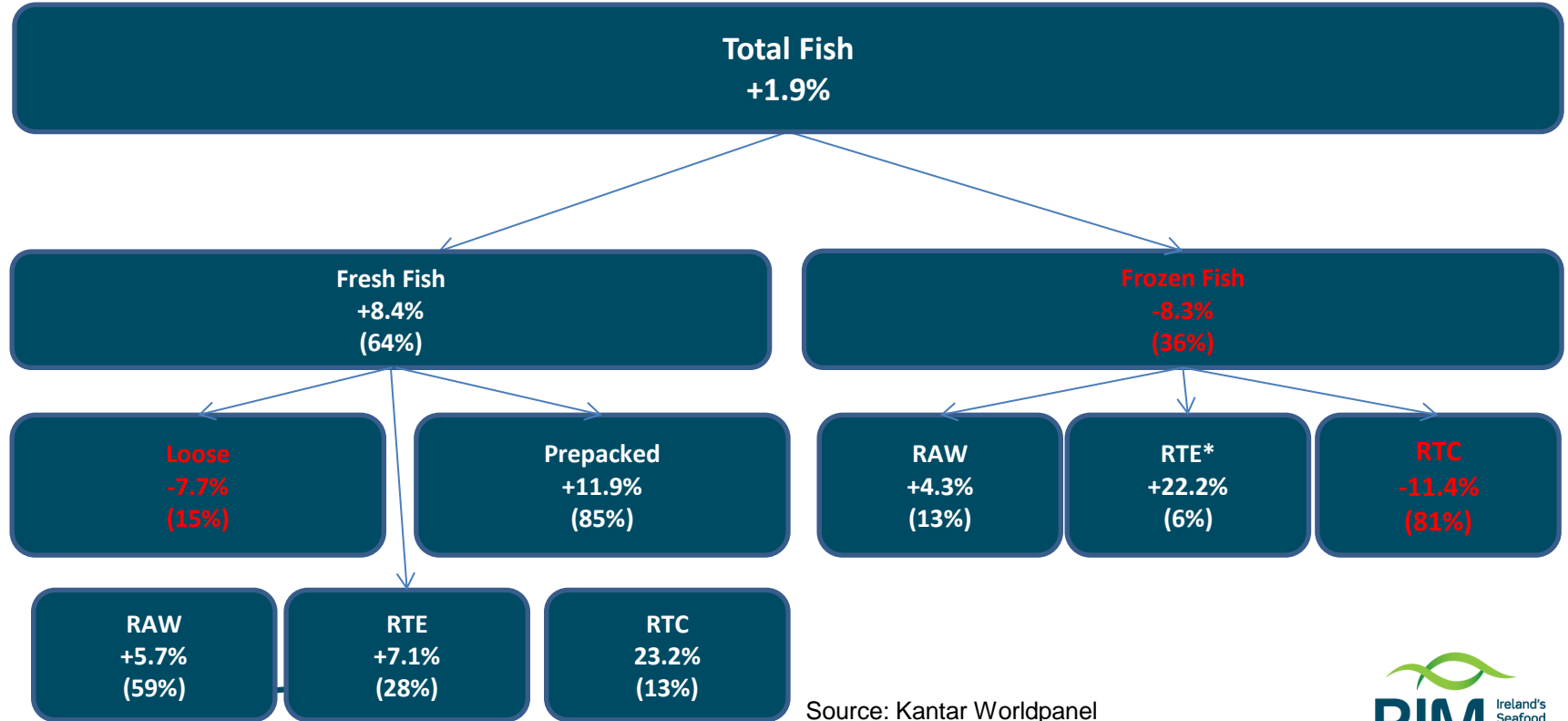
RTE

RTC

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 18th June 2017

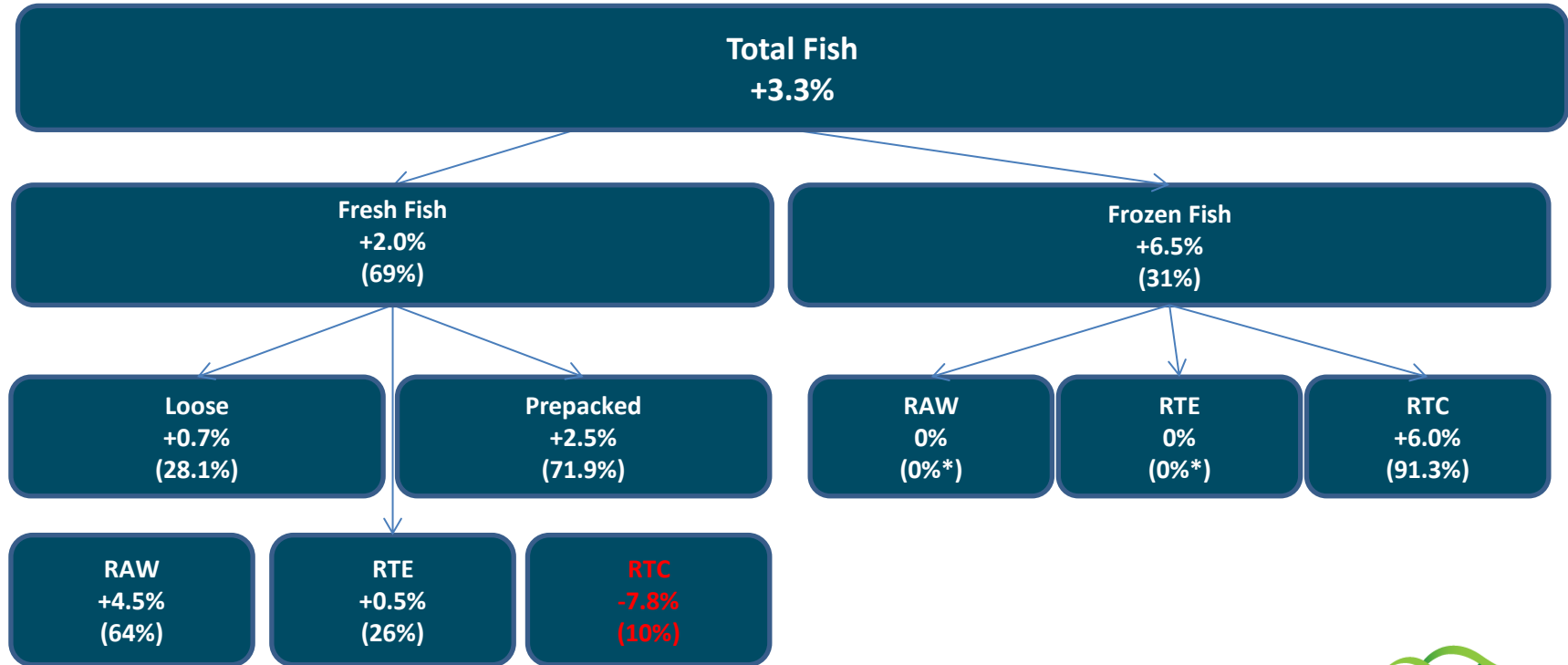


Source: Kantar Worldpanel

* Data contains low buyer numbers. Use with caution

Irish Seafood Retail –Key Stats Dunnes Stores

% Growth Year on Year & % Breakdown Value
52 w/e 18th June 2017



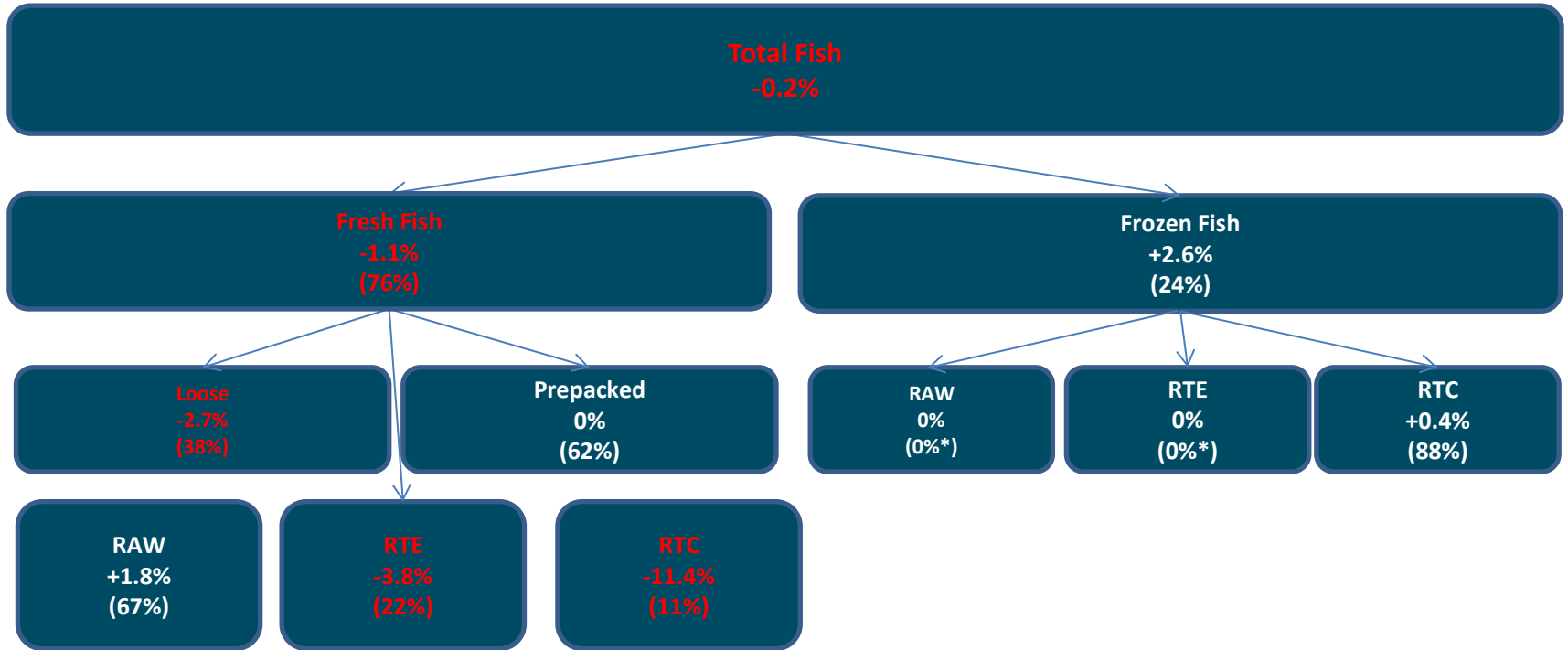
Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats Supervalu

% Growth Year on Year & % Breakdown Value

52 w/e 18th June 2017



Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats Aldi

% Growth Year on Year & % Breakdown Value

52 w/e 18th June 2017

Total Fish
+11.6%

Fresh Fish
+31.1%
(64%)

Frozen Fish
-11.4%
(36%)

RAW
+20.7%
(47%)

RTE
+24.3%
(34%)

RTC
+85.3%
(19%)

RAW
-41%
(19%)

RTE
+4.9%
(16%)

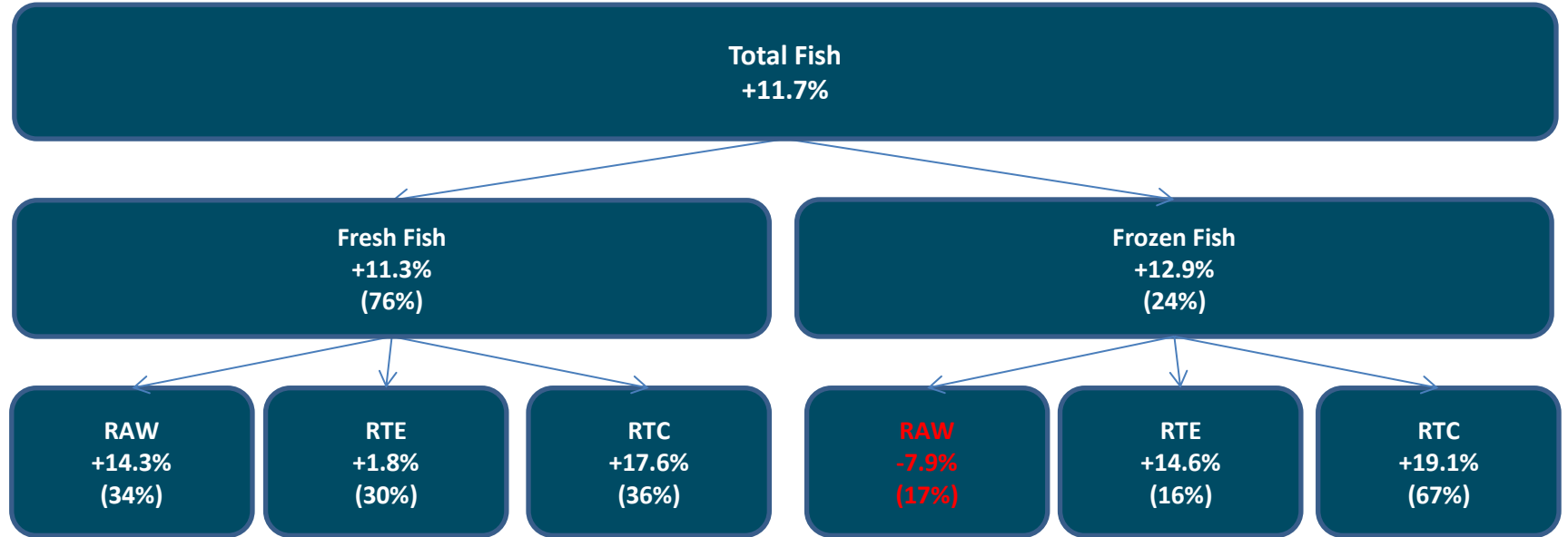
RTC
-0.5%
(65%)

Source: Kantar Worldpanel

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Irish Seafood Retail –Key Stats Lidl

% Growth Year on Year & % Breakdown Value
52 w/e 18th June 2017



Source: Kantar Worldpanel

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