
Market, consumer perception, new products and business model

What are the market chances for cultured pikeperch?

27 June 2018, Gemma Tacken



Content

- Market chances for new aquaculture products
- Consumer perception and preference of aquaculture
- Market segments interested in new products
- Can pikeperch meet consumer demands?
- Direct competitors of pikeperch
- Feasibility study of pikeperch
- Can new products give higher margins?
- How to communicate the product in the market

Sea food production is changing

FIGURE 1

WORLD CAPTURE FISHERIES AND AQUACULTURE PRODUCTION

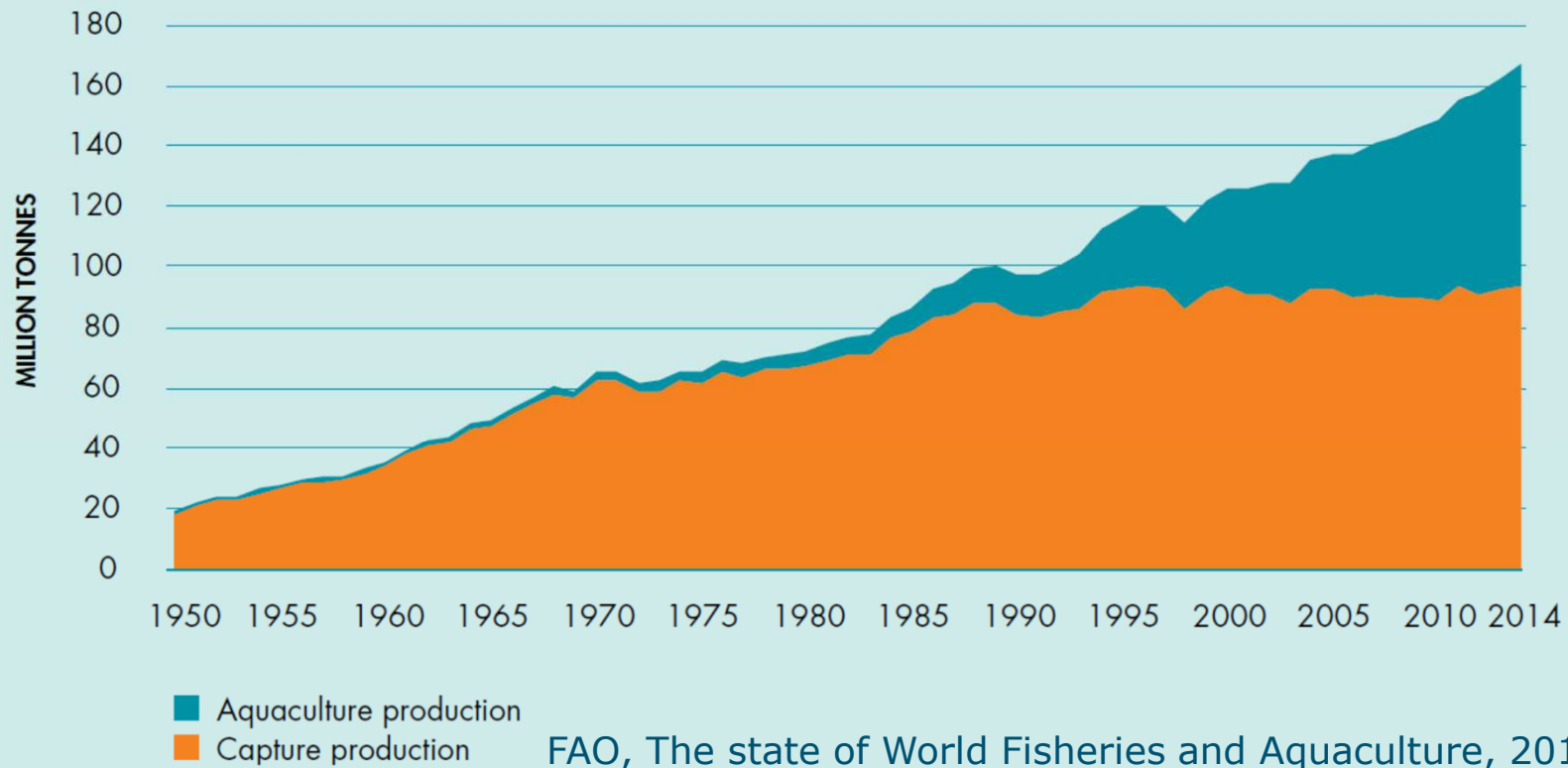
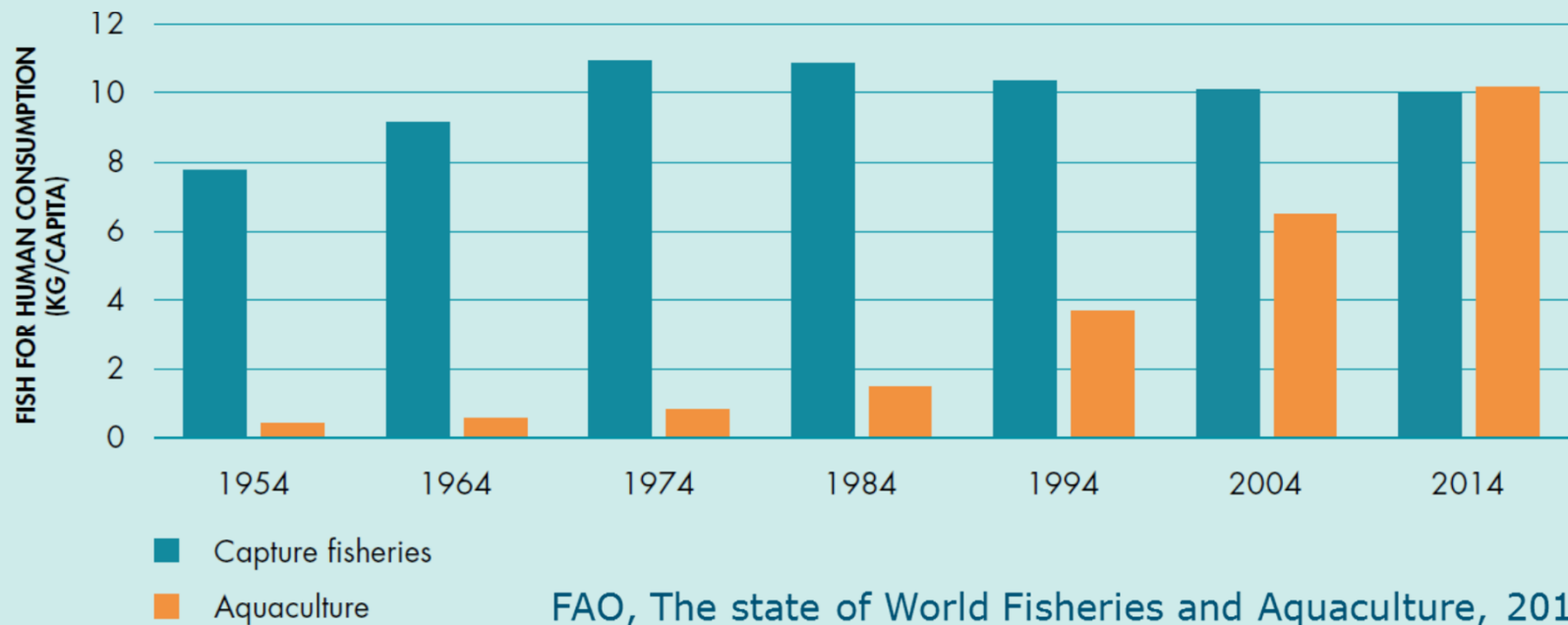


FIGURE 29

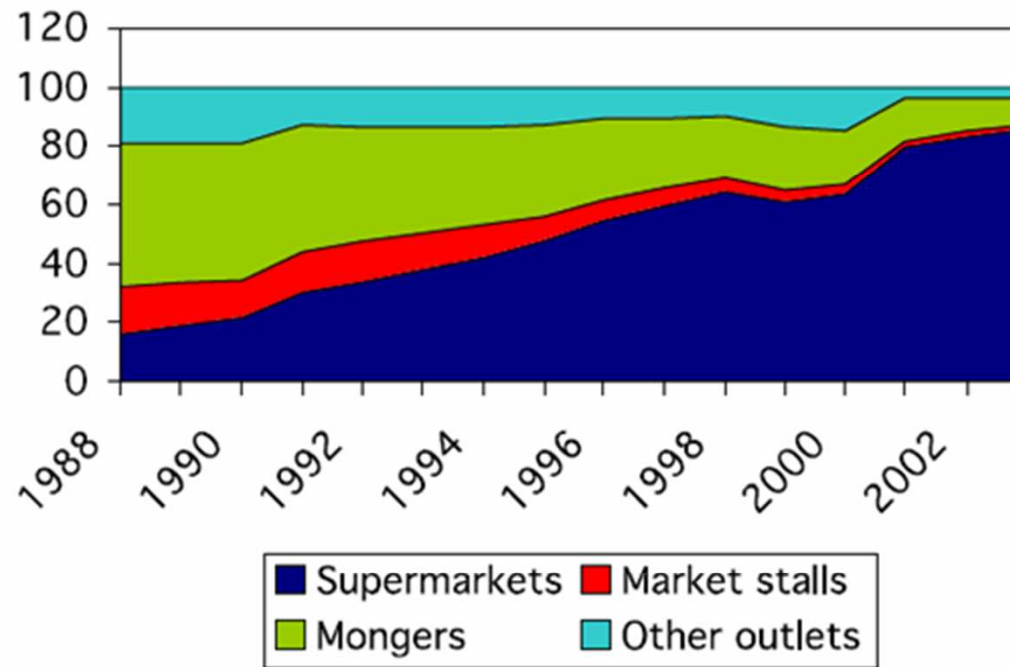
RELATIVE CONTRIBUTION OF AQUACULTURE AND CAPTURE FISHERIES TO FISH FOR HUMAN CONSUMPTION



FAO, The state of World Fisheries and Aquaculture, 2016

Sea food buying is changing

Seafood retail is changing:
Market share by value of fish retail in the UK, 1988-2003



Source: Sea Fisheries Industry Authority (SFIA)

Sea food consumption is changing (1)

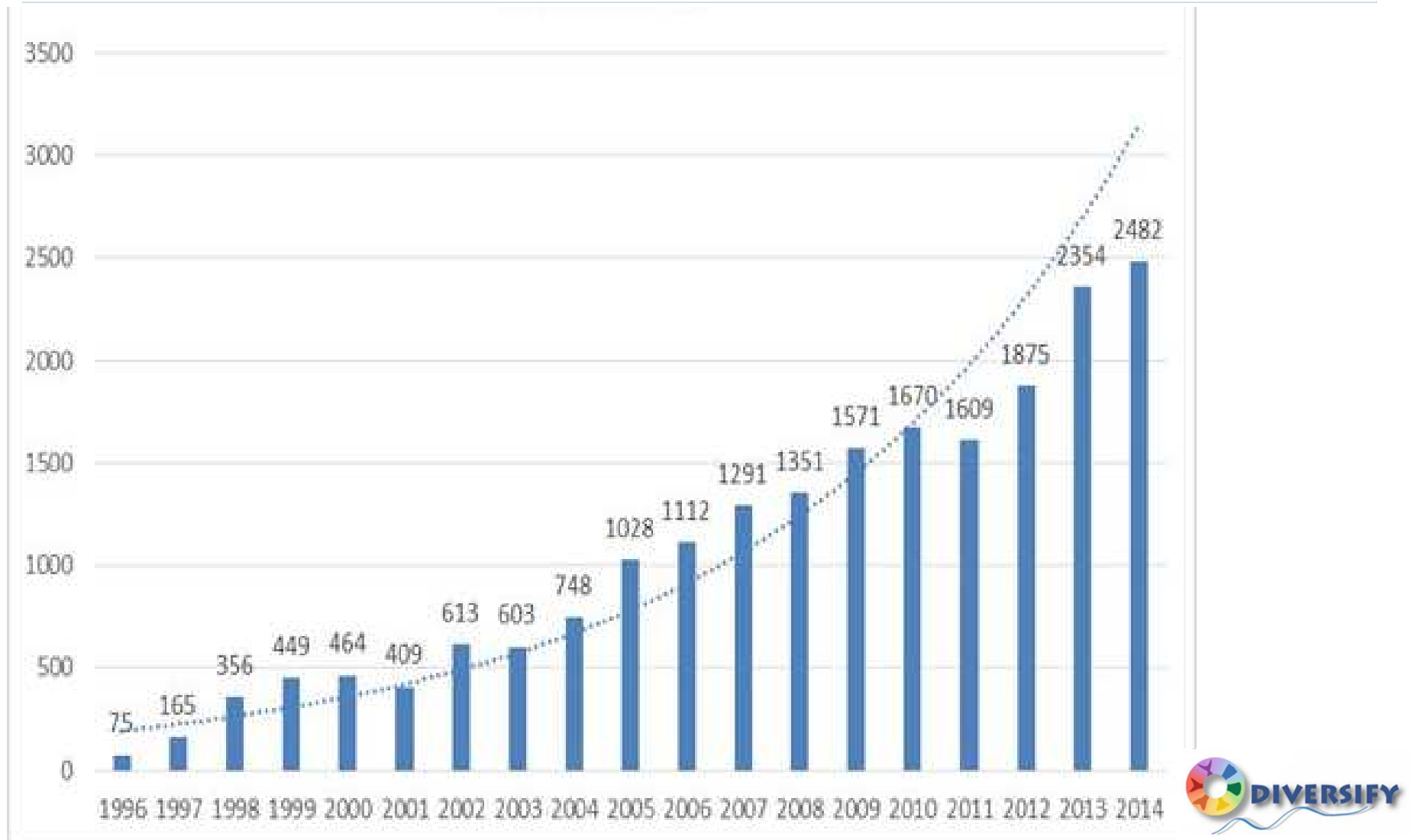
- % of income spend on food has declined in most countries due to the crisis, but this recovers
- Tuna, salmon, cod, pollack, herring and mussel are most consumed across the EU. The fish market for flatfish and small pelagics is saturated but market needs for shrimps, groundfish, salmonids and tuna are not satisfied with local production/catches.
 - Good filets and hardly any or easy bones
- Northern EU countries eat more processed fish than southern EU countries, but this changes rapidly now market shares of supermarkets are growing for fresh products in the southern EU.
- Ethnic minorities grow faster than locals in most EU countries, so ethnic developments change the eating habits and assortments in supermarkets.

Sea food consumption is changing (2)

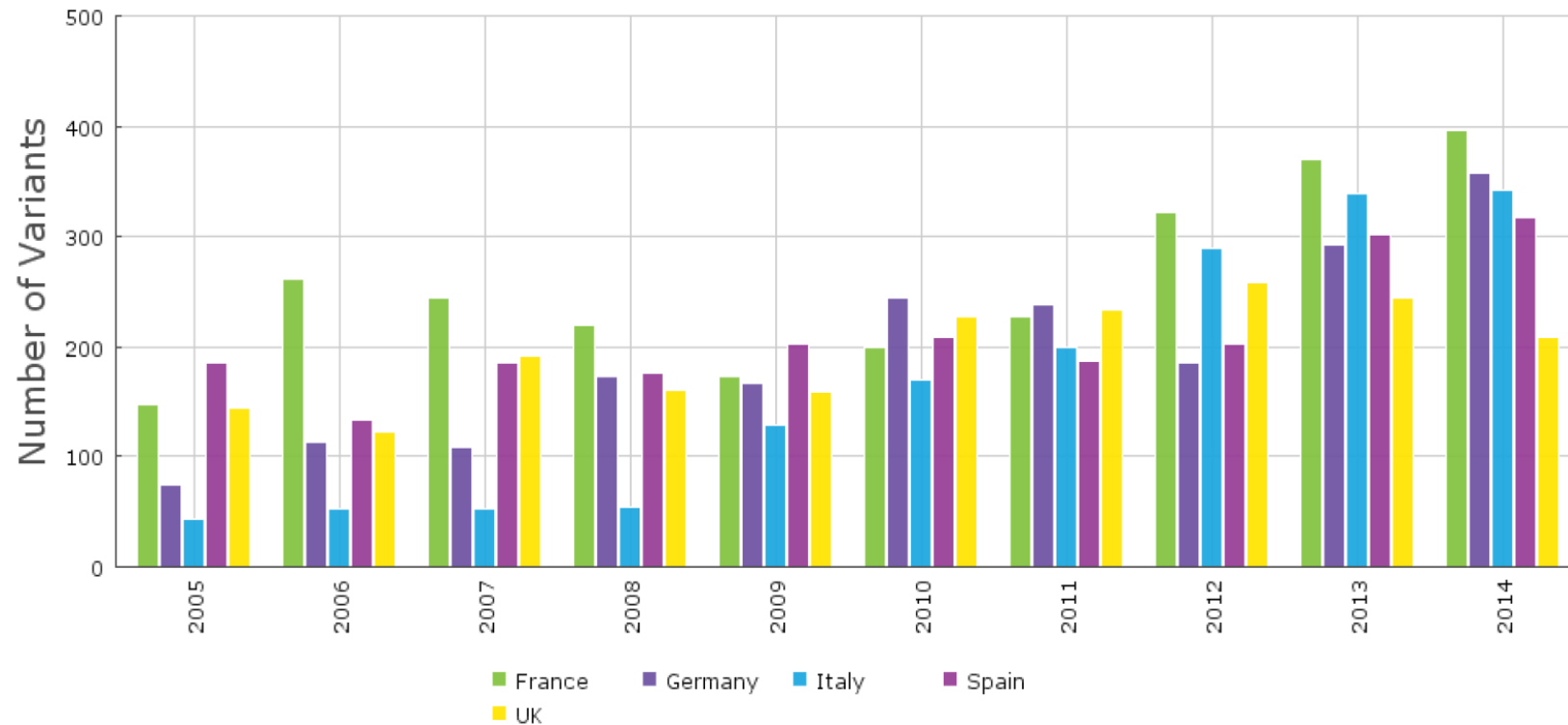
- Personal well-being and (health) impact are growing motives for food choices.
- Price quality relationships have become a leading buying motive due to the crisis
- Increase of fresh fish assortment in supermarkets
- Concentration in sea food consumption areas is fading out to other areas due to increasing high quality availability in supermarkets and hypermarkets all-over the countries
- Increasing demand for value added products like marinated fish and further processed fish products
- Saturation of the protein market in the EU. Growth can only be reached by defeating the competition.

Number of new fish products launched in the EU market

Source: Mintel GNPD-database, 2014



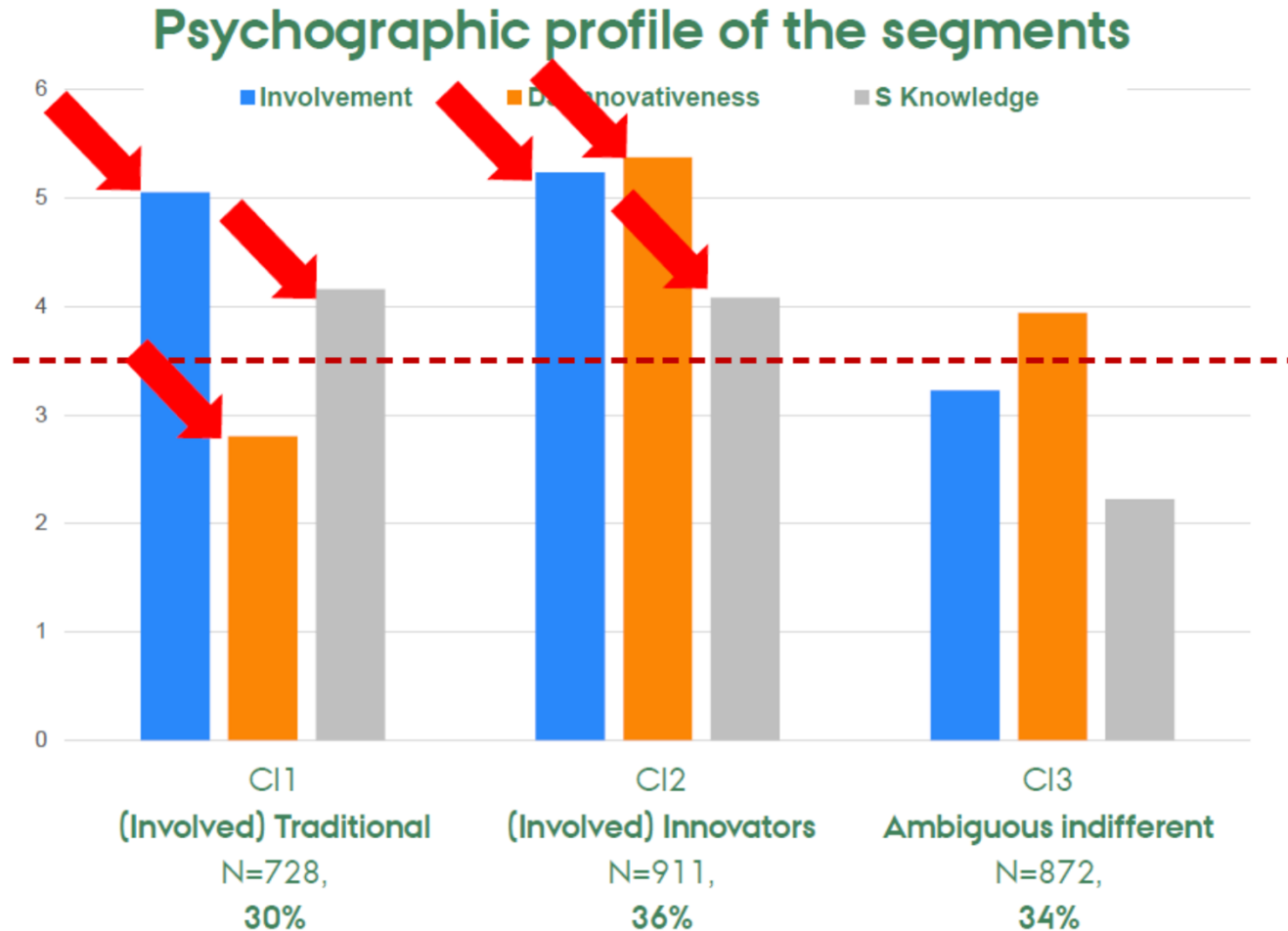
Fish product launches per year for the selected 5 EU countries



10,245 products

Source: Mintel GNPD-database, 2014

Two potential segments for new products



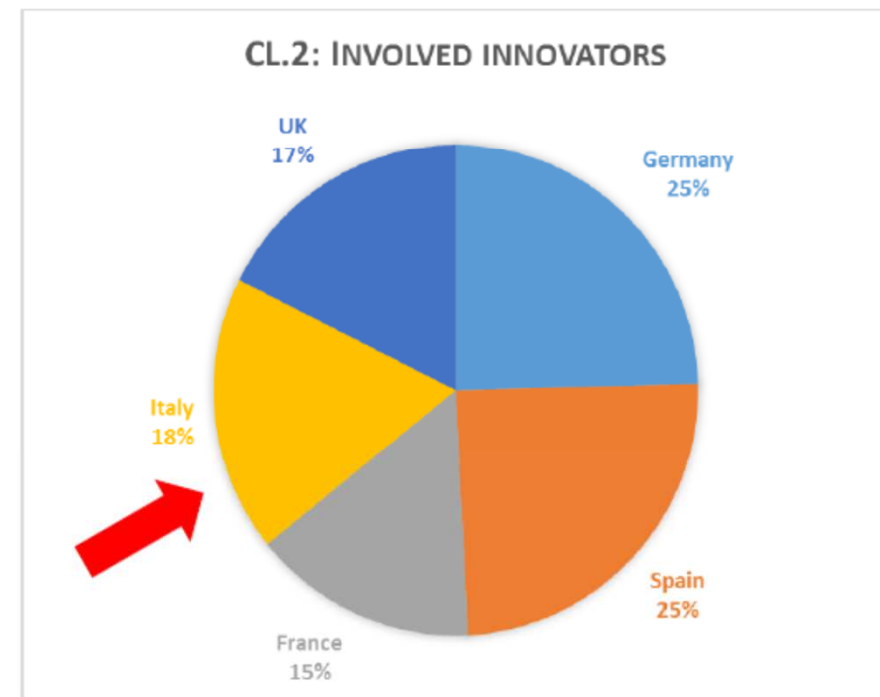
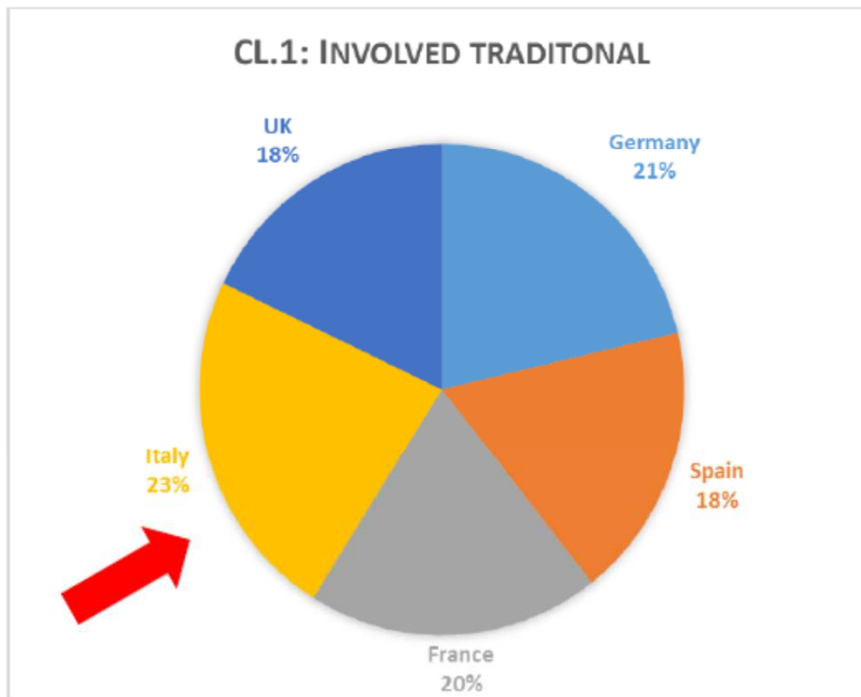
Characteristics of the potential segments

Socio-demographic profile, % (only statistically significant differences)

Characteristic		Involved traditional (N=728) 30%	Involved innovators (N=911) 36%	Ambiguous indifferent (N=872) 34%	Sig.
Age	(mean in years)	40.7	43.7	39.6	.002
Marital status	(married)	51.6	53.9	43.1	.000
Employment	(employee various)	32.2	30.5	30.6	.026
	(non-working)	11.7	14.3	15.3	
Income	(more than average)	13.5	17.3	9.9	.000
	(average)	61.1	59.5	57.7	
	(less than average)	25.4	23.2	32.5	

What market share in which country?

Country participation





*three cheeses fish
fillets*



*fish fillet with yogurt sauce and
mushrooms*



*fish fillet with
vegetables*



*fish fillet with
orange*



*baked fish with
tomato sauce*

Fish spreads / pate





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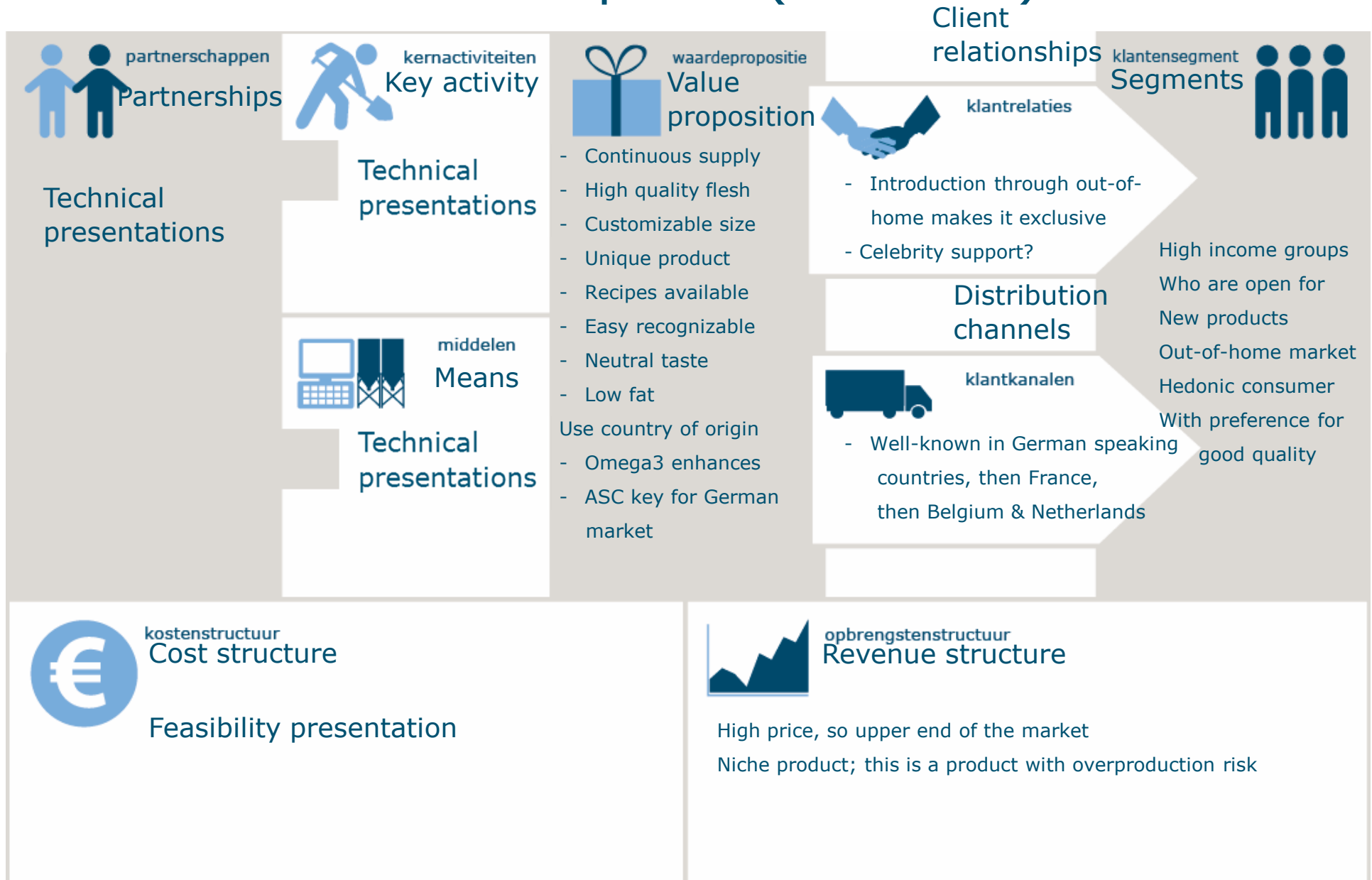


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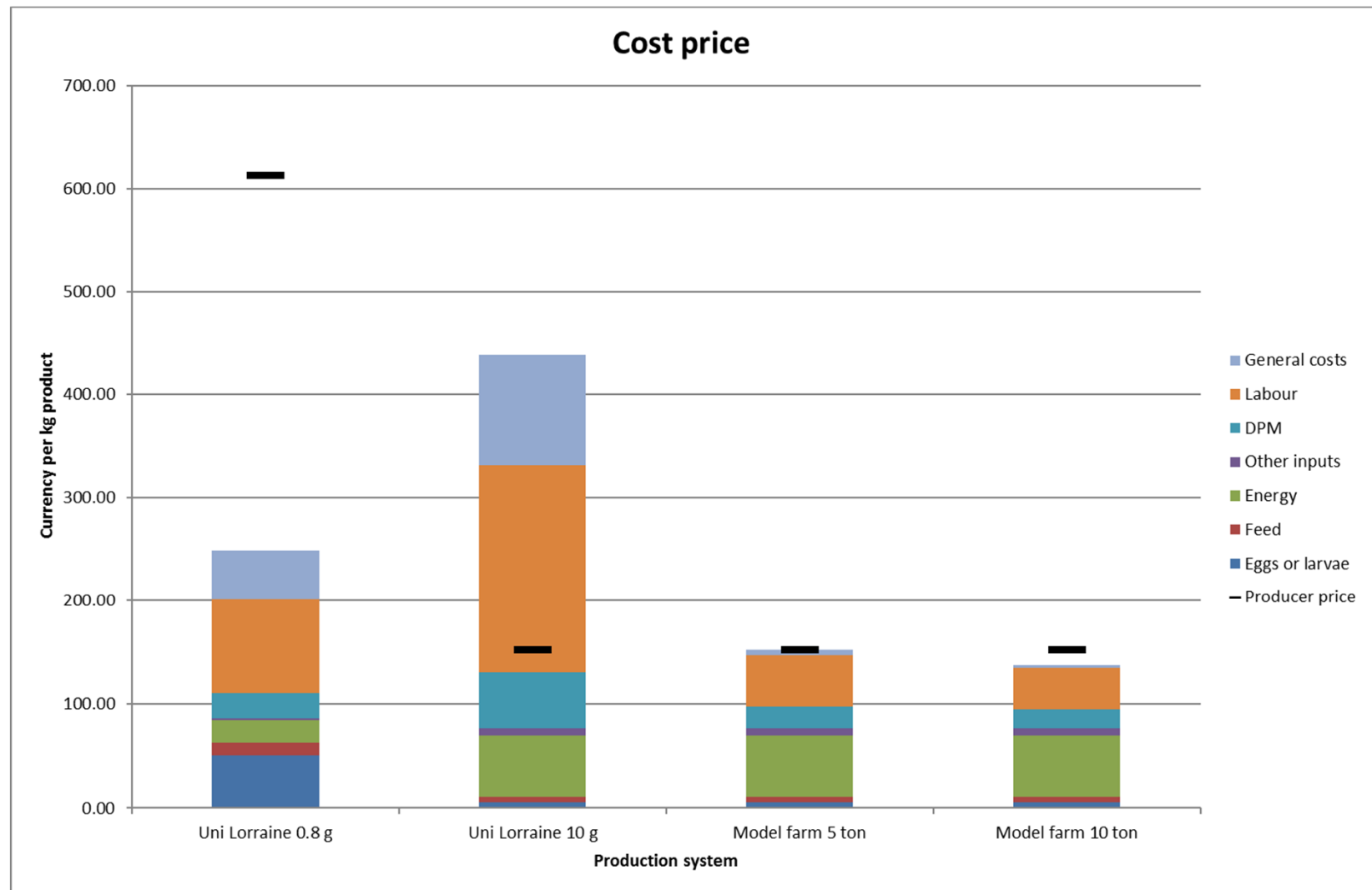




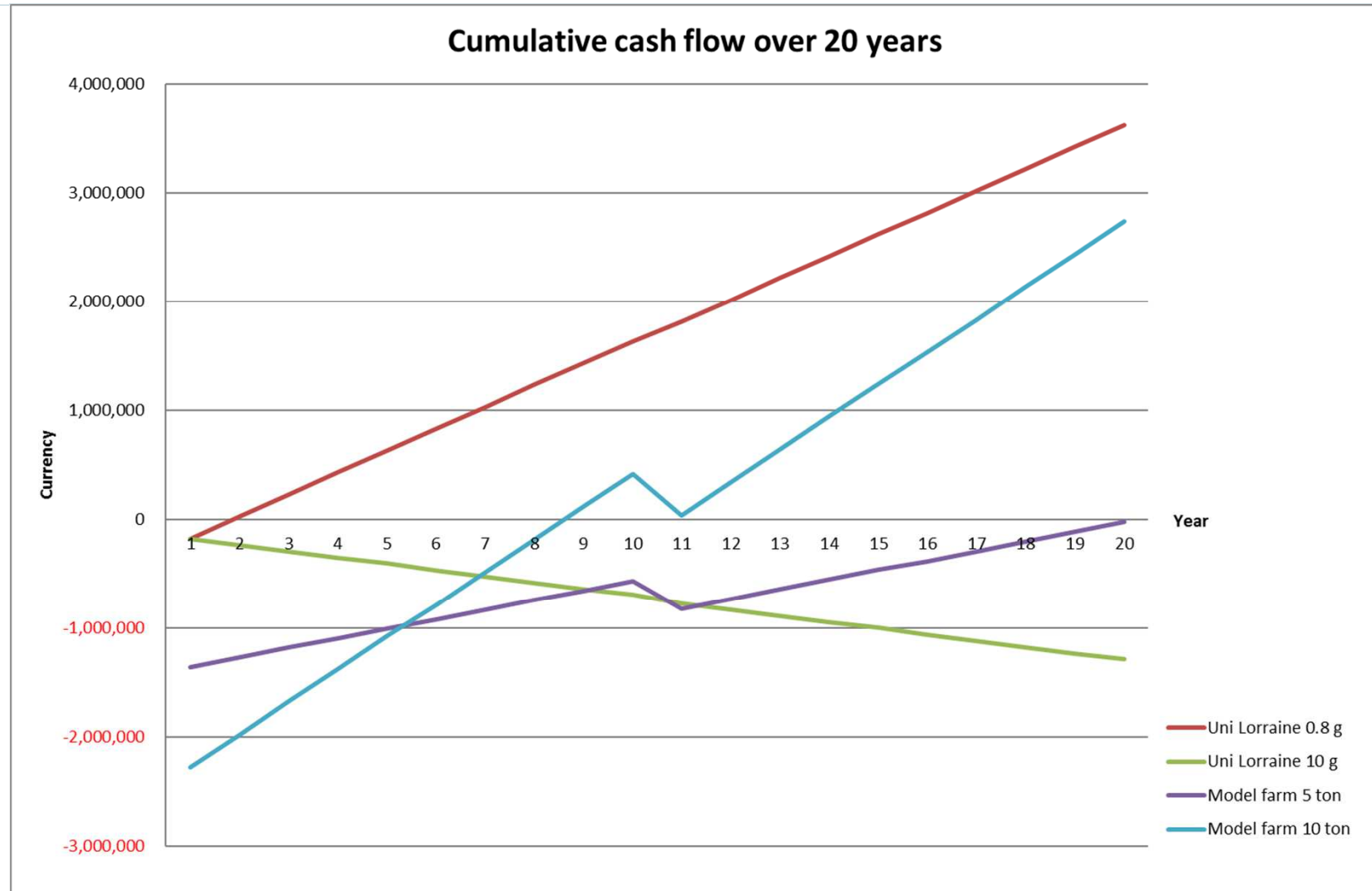
Business model Pikeperch (fish fillet)



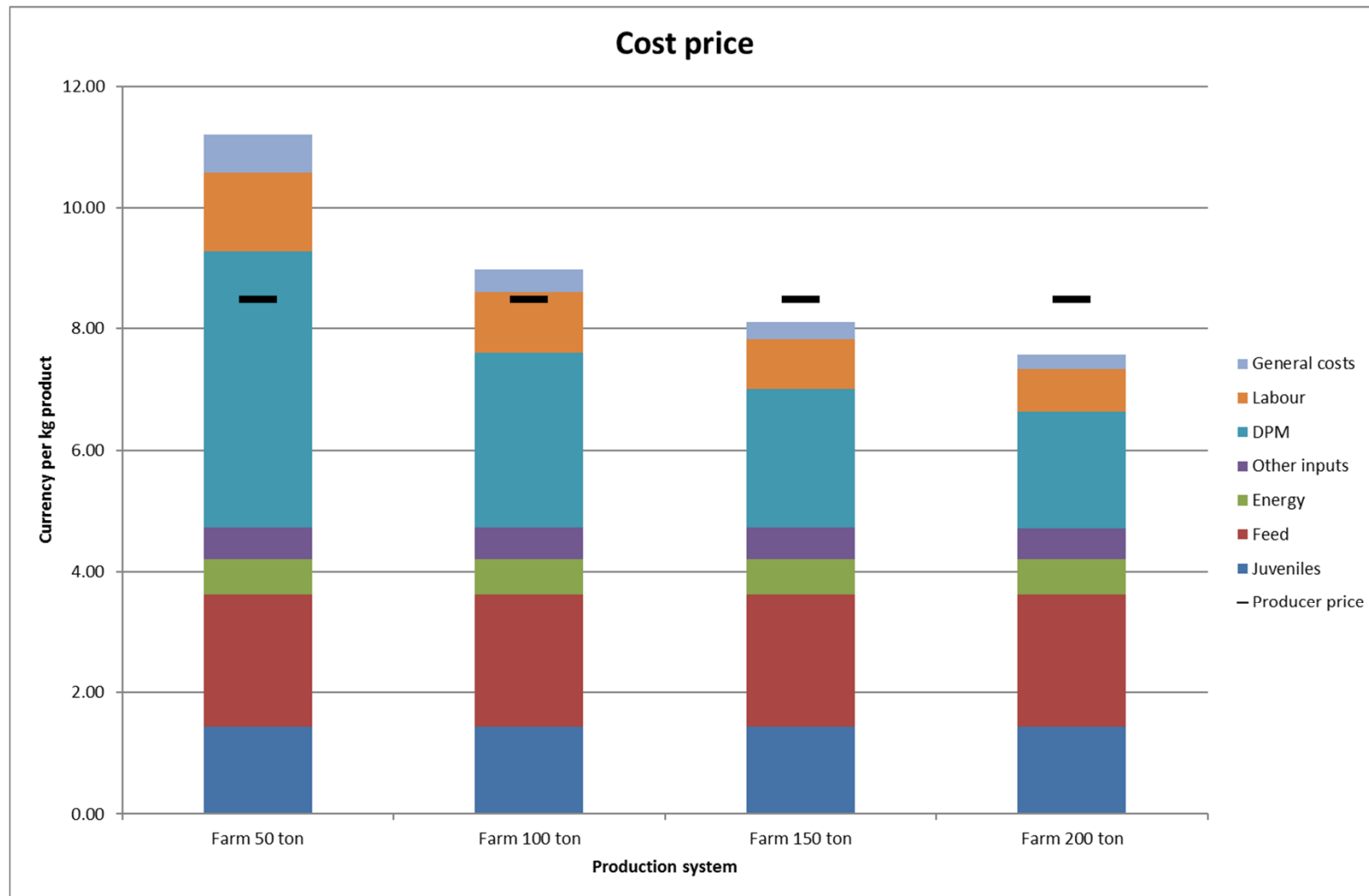
Pikeperch juveniles



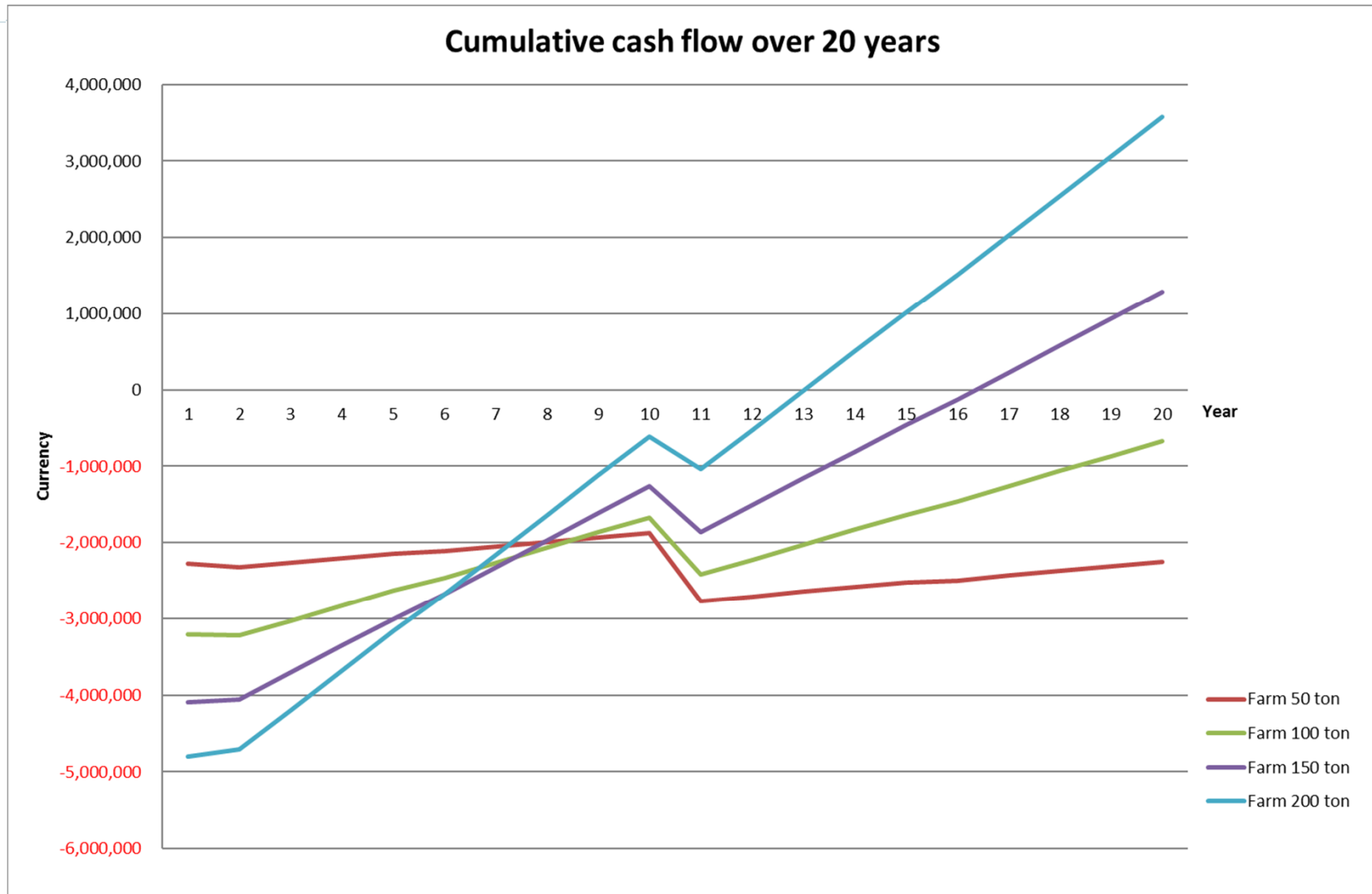
Pikeperch juveniles



Pikeperch outgrow



Pikeperch outgrow



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)

Thank you very
much for your
attention and
please feel free
to ask questions

More information:
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