

# GWP 7 Socio Economic (WP 27-30)

Consumer oriented product development; what do we know already?

2 February 2016, Gemma Tacken

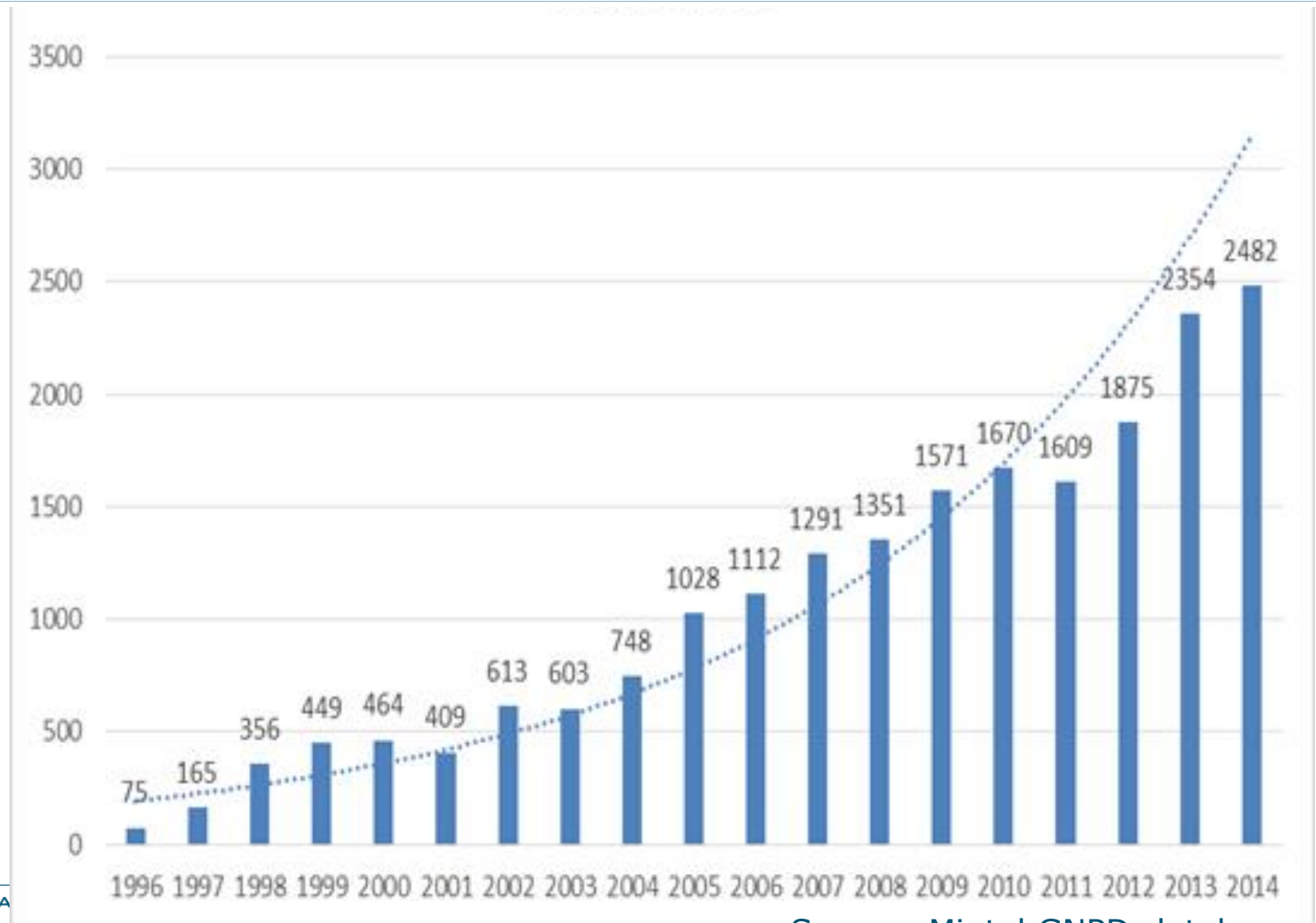


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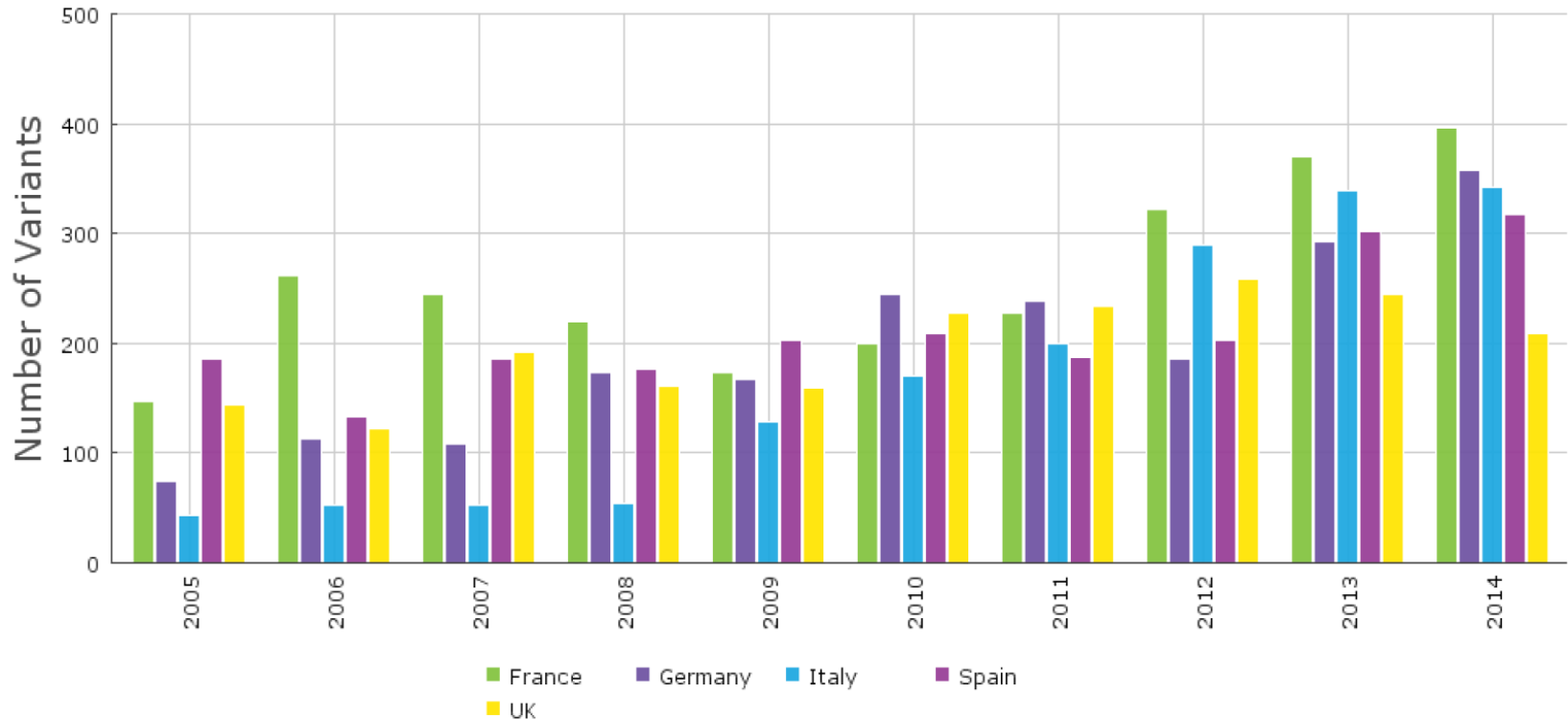
# In favour of the new species ....

- Government programmes support fish intake, since
  - fish is perceived as more healthy than meat, or
  - higher fish consumption is stimulated from a more varied protein consumption perspective
- Aquaculture is perceived as more sustainable than wild catch
- Aquaculture of these new species can bring employment in regions with high unemployment
- Increasing world wide demand for proteins, which might increase the price for fish products
- Consumers decrease meat and meat product consumption for health reasons (WHO advice)

# Number of new fish products launched in the EU market



# Fish product launches per year for the selected 5 EU countries



10,245 products

Source: Mintel GNPD-database, 2014

# Points of attention ...

- The protein market in the EU is nearly stable, only in emerging countries growth of protein intake is to be expected
- Competition on protein sources will increase, since soy and milk based meat substitutes come in the market with large promotion budgets.
- Certification is a requirement for buyers. Per buyer the requirements are different, these are not country dependent but party dependent
- Most fish species are not well-known. So before market introduction the species have to be positioned in relation to other fish species
- Consumer think in terms of recipes, so development of recipes is very important

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# When will these 5 species be a success?

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- What ultimately determines the success for new fish species is:
  - providing products that offer advantages that meet consumers' different needs,
  - The species can rely on a positive image and
  - Gaining fast a strong market position based on cooperation between suppliers, the industry and retail

# 3 presentations

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- Consumer value perceptions and attitudes towards farmed fish products in top-five EU markets  
by Thanasis and Marija
- Selection of new products and product development  
by Kriton
- Physical prototypes of new products from the selected species  
by Richard and Oxana (tomorrow 10.30 to 11.00)

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Thank you very  
much for your  
attention

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[gemma.tacken@wur.nl](mailto:gemma.tacken@wur.nl)

