
Perspectives of the DIVERSIFY species and the European aquaculture market

Overview results GWP7; socio economics

22 November 2018, Gemma Tacken



Research partners



AARHUS UNIVERSITY

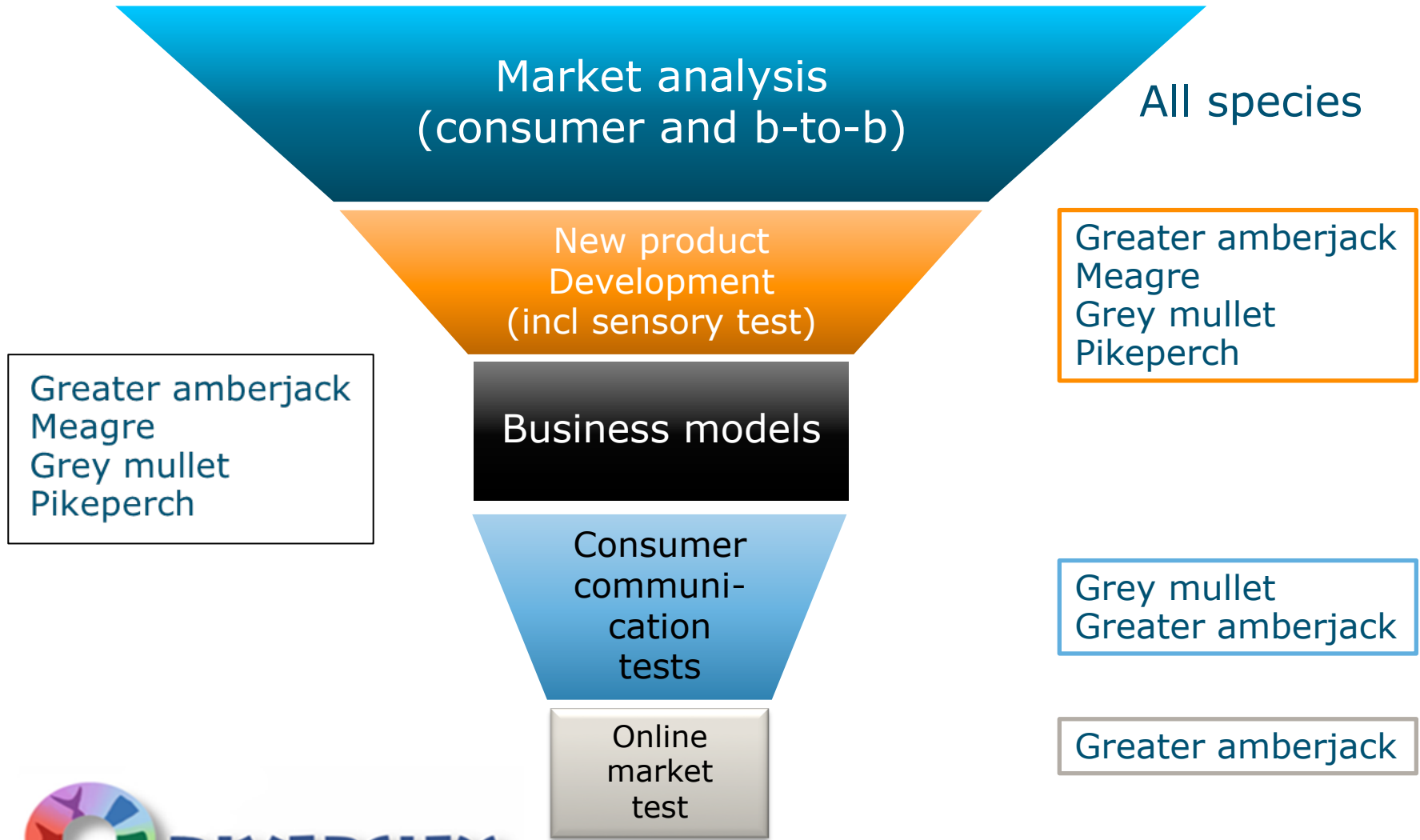


GWP 7 Socio economics

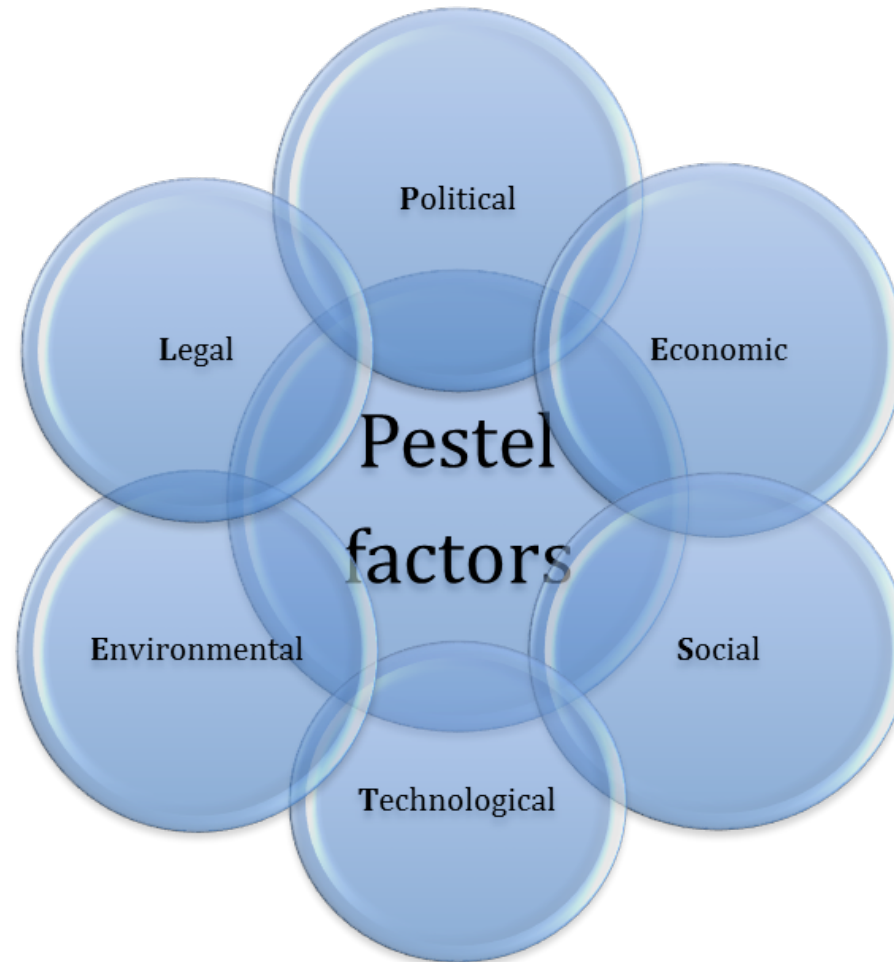
- WP 27 Institutional and organizational context
- WP28 New product development
- WP29 Consumer value perceptions and behavioural change
- WP30 Business model and market development strategy



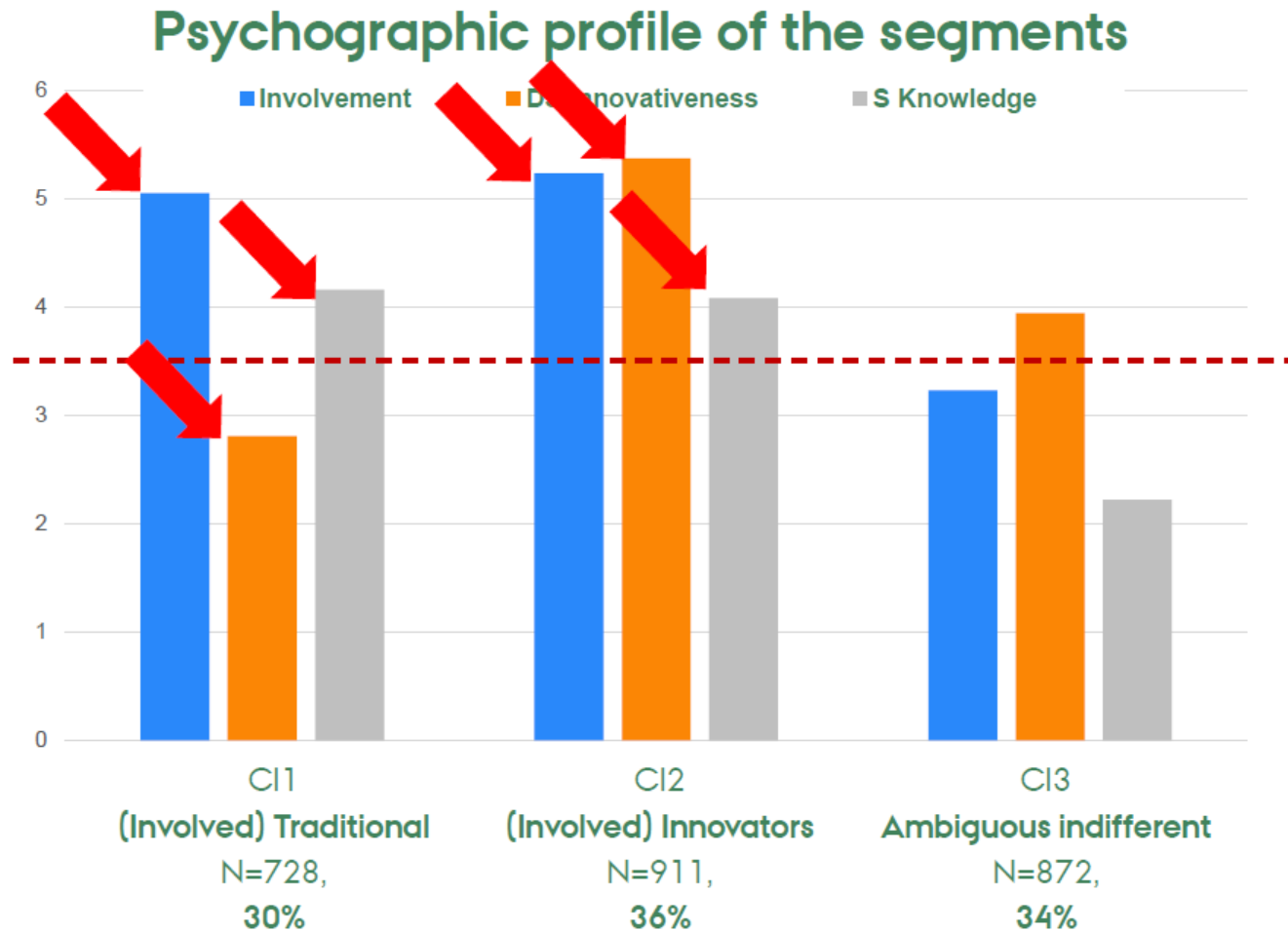
Funneling approach



Market analysis



Two potential segments for new products



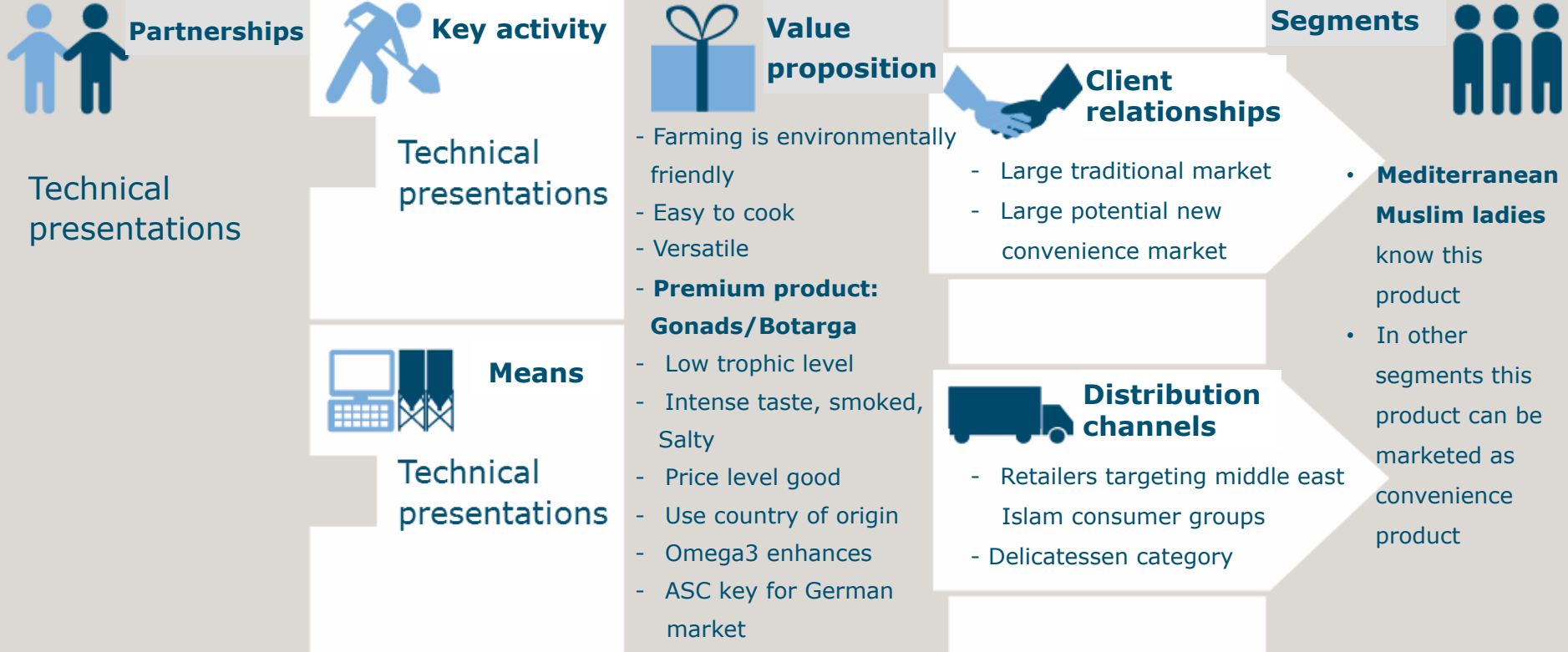
New product ideas and prototypes (1)



New product ideas and prototypes (2)



Business model Grey mullet (smoked thin fillets)



Cost structure

Feasibility presentation

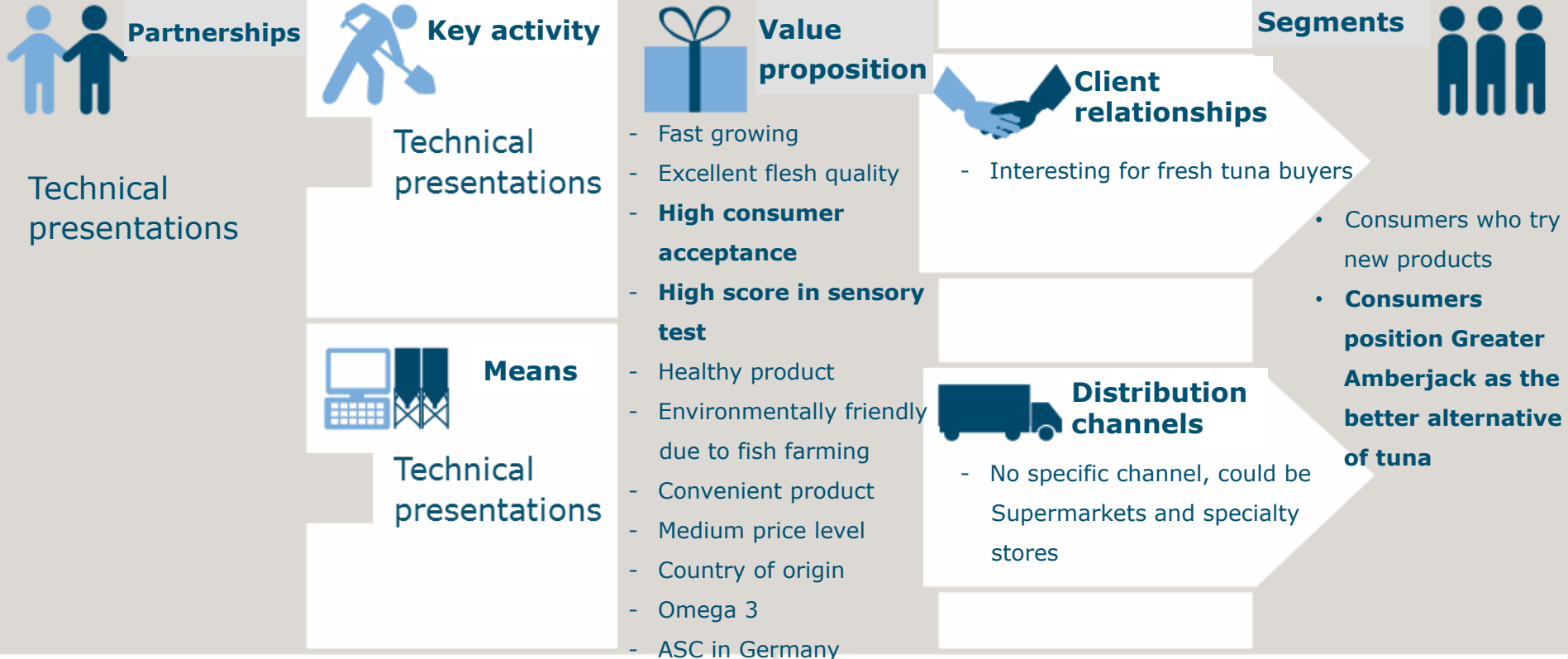


Revenue structure

- Penetration of the market is already done
- Recipes are already available
- **Product is already well-known in main target segment**
- Value pricing possible



Business model Greater amberjack (fish steak)



Cost structure

Feasibility presentation

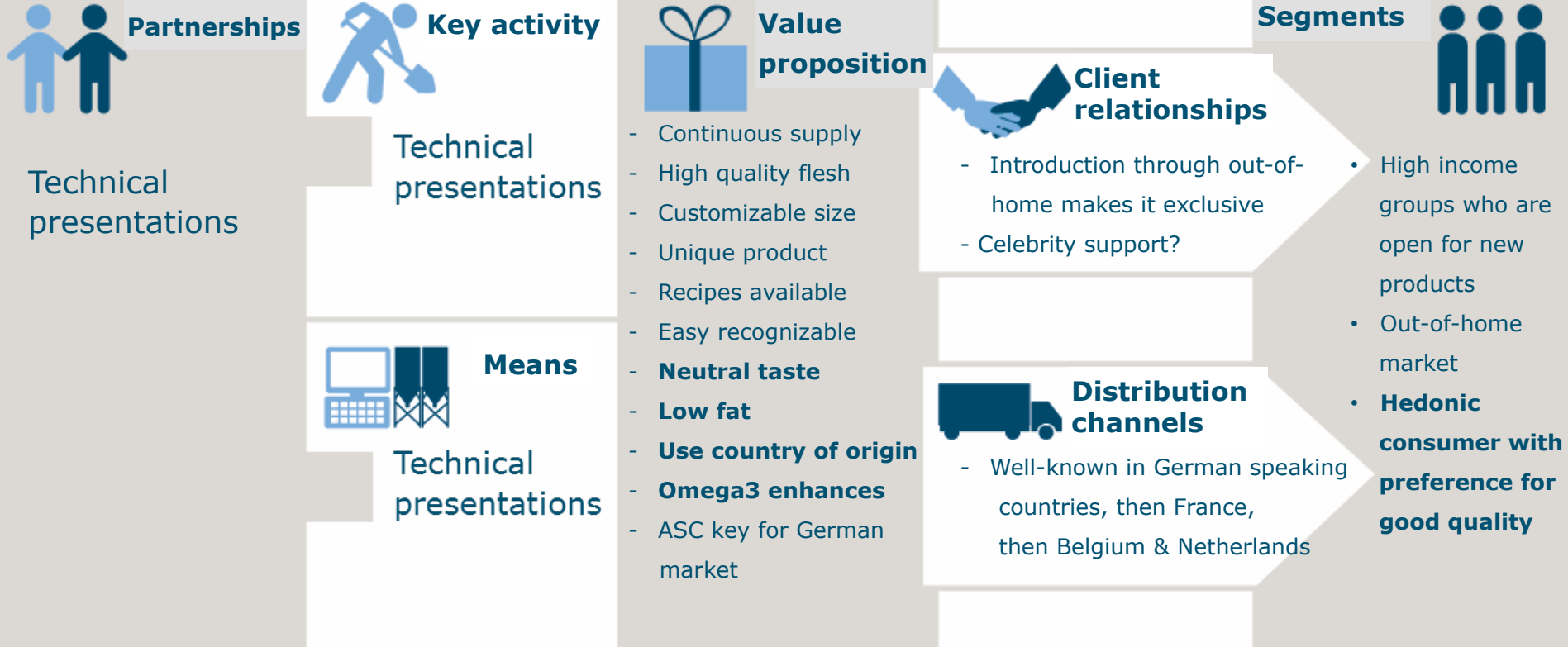


Revenue structure

- Product is not well-known in Europe, so **first building an image**
- **Market penetration** is necessary



Business model Pikeperch (fish fillet)



Cost structure

Feasibility presentation

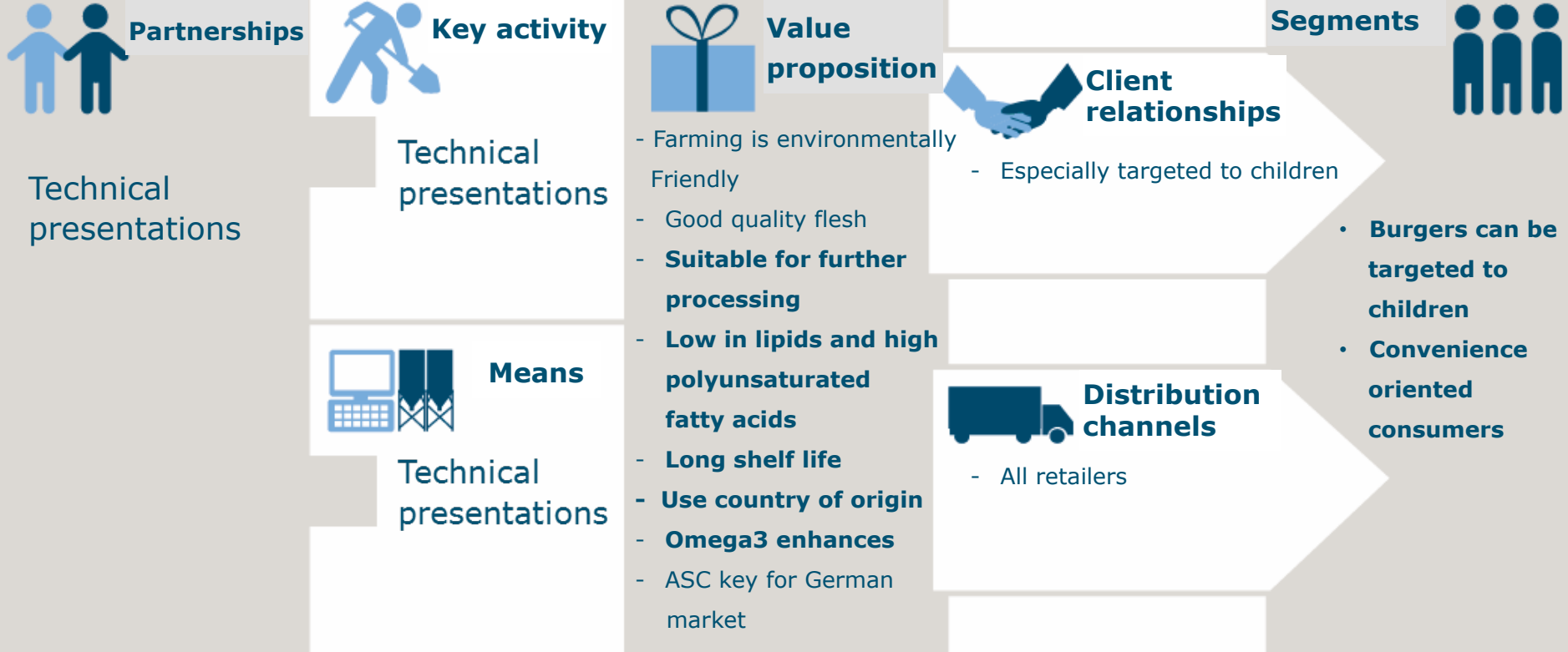


Revenue structure

- High price, so upper end of the market
- Niche product; this is a product with overproduction risk



Business model Meagre (fish burger)



Cost structure

Feasibility presentation



Revenue structure

- Due to the hamburger shape it is attractive for children
- Low priced
- Penetration still has to be done



Attributes important in communication

- Country of origin for personal identification
- Use nutrition and health claims if possible (EGO vs ECO)
- Certification with respect to sustainability is important but not coherent



Market test

- Help consumers in positioning of the new species
- Innovative consumers try new products first
- Communicate that the product is environmental friendly helps in some countries
- Only in Spain price promotion helps, in other countries it works out negative
- Southern European consumers are more open for a new species as greater amberjack
- Market penetration should be done country by country instead of pan-European



Thank you for
your attention.
Please feel free
to ask questions



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Co-funded by the Seventh
Framework Programme
of the European Union

