

The young seafood consumers

Frank Isaksen

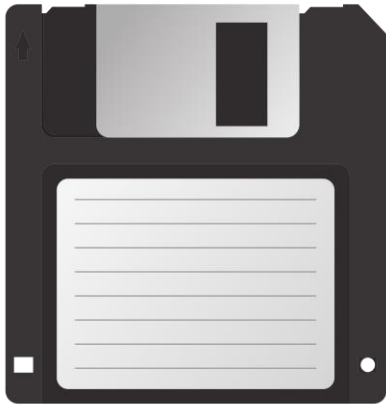
Chief Analyst, Norwegian Seafood Council. fi@seafood.no

26.03.2019

A photograph of a man and two children on a rocky beach. The man is crouching on the left, looking towards the water. A young boy is sitting next to him, also looking at the water. A young girl in a pink dress is standing and reaching out towards the water. In the water, a small shell is visible. The background shows the ocean and a rocky shoreline.

The mindsetGenerational similarities and differences

Each generation came of age when different political, social, and technological events took place



- ♦ Baby Boomers (1946 - 1964) – Expansion of TV
- ♦ Generation X (1965 - 1980) – Computer revolution taking hold
- ♦ Millennials (1981 - 1996) – Internet, mobile
- ♦ Generation Z (1997 - present) – Apps, Environment



71 million millennials in the US



AGE
AGNOSTIC



BACK TO
BASICS
FOR STATUS



CONSCIOUS
CONSUMER



DIGITALLY
TOGETHER



EVERYONE'S
AN EXPERT

Top 10 Global Consumer Trends 2019



FINDING MY
JOMO



I CAN LOOK
AFTER
MYSELF



I WANT A
PLASTIC
FREE WORLD



I WANT IT
NOW!



LONER
LIVING

Source: Euromonitor international

- Environment
- Health
- Convenience
- Technology

The Environment

The past is
catching up

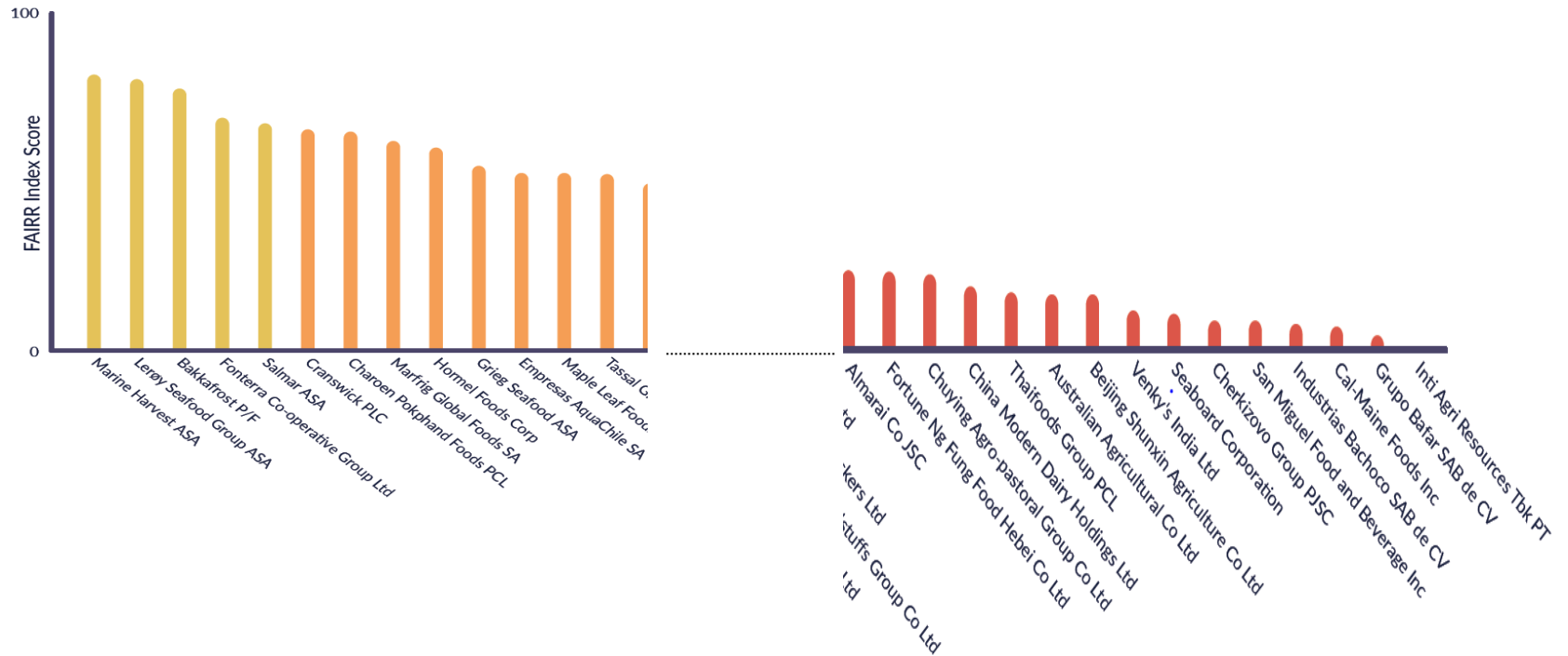




A green shift

- Consumers
- Universities
- Retail
- Environment

Protein producer and sustainability – The FAIRR index



Health Seafood

The Seafood Consumer Index (SCI)

- It's healthy
- It's easy to make
- It tastes good
- It's quick to prepare
- It's lean

The Seafood Consumer Index (SCI)

USA



- ♦ Annual consumer survey which has been conducted over the course of **8 years**.
- ♦ The database consists of **200.000** respondents in **32** countries
- ♦ The survey is about attitudes, preferences and behavior related to **fish and seafood**.

How often do
you eat fish
or seafood?

The Seafood Consumer Index (SCI)



foto_johan_wildhagen-8869

The Seafood Consumer Index (SCI)




Environment & Health

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Healthy Diets From
Sustainable Food Systems

Food Planet Health



“Dietary changes from current diets toward healthy diets are likely to result in significant health benefits.”

EAT-Lancet Commission

Planetary Health Diet



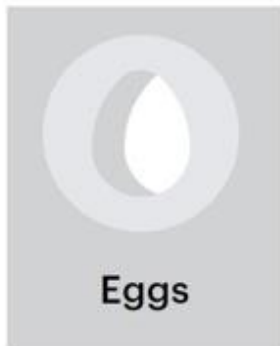
Figure 1

An integrated agenda for food in the Anthropocene recognizes that food forms an inextricable link between human health and environmental sustainability. The global food system must operate within boundaries for human health and food production to ensure healthy diets from sustainable food systems for nearly 10 billion people by 2050.

Limited intake



Optional foods



Emphasized foods



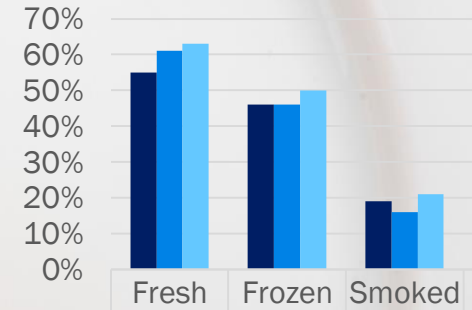
Products, Packaging, & Communication

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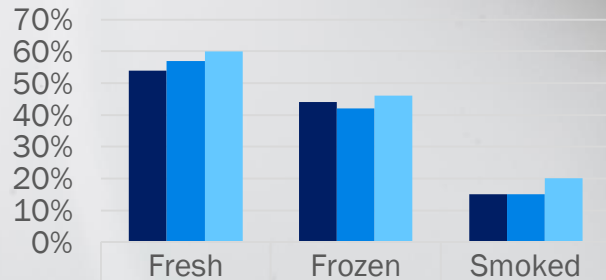
The Seafood Consumer Index (SCI)

18-34



	Fresh	Frozen	Smoked
2016	55%	46%	19%
2017	61%	46%	16%
2018	63%	50%	21%

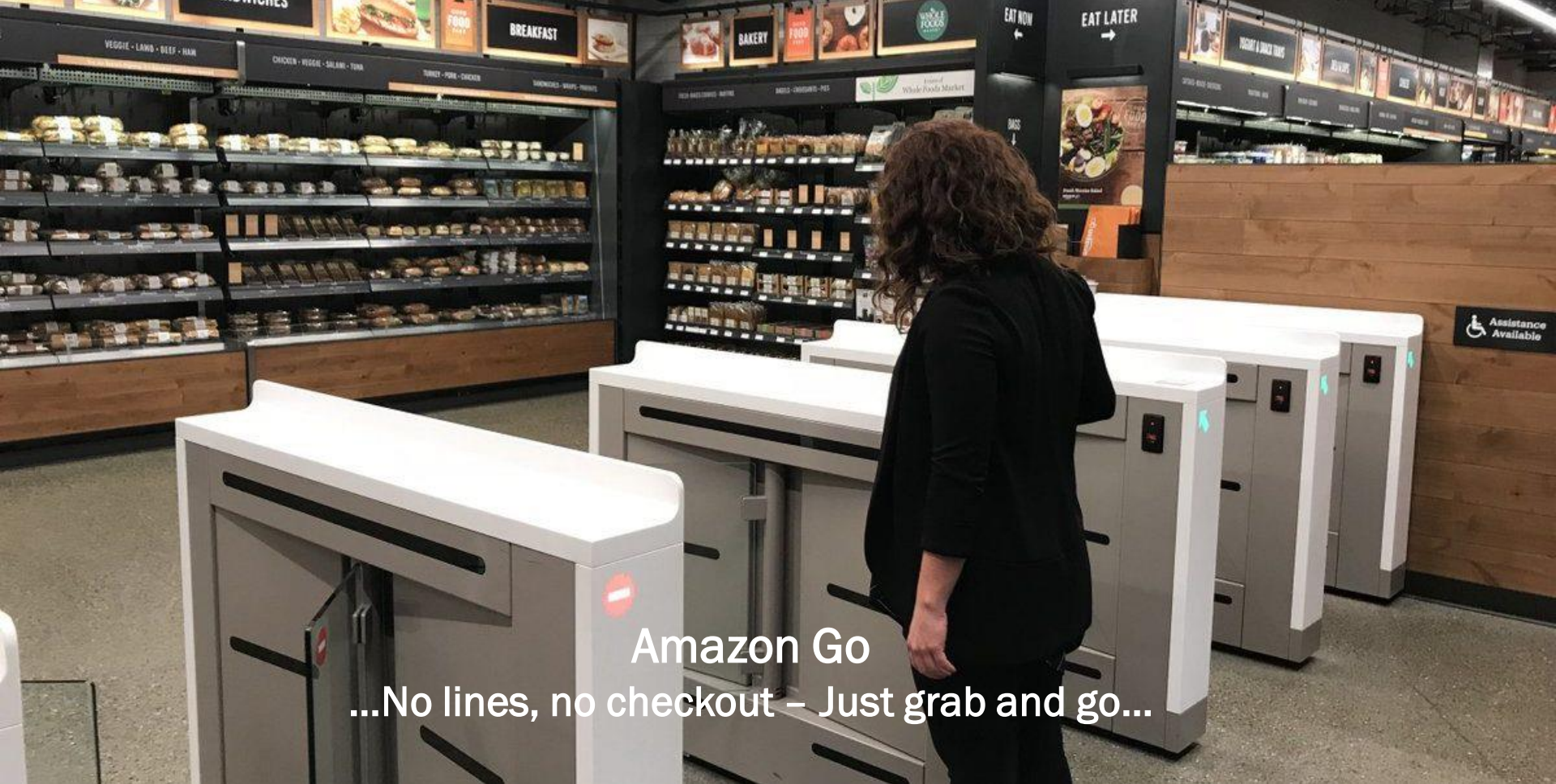
All



	Fresh	Frozen	Smoked
2016	54%	44%	15%
2017	57%	42%	15%
2018	60%	46%	20%

*What, how, when, where
...and informed?*





Amazon Go
...No lines, no checkout – Just grab and go...

Delivery

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Amazon



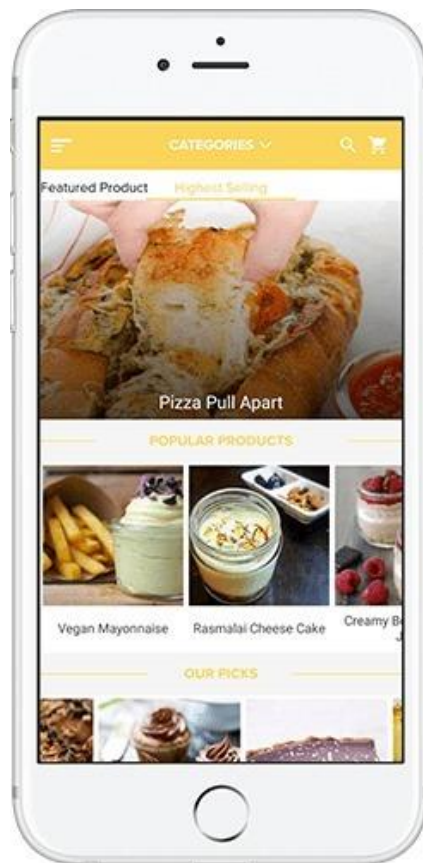
amazonfresh

Skip the checkout line

Fresh groceries delivered to your door

[Start your FREE trial ›](#)

Apps





Food delivery



Food delivery ...some of the companies

Company	Country	Employees
Just Eat	United Kingdom	29,520
Just Eat	United Kingdom	16,383
Uber Eats	United Kingdom	5,663
Takeaway.com	Poland	3,935
Uber Eats	Poland	757
Delivery Hero	Finland	878
Just Eat	Canada	13,903
Uber Eats	Canada	9,751
Delivery Hero	Canada	3,878
Just Eat	Canada	2,315
Just Eat	Canada	1,256
GrubHub	United States	89,541
GrubHub	United States	86,756
Uber Eats	United States	62,075
Postmates	United States	18,804
Postmates	United States	10,855
Just Eat	United States	832
Uber Eats	Mexico	7,027
Postmates	Mexico	167
Uber Eats	Costa Rica	567
Uber Eats	Colombia	1,439
Delivery Hero	Bolivia	423
Uber Eats	Argentina	955
Delivery Hero	Uruguay	13,283
Uber Eats	Paraguay	638
Delivery Hero	Panama	862
Uber Eats	Brazil	2,850
Just Eat	France	7,604
Uber Eats	France	4,101
Takeaway.com	Switzerland	1,427
Just Eat	Ireland	2,117
Uber Eats	Portugal	352
Just Eat	Italy	9,611
Delivery Hero	Italy	2,317
Uber Eats	Italy	518
Takeaway.com	Austria	2,265
Uber Eats	Austria	425
Delivery Hero	Austria	624
Uber Eats	Austria	2,850
Delivery Hero	Austria	2,317
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A Wall Street Journal series explores food delivery's prospects and challenges.



THE DELIVERY WARS

For Food-Delivery Fans, Saving Time Is Worth the Cost

More Americans are eating meals at home, assisted by rise of delivery services, despite some perceived downsides



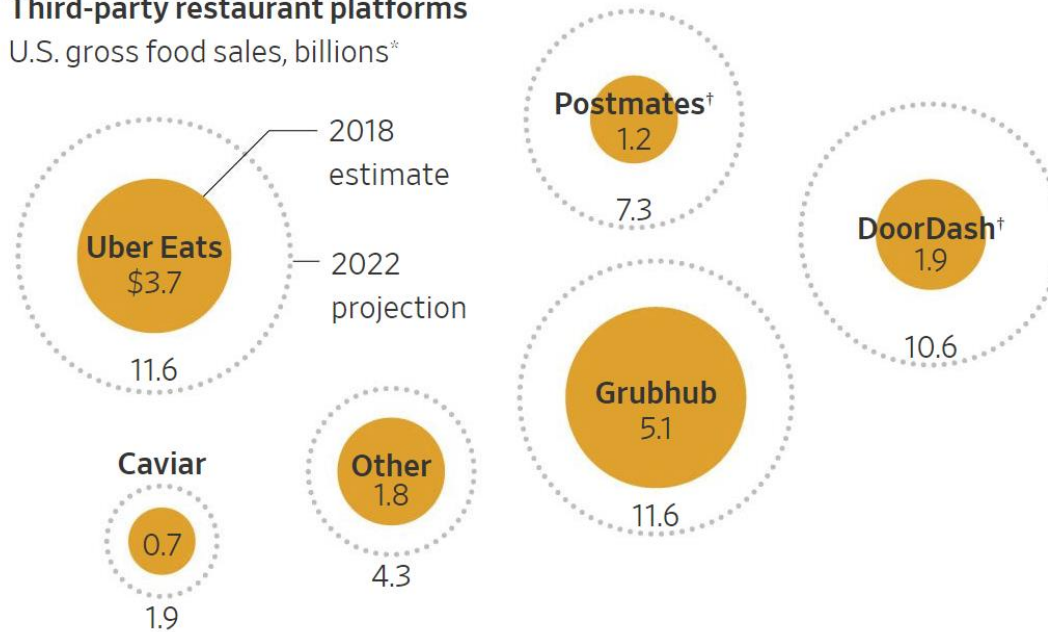
By *Heather Haddon*

Updated March 15, 2019 6:25 a.m. ET

The restaurant food delivery market

Third-party restaurant platforms

U.S. gross food sales, billions*

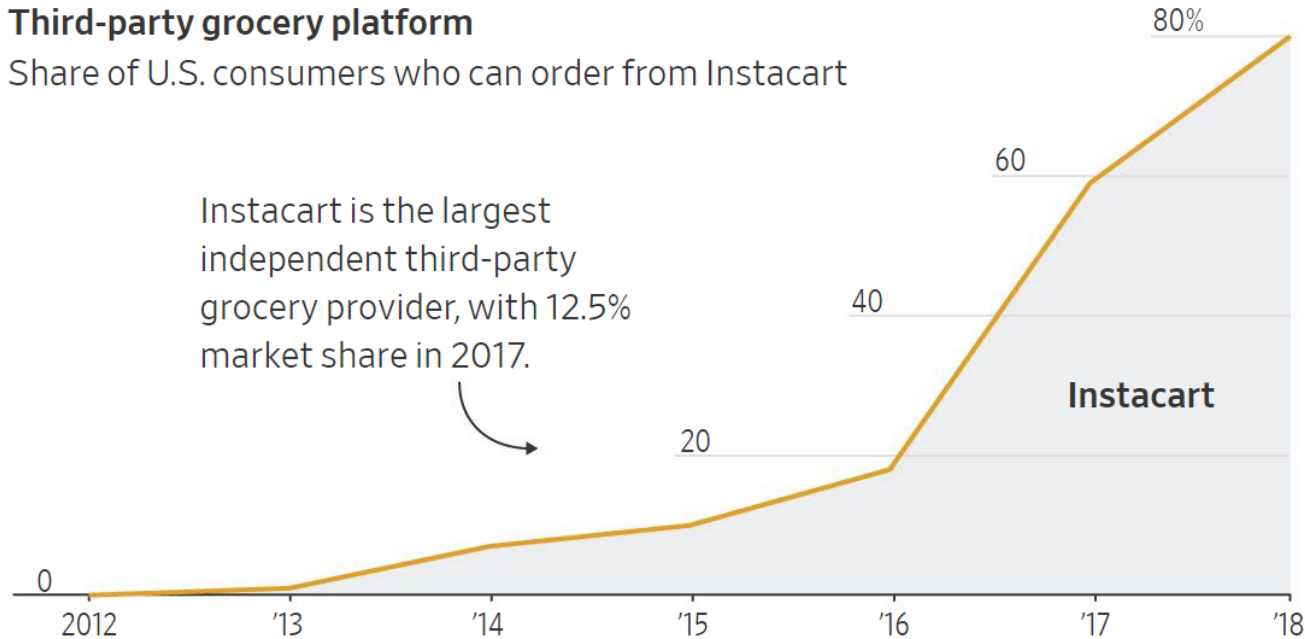


*Includes takeout and delivery †Food only

More people get access to grocery home-delivery

Third-party grocery platform

Share of U.S. consumers who can order from Instacart

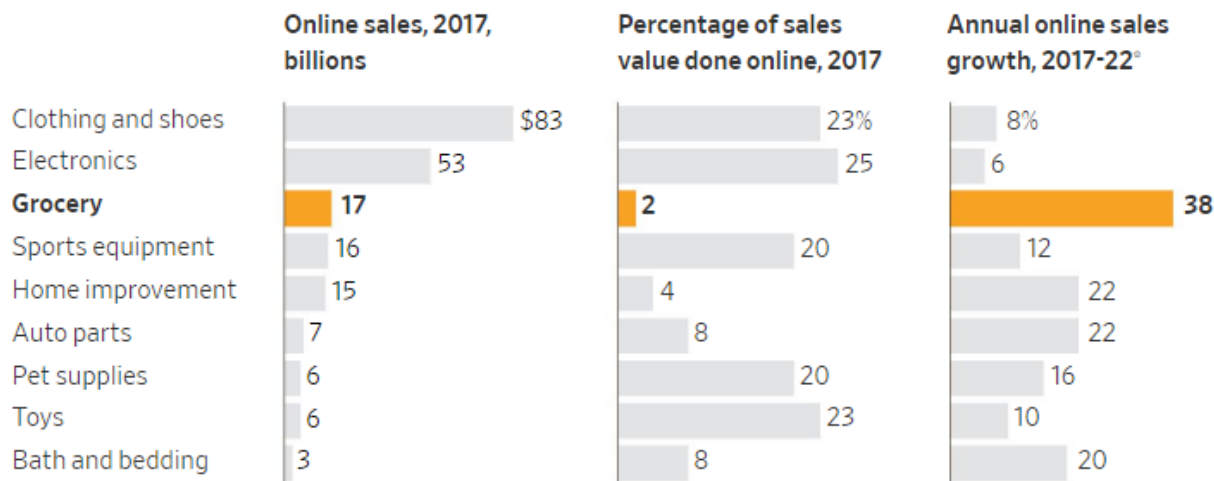


Sources: William Blair (third-party restaurant platforms—estimates and projections); the company (Instacart accessibility); Deutsche Bank (Instacart market share)

Online grocery sales – Relatively small, but growing fast

Shelf Life

A relatively small share of U.S. grocery sales happen online, but sales are projected to grow quickly through 2022.



*Compound annual growth rate

Source: UBS

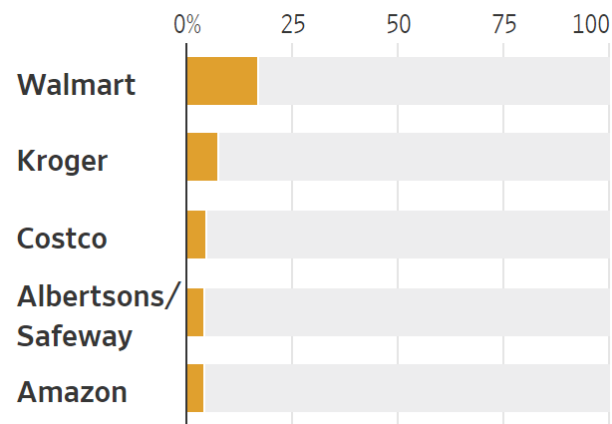
Walmart and the total Online grocery market

Biggest Bite

Walmart is the top seller of U.S. groceries, but the market is fractured...

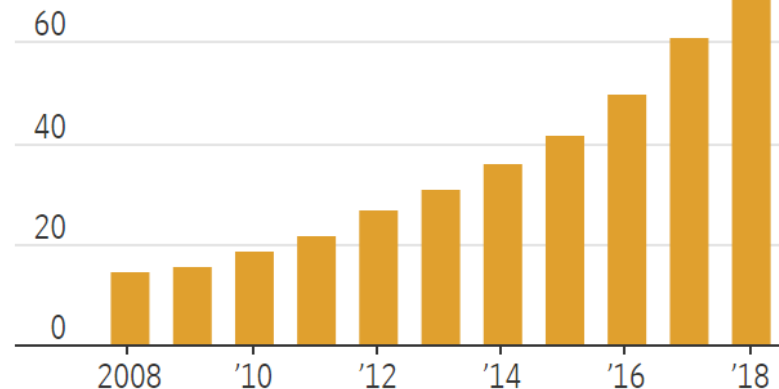
U.S. grocery market leaders

■ Company's 2018 market share



Online grocery sales

\$80 billion



Note: 2018 market share and sales data are estimates

Source: Cowen & Co.

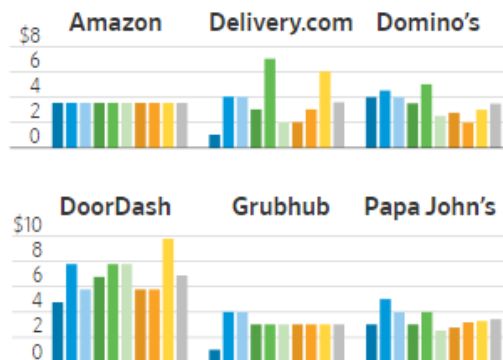
Delivery Costs – Heading towards a sustainable business

Cha-ching

Food delivery fees are all over the map, with some services charging diners a pretty penny.

Delivery fees on a \$25 order*

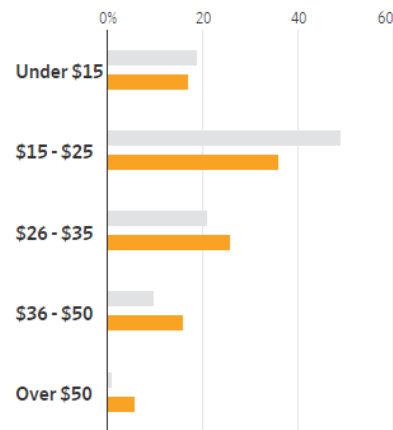
■ New York ■ San Francisco ■ Los Angeles ■ Chicago
■ Boston ■ Philadelphia ■ Houston ■ Dallas
■ Denver ■ Average



Order Up

The amount spent on the typical food-delivery order is rising, with nearly half above \$25.

■ Dec. 2016 ■ Oct. 2018



Source: William Blair online polls, latest of 333 adults, conducted Oct. 15

Food delivery: Convenient, eco-friendly, economically



A DoorDash delivery person in New York City. PHOTO: MICHAEL BUCHER/THE WALL STREET JOURNAL

Summary



Additional consumer demands

- As always: Ever increasing new flavors and meals
- Healthy, eco-friendly and social friendly
E.g. FAIRR Index, EAT forum, Environmental certification
- Traceability, transparency, communication.
E.g. block-chain technology
- Products and packaging suited for different meal types, self servicing and home delivery

NORWEGIAN
SEAFOOD
COUNCIL

Thank you!