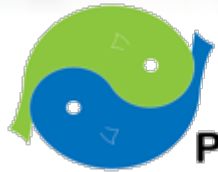




PRIMEFISH: PRODUCTS, CONSUMERS AND SEAFOOD MARKET TRENDS



PrimeFish



Horizon 2020
Programme



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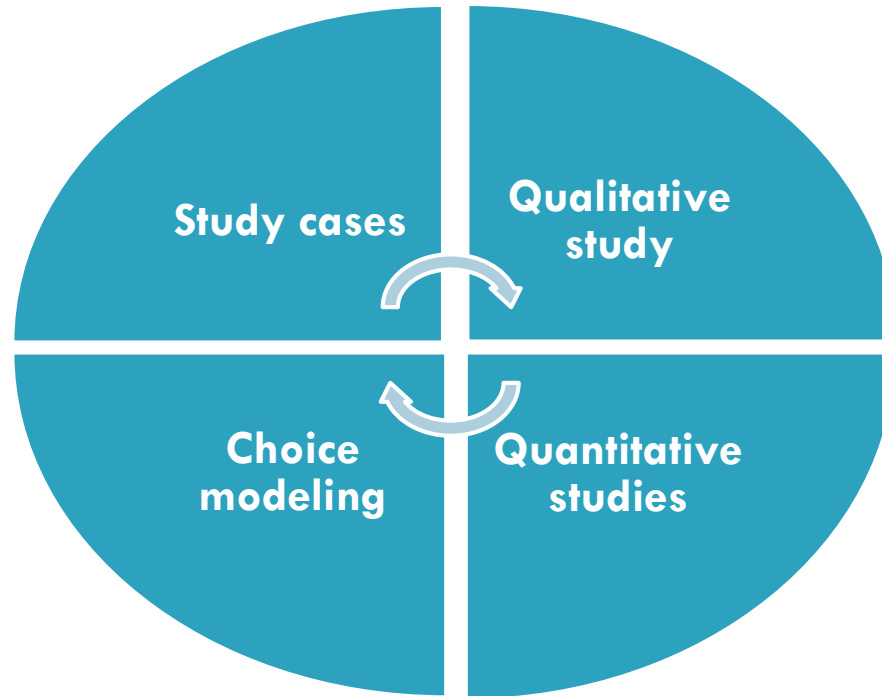
Olga Untilov

0374

Description

- **7 tasks with the aim to identify the recent trends in the fish/seafood consuming motivations and patterns in the main markets of Europe (France, Germany, Italy, Spain, United Kingdom), using on one hand a full range of consumer studies and on the other, case studies of farmed and wild fish**
- **Provide the PrimeFish stakeholders with an extended and updated vision of some key European fish markets**
- **Form an effective and collaborative community of experts and partners**

Methodological approach



Report “Product innovation in the seafood industry”

- Q1: How has the seafood innovation developed over time in general and for the 6+1 selected species?
- Q2: What drives product innovation at the company level?
- Q3: What factors determine the focus of innovation?
- Q4: What factors are responsible for success or failure in product innovation?

Report “Product innovation in the seafood industry”

- **Quantitative analysis: data from the Global New Product Development (GNPD) Database provided by Mintel**
- **Qualitative analysis: explorative multiple case study analysis where the unit of analysis is the company, although special attention was also given to one of the main successful or unsuccessful company’s products (13 success and 4 failures)**

Achieved advances

Report “Product innovation in the seafood industry”

- **Species:** cod, herring, salmon, sea bass, sea bream, trout + pangasius
- **Represented markets:** Canada, Croatia, France, Germany, Greece, Italy, Norway, Russia, Spain, Switzerland, Turkey, United Kingdom, United States, Vietnam
- **Innovation categories:** new product, new process, new packing, new recipe, extension of range
- **Claims:** quality, convenience, natural, health, gourmet, local, children

Achieved advances

Qualitative study - 5 country reports (final report to be done by the end of September)

- **Positive or negative motives, perceptions, associations, attitudes towards fish/seafood consumption**
- **90 in depth interviews in 5 countries (France, Germany, Italy, Spain and United Kingdom)**
- **Mainland + coastal region**
- **Light / average / heavy consumers**

Achieved advances

Qualitative study - 5 country reports (final report to be done by the end of September)

Interview structure:

- **Context / Background: eating behavior (habits) / food shopping / cooking / food categories (30-35 min)**
- **Focus on fish / seafood / fishery products – Global perception – Categorization (40 min)**
- **Focus on 6 fish species (40 min)**
- **Conclusion (5 min)**

Stakeholders interaction

- **Directly for the product innovation report: interviewing marketing managers, innovation or product development managers, production managers, etc.**
- **The aim of the qualitative study is to obtain in depth insights:**
 - **Consumption behavior, motives and barriers for fish consumption, use of information (buzz about fish)**
 - **Information to be used in the creation of the quantitative studies**



**Consumer opinion,
a key factor for strengthening the seafood sector!**

