



BIM

Ireland's
Seafood
Development
Agency

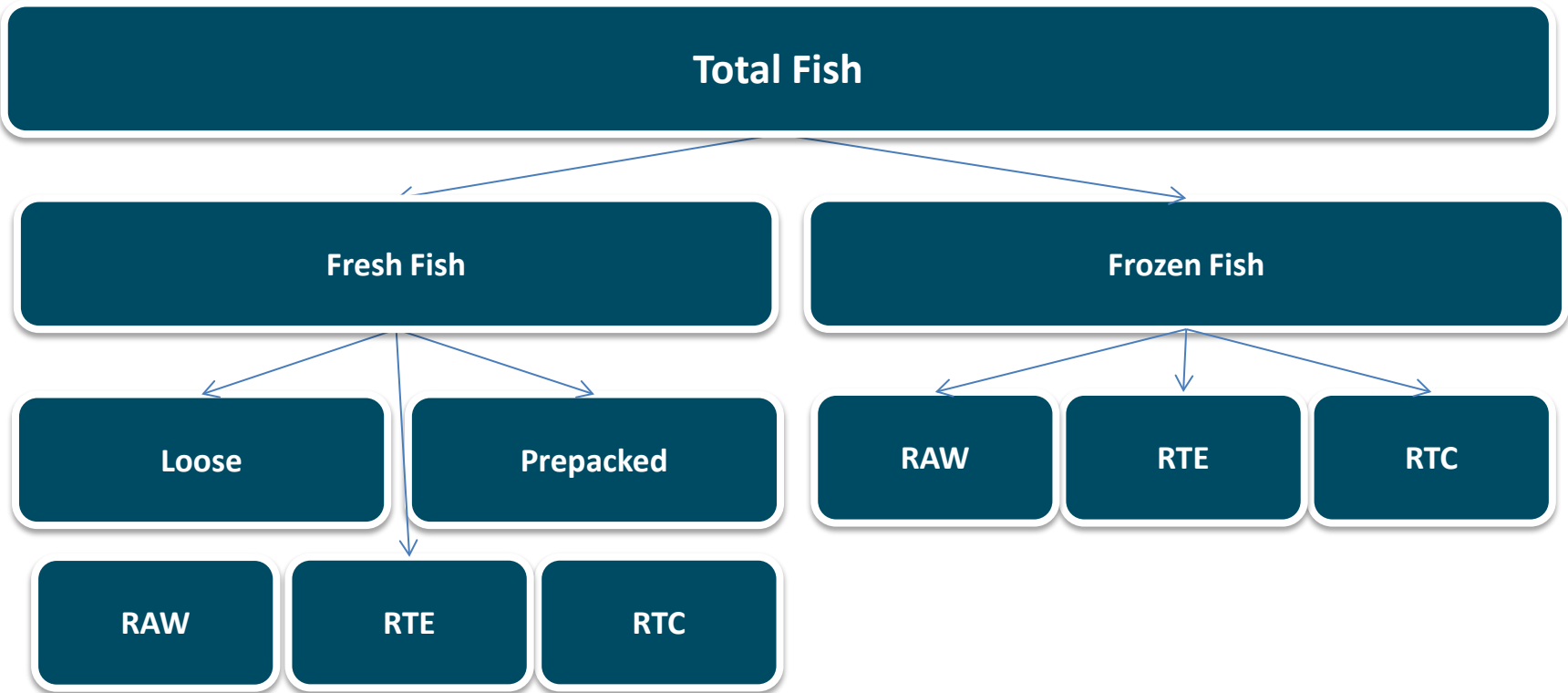
IRISH SEAFOOD SALES: SPECIES BREAKDOWN

Data 52 week ending 1st 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 01st 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

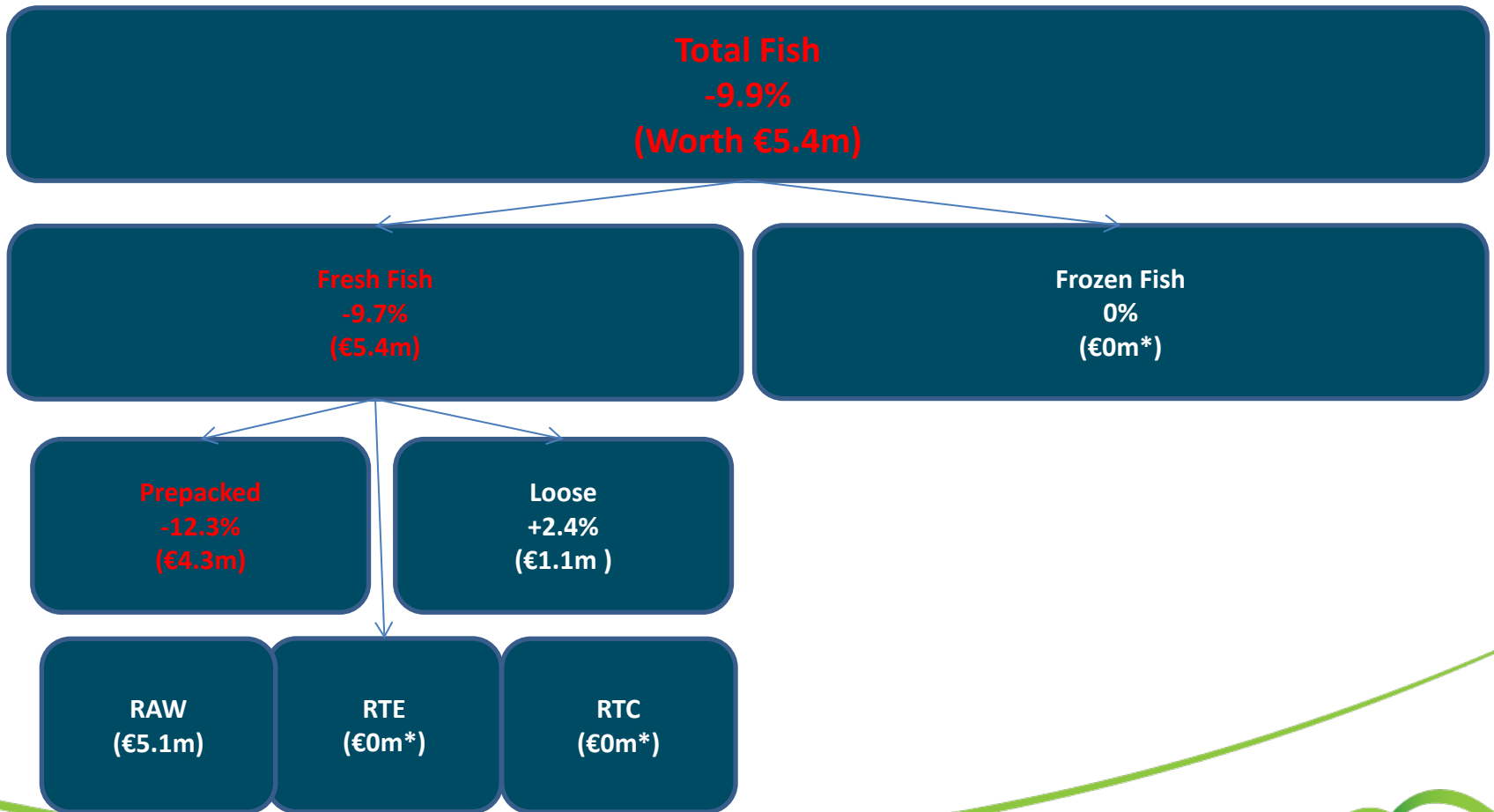


Irish Seafood Retail –Key Stats

Coley



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



Source: Kantar Worldpanel

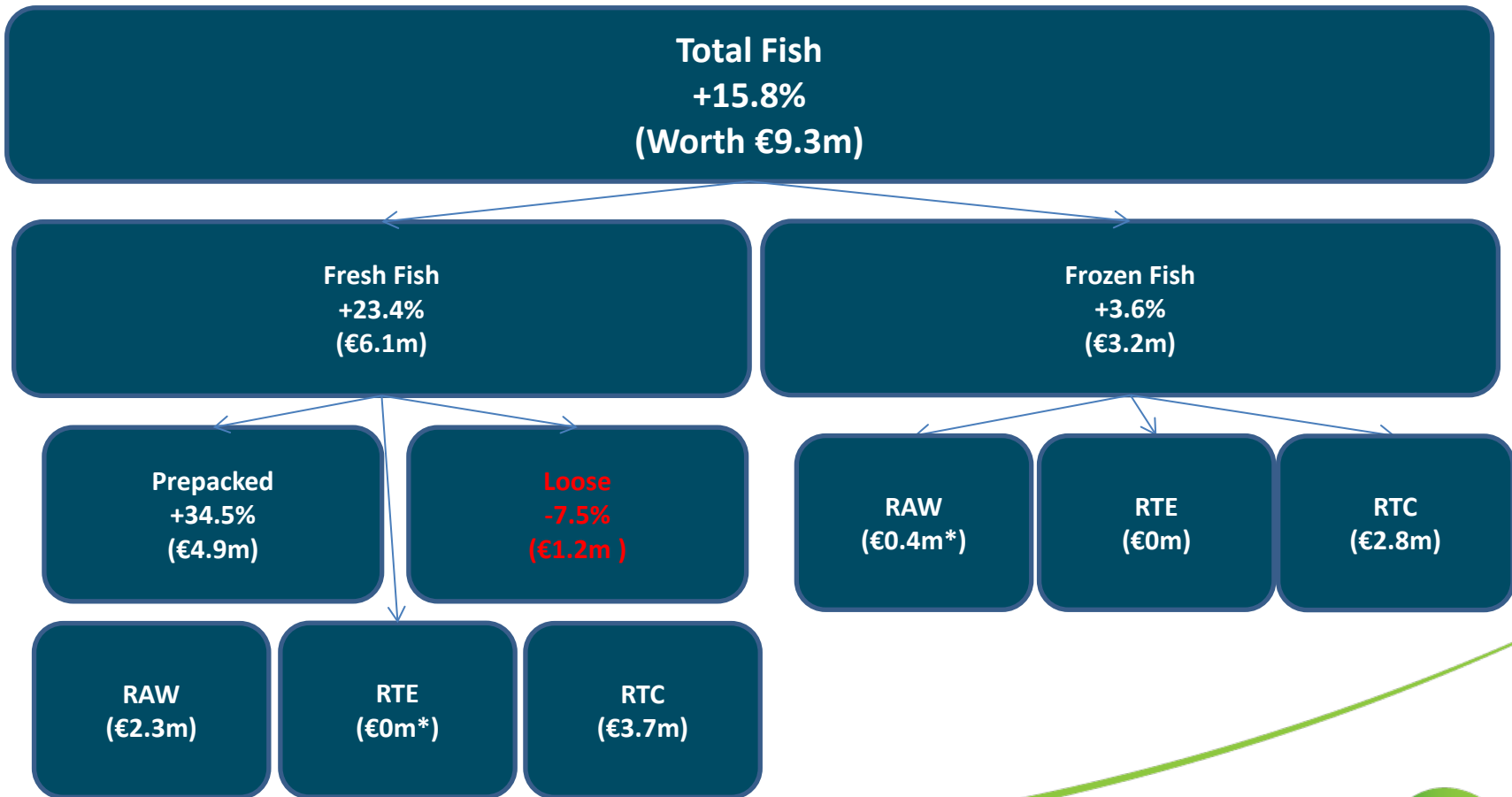
* Data contains low buyer numbers. Use with caution



Irish Seafood Retail –Key Stats

Haddock

% Growth Year on Year and Total Value
52 w/e 01st 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 01st 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

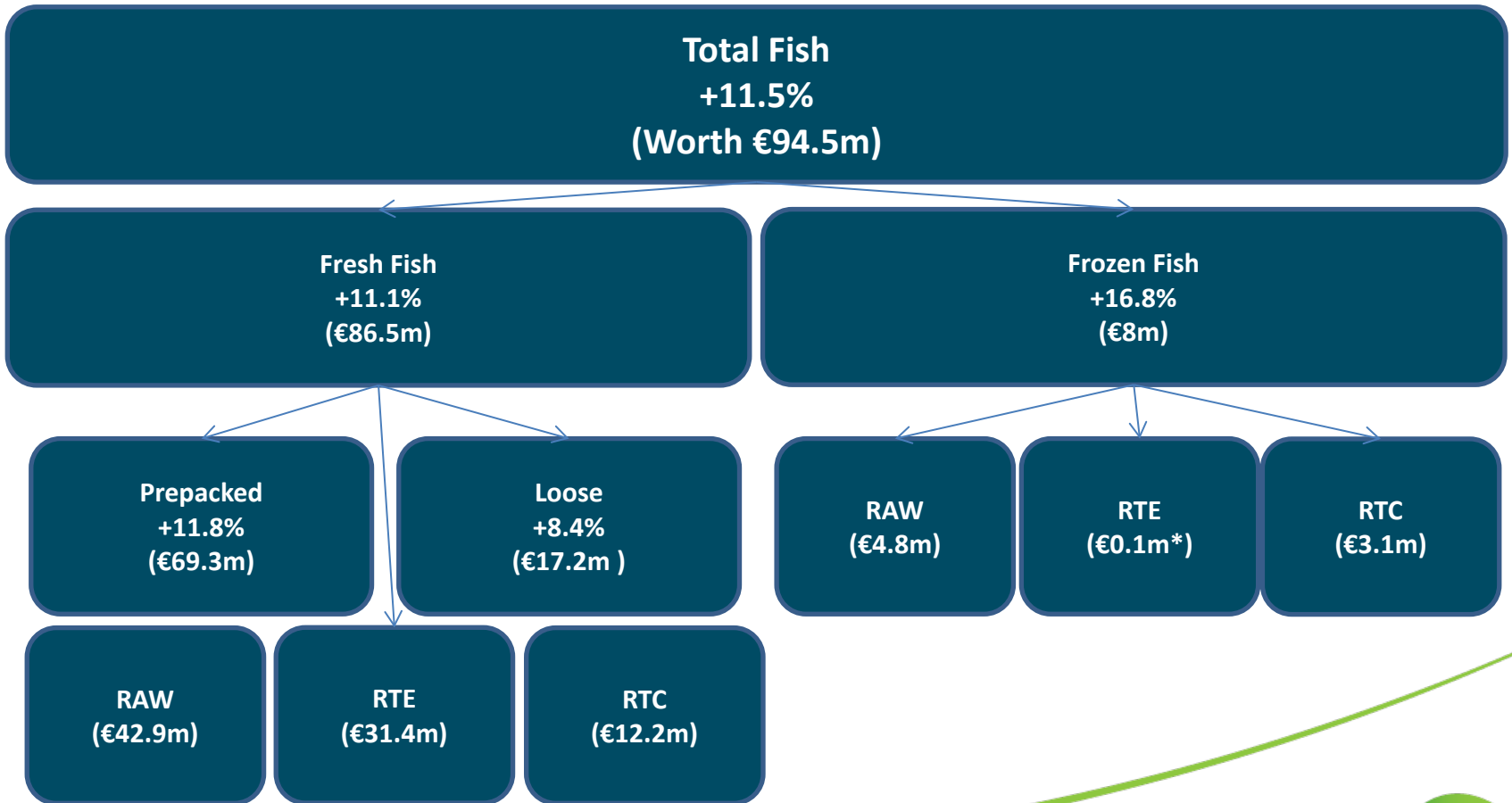


Irish Seafood Retail –Key Stats

Salmon



% Growth Year on Year and Total Value
52 w/e 01st 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 01st 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