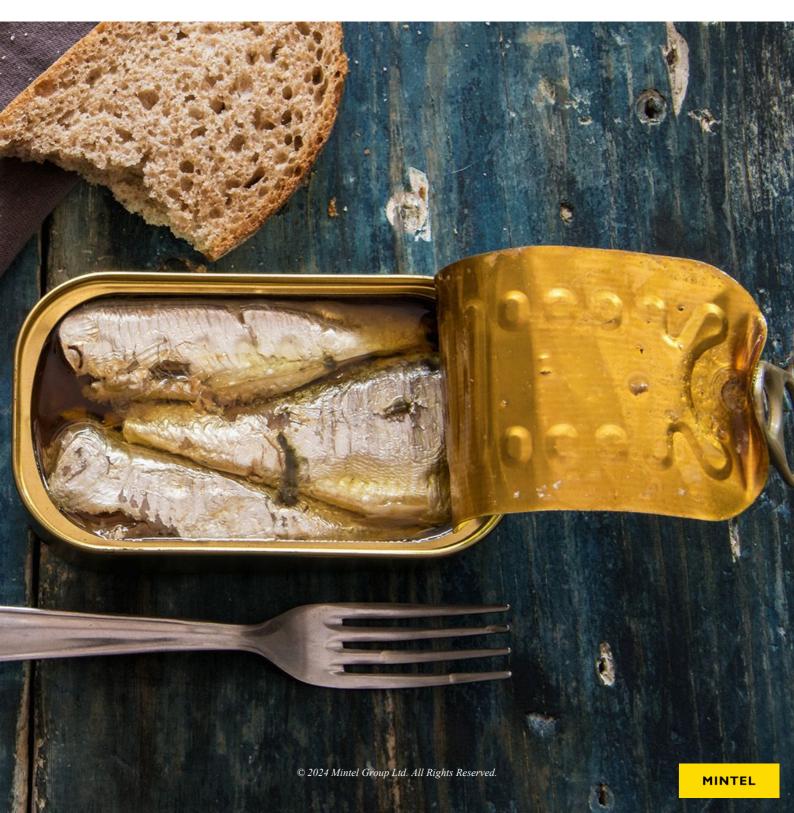
A YEAR OF INNOVATION IN FISH PRODUCTS, 2023

Innovation is mainly focused around convenience and authentic flavours, like beechwood smoke. Also, producers are flagging up the inherent nutrient content of fish.





Report Content

- What we have seen
- · Our pick of the most innovative launches in this review
- · Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: launches of canned fillet fish record a surge in launch activity

- · Consumers reappraise the value credentials of canned food
- · Tray packaging declines as canned formats rise among fish fillet launches
 - Graph 1: fish fillet product launches, by share of top five package types, 2018-23
- Innovations in canned filleted fish strive to elevate value-for-money appeal

Europe: the share of beechwood-smoked flavours rises among sliced fish launches

- · Consumers are not dining out as often but still want authentic flavours
- · Among sliced fish launches, beechwood-smoked flavours continue to gain share
 - Graph 2: sliced fish launches, by top five flavour components, 2018-23
- · Sliced fish producers elevate their artisanal appeal by providing details about the smoking process

The Middle East & Africa (MEA)

Fish product launches in MEA offer added value features around texture, flavour and nutrition

ASIA PACIFIC (APAC)

Asia: convenient formats of fish record a rise in launch activity

- Busy consumers are keen to see simple yet wholesome processed fish-based meals
- Convenience-based formats gain a bigger share of launch activity
 - Graph 3: launches of fish products, by leading sub-category, 2018-23
- · Processed fish innovation dials up convenience credentials

Asia: high/added protein claims attract a rising share of activity

- · Nutrient-boosted and protein-rich foods grab the attention of health-aware Asians
- · High/added protein claims remain niche among Asian fish product launches but are growing
 - Graph 4: fish product launches, by share of high/added protein and vitamin/mineral fortified claims, 2018-23
- High protein content is celebrated in Asian fish product launches

Australia & New Zealand: native seafood species take a starring role in innovation

• Not just barramundi: seafood that is typical to the oceans of ANZ hits retail

THE AMERICAS

North America: fish product launches with high/added protein claims record an uplift

- · Consumers want reassurance about the nutrient quality of fish/shellfish and how ethically it is sourced
- · Added/high protein claims record a rise among fish product launches in North America
 - Graph 5: total fish/shellfish product launches, by select claim, 2018-23
- · Fish launches flag up next level ethical and nutritional credentials
- Brand renovation/innovation: Scout embraces on-the-go convenience with an exotic range that delivers a crunchy quality

North America: launches with salmon ingredients record a small but notable rise in activity

- · Risk-averse US consumers generally stick to familiar types of fish and shellfish
- Shrimp accounts for the large minority of category launches, but salmon's share leaps in a small but notable way
 - Graph 6: North America, total fish product launches, by share of leading fish/shellfish ingredient type, 2018-23
- · Innovation in salmon explores exciting, yet uncomplicated, approaches to sourcing and flavouring
- · A round-up of recent plant-based fish/shellfish launches in North America

Latin America: frozen formats record a surge in launch activity as consumers regard frozen food more positively

- · Frozen formats of fish product launches continue to grab a bigger share of launch activity
 - Graph 7: fish product launches, by share of storage format, 2018-23
- Frozen fish product launches in Latin America target convenient yet gourmet meal time occasions

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