

# Global seafood trends

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With a focus on what's happening in Latin America.



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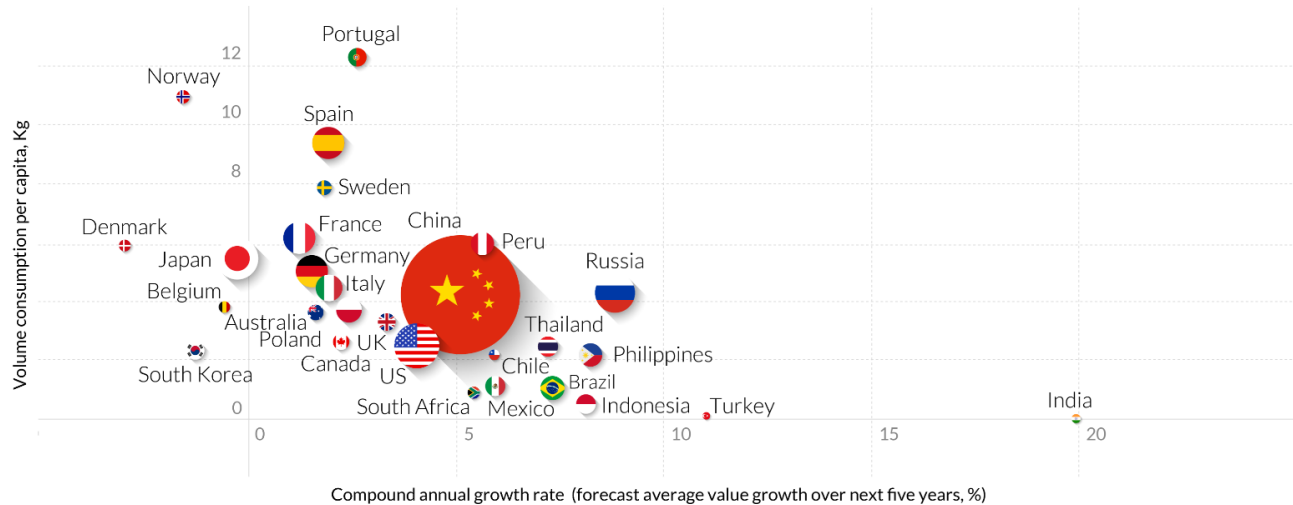
Global consumer  
insights



Market  
forecasting

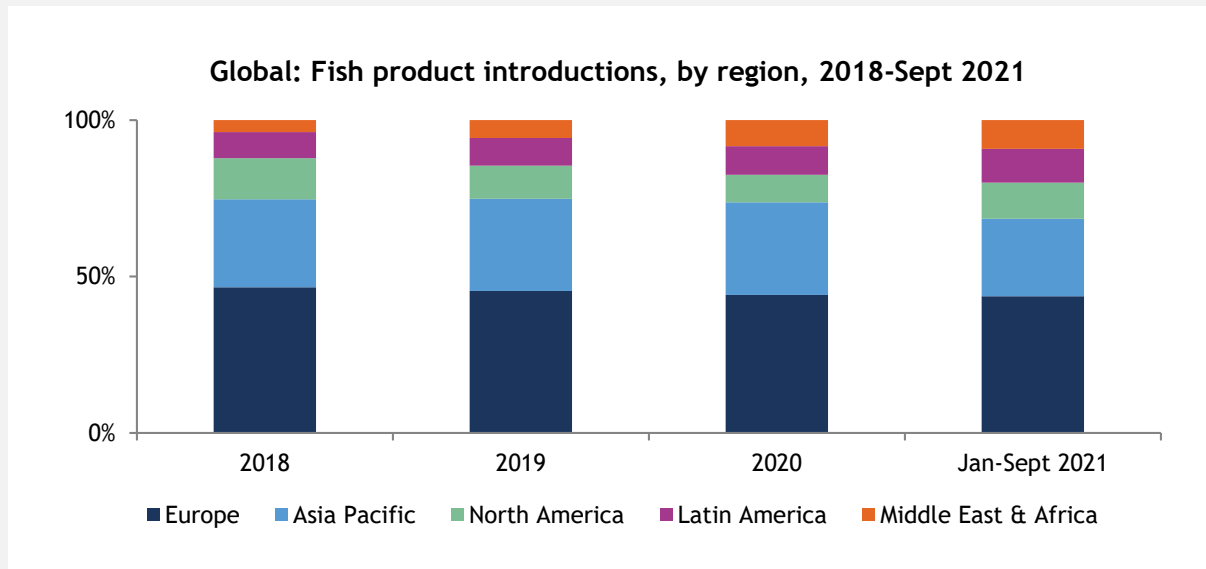
# Global retail market overview: fish, 2020

Most markets are forecast to record steady growth, while China, the US and Japan are notable for being high volume markets. India has strong potential but has low consumption.



# Europe accounts for almost half of all seafood introductions

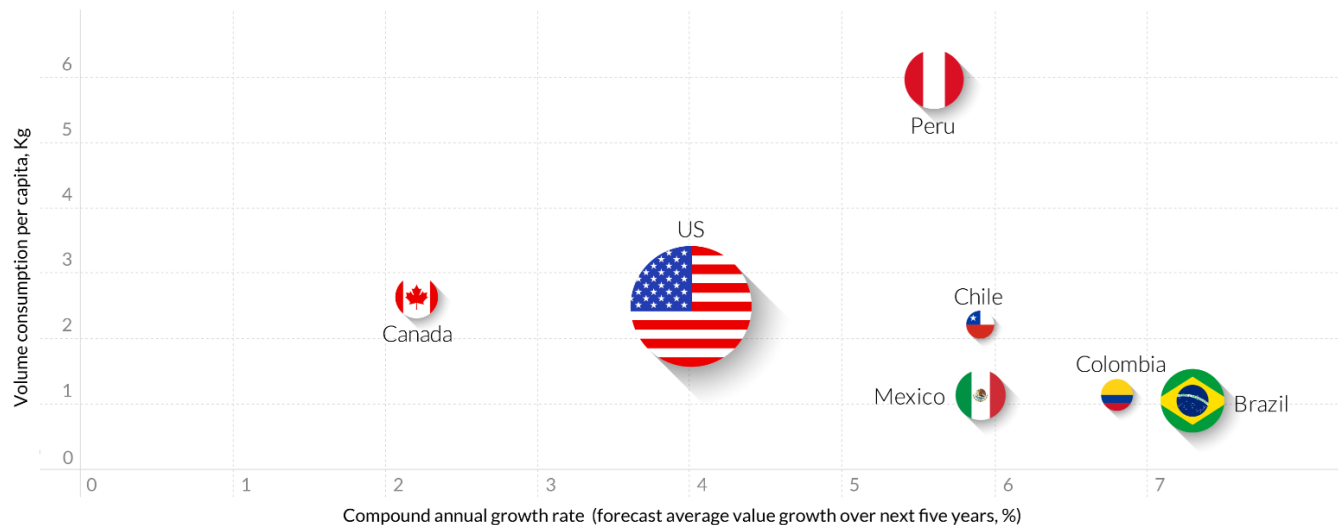
The two most active regions, Europe and Asia, have seen decreasing numbers in seafood introductions, while the Americas (North America and Latin America) both have seen increases.





# Americas retail market overview: fish, 2020

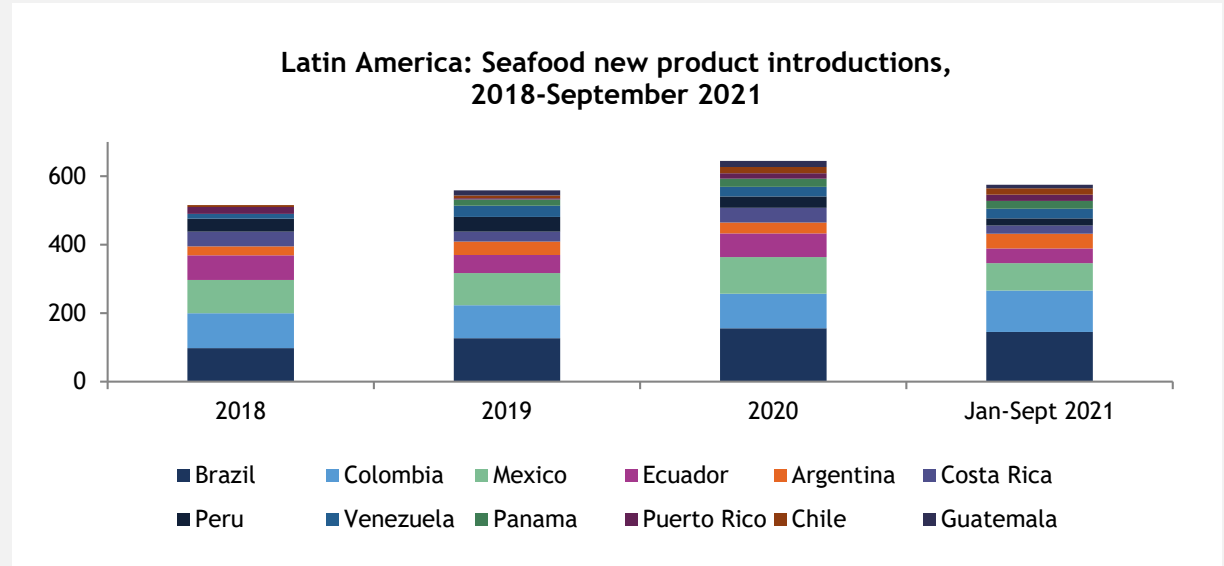
All of the markets are forecast to record positive growth, but it's in the lower consumption markets of Latin America where the fastest growth should be recorded.



# A closer look at Latin American seafood product introductions

Seafood introductions have been strong, with new product introductions in 2021 expected to meet or exceed those in 2020.

Brazil, Colombia, and Mexico are the most active countries for new product introductions, but note growth also in Argentina.





# Three global trends impacting seafood introductions

## CONVENIENCE

Quick to prepare,  
in easy to use packaging

## ETHICS

Health of the  
environment

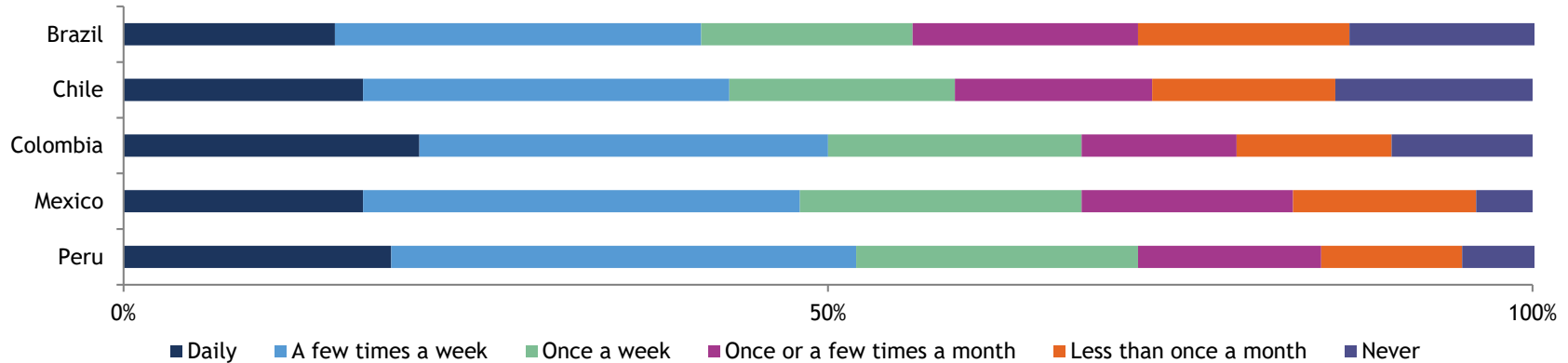
## HEALTH

Focus on nutritional  
benefits

# Convenience: Many Latin Americans use convenience foods

While this data reflects general attitudes, it shows the potential for convenient seafood products.

How often have you made a meal or drink with convenience foods in the past three months?



Base: internet users aged 16+ in 1 market, internet users aged 18+ in 4 markets

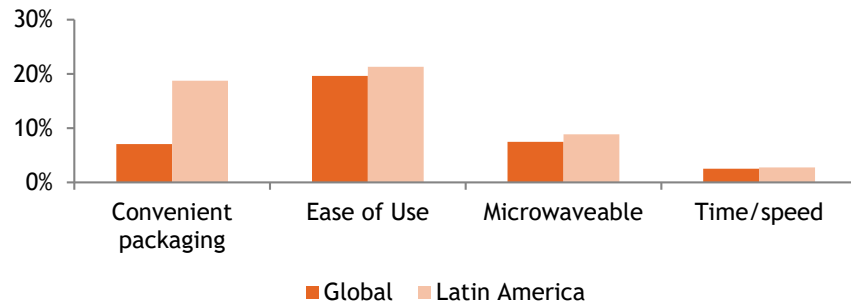
Source: [Brazil - Kantar Profiles/Mintel](#) [Chile - Offerwise/Mintel](#) [Colombia - Offerwise/Mintel](#) [Mexico - Offerwise/Mintel](#) [Peru - Offerwise/Mintel](#)



# Latin American products often have convenience-related claims

Convenience packaging is much more common in Latin America as compared to elsewhere.

Seafood product introductions, global and Latin America, making convenience-related claims, as percent of all introductions, 2018-Sept 2021



Sea Crab Gratin, Peru

# Global inspiration: Convenient ways to cook fish



**Bain-marie sachet**

[Lechef Salmon with Butter and Chablis Sauce](#) features a special water bath sachet, which is said to be perfectly adapted to slow cooking at a low temperature, and to preserve the flavours, moisture and softness of the fish (France).



**Paper baking tray**

[Findus I Gratinati Salmon Gratin with Aubergines and Tomatoes](#) has been repackaged, and now features a new recyclable paper baking tray. The product can be cooked in 30 minutes in the oven (Italy).



**Steam cooking bag**

[Deliz Steam Delight Hake Fillets in Dried Tomato Sauce](#) are individually wrapped in bags that are suitable for steam cooking thanks to the mini perforations, and also preserve the smell and taste thanks to the heat-sealed film (Spain).

# In Latin America: On-pack recipes and cooking methods



**Ideal for traditional recipes**

[Ancla & Viento Tuna Steak](#) is said to be ideal for traditional recipes, barbecues, steam cooking and can be enjoyed with salt and pepper, different sauces or with a drink like wine or beer (Colombia).



**Ideal for gourmet dishes**

[Pronaca Mr. Fish Squid Tentacles](#) are said to be ideal to prepare a variety of gourmet dishes and can be cooked in the oven, grilled, boiled or steamed (Ecuador).



**Shrimps for ceviche**

[Antillana Precooked Titi Shrimps](#) are said to go well with garlic and fine herbs and can be used for ceviche and casseroles. The pack features a recipe suggestion for rice with shrimps that can be prepared in one hour (Colombia).

# Brazilian food tech Liv Up creates convenient seafood

Founded in 2016, Brazil's Liv Up claims to be a rapidly growing food tech that believes real food should be easy to prepare. The company uses food engineers, nutritionists and chefs to create convenient and healthy products.

Liv Up recently launched a [range](#) of fish and shellfish products that are made with 100% natural ingredients and without preservatives. They can be microwaved and also feature on-pack preparation instructions.



Liv Up Saint Peter with Spring Onion and Ginger Sauce



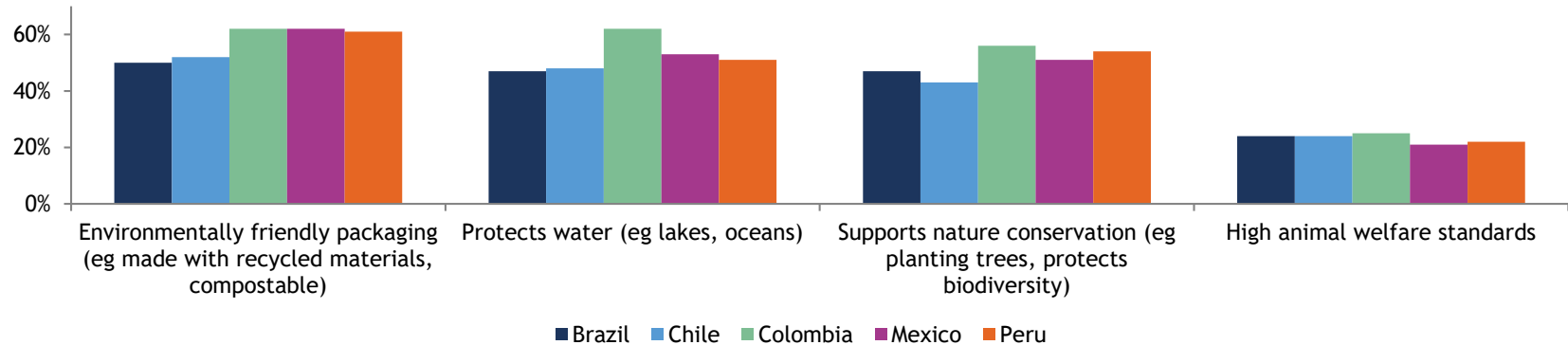
Liv Up Shrimp with Coconut Milk and Curry



# Environmental issues: Important in Latin America

Selected responses shown--these link to seafood most closely.

Which of the following factors are important to you when making food and drink choices?  
Please select all that apply.



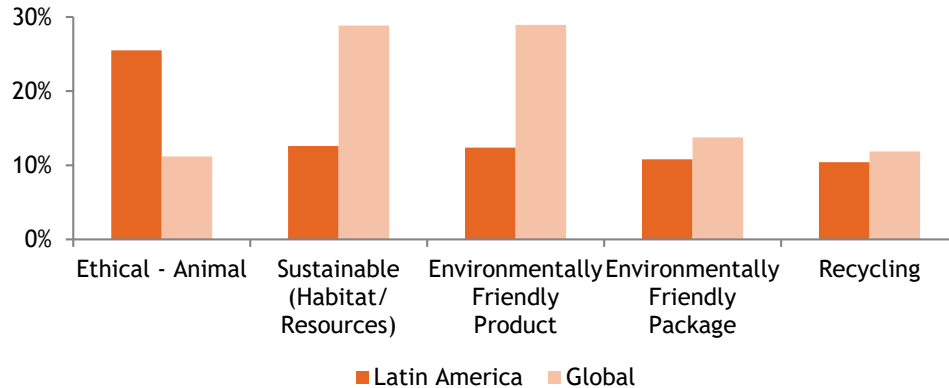
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Source: [Brazil - Kantar Profiles/Mintel Chile - Offerwise/Mintel Colombia - Offerwise/Mintel Mexico - Offerwise/Mintel Peru - Offerwise/Mintel](#)

# Latin American products see relatively few sustainable claims

Globally, sustainability initiatives are more common on seafood

Seafood product introductions, global and Latin America, making environment-related claims, as percent of all introductions, 2018-Sept 2021



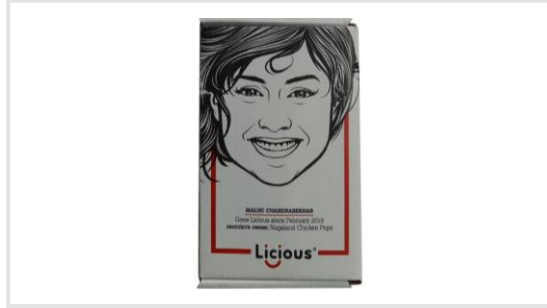
Mackerel in Water without Added Salt, with Dolphin Safe logo

# Global inspiration: Varied ethical claims



## Ethically caught

Consumers don't need to spend time or money being ethical when the moral brand can do it on their behalf. [Fish4Ever White Tuna Fillets in Organic Olive Oil](#) is Bonito del Norte tuna that is pole and line-fished by small local boats (UK).



## Locally sourced

Consumers want a food supply that is simple, transparent, healthy and local. [Licious Roopchand Steaks](#) are responsibly sourced from the pristine rivers of Hooghly in West Bengal (India).



## Less plastic

Brands are reviewing their behaviors to prevent plastic pollution. [Blue Hill Bay Smoked Seafood Smoked Salmon](#) has been repackaged in a 20% smaller pack, using less plastic to reduce the environmental impact and keep the oceans clean (US).

# Global inspiration: Detailed on-pack information



## Sustainably caught crabs in traditional pots

[The Good Tide Seafood Co. White Crab](#) is made with wild hand-selected crabs which are caught in traditional pots that don't damage the seabed. There is no unwanted by-catch, and egg-carrying crabs are safely returned to the sea (UK).



## Prawns from sustainable aquaculture

[Yuu'n Mee Crispy Breaded Prawns](#) are sourced from sustainable aquaculture. The manufacturer claims to have launched the Yuu'n Mee Mangrove Reforestation Project, in which mangroves are grown and planted in eroded areas (Austria).



## "Sporty" salmon raised at an eco farm

[Maison Peneau Premier Cru French Smoked Salmon](#) contains salmon raised in Normandy at an eco farm with a low density of less than 12kg/m<sup>3</sup>. The fish swim against the current to grow up "sporty" and are fed with Biomar feed (France).



## Global inspiration: Use of certification logos



### Responsibly farmed salmon

[Santa Barbara Smokehouse Whiskey Cask & Applewood Smoked Atlantic Salmon](#) is responsibly farmed in the US with low density husbandry and is 100% traceable (US).



### Trusted Catch logo

[Blue Water Seafoods Beer Batter Shrimp](#) comprises whole, uncooked, tail-on shrimp in crispy batter made with real draft beer. The responsibly sourced product features the [Trusted Catch](#) logo (Canada).

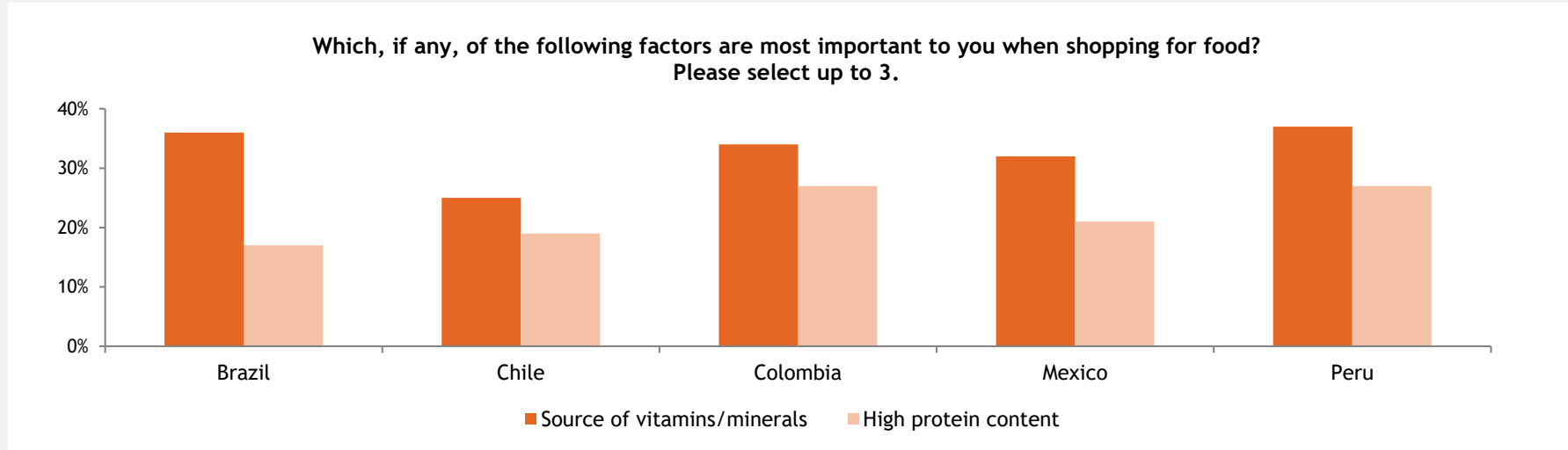


### Seafood Forever program

[Aqua Star Smart Seafood Reserve Raw Shrimp](#) is responsibly and naturally farmed. The brand claims to source it using sustainability, social responsibility, traceability and food safety, according to their Seafood Forever program (US).

# Health: Focus on presence of positive nutrition

For seafood, there's opportunity in promoting built-in vitamin and mineral content, protein content.



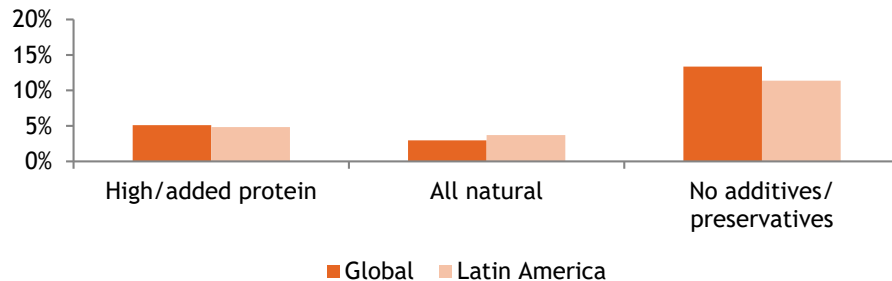
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# "Clean" formulations appear in Latin America

All natural on-pack statements more common in Latin America than elsewhere.

Seafood product introductions, global and Latin America, making selected health-related claims, as percent of all introductions, 2018-Sept 2021



Yellowfin Tuna Cubes,  
preservative free, Mexico

# Global inspiration: Products highlight high protein content



**Provides 12g of protein per serving**

[Safcol Premium Soy & Ginger Salmon](#) is a good source of protein, providing 12g of protein per serving. This wild-caught salmon is also a good source of omega-3 and free from artificial colours and preservatives (Australia).



**High-protein baby octopus**

[Sea Cuisine Baby Octopus](#) contains whole cleaned baby octopus that is high in protein, low in fat and low in kJ and contains iron and vitamin B12 (New Zealand).

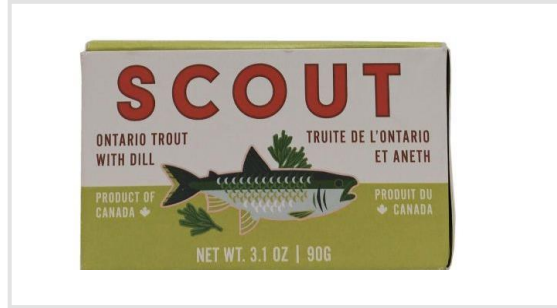


**Source of protein, omega-3 and calcium**

[Sole Mare Wood-Smoked Wild Brisling Sardines with Chilli](#) are a good source of protein, an excellent source of omega-3 and calcium, and free from artificial preservatives and GMO ingredients (Australia).



# Global inspiration: Shelf-stable products focus on nutritional



**Source of omega-6, potassium and iron**

[Scout Ontario Trout with Dill](#) contains 16g protein per 90g serving, and is also a source of omega-6 polyunsaturates, potassium and iron (US).



**Excellent source of omega-3**

[Triton Ocean Products Organic Mussels in Vinegar and Peppers](#) are low in fat, high in protein and an excellent source of omega-3 fatty acids. These mussels are harvested from the clean, icy waters of the North Atlantic (Canada).



**Excellent source of protein and 99% fat-free**

[Giant Eagle Sweet & Spicy Wild Caught Light Tuna in Water](#) is said to be an excellent source of protein. This kosher-certified product is 99% fat free and also free from GMO, gluten and saturated fat (US).

## In Latin America: Focus on those "clean" formulations



**No added salt**

[StarKist Selects Chunk White Albacore Tuna in Water](#) Clearly labeled as having no salt added (Puerto Rico).



**No additives/preservatives**

[Hake Fillets](#) Individually quick frozen (IQF) portions are also easy to prepare (Argentina).



**Protein**

[Asian-Style Salmon Fillets](#) Frozen salmon is positioned as being a natural source of protein and omega-3s (Colombia).

## A few final thoughts

### Convenience

More people have been cooking at home during the COVID-19 pandemic, and fish and shellfish products are well placed to benefit from this going forward. More brands have been **innovating around convenience needs**, with easy-to-prepare fish products (eg steam cooking bags or baking trays and grills) launching to market.

### Ethics

Sustainability remains a significant issue in the fish category, and there is an expectation among consumers for more **transparency around ethical issues**. As a result, packaging is increasingly featuring detailed explanations about catching and farming methods and marine sustainability.

### Health

As an important source of various key nutrients such as protein, omega-3 and vitamins, the healthy reputation which fish boasts continues to provide a strong foundation for innovation. Recently, brands have been innovating around functional claims and **more clearly communicating the inherent nutritional value** of products on pack.

# Thank you



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