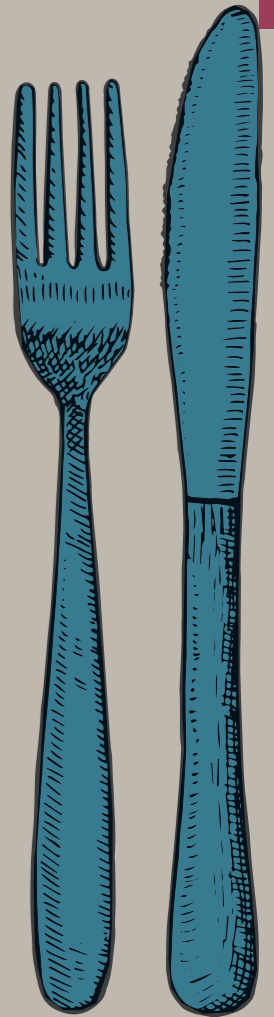
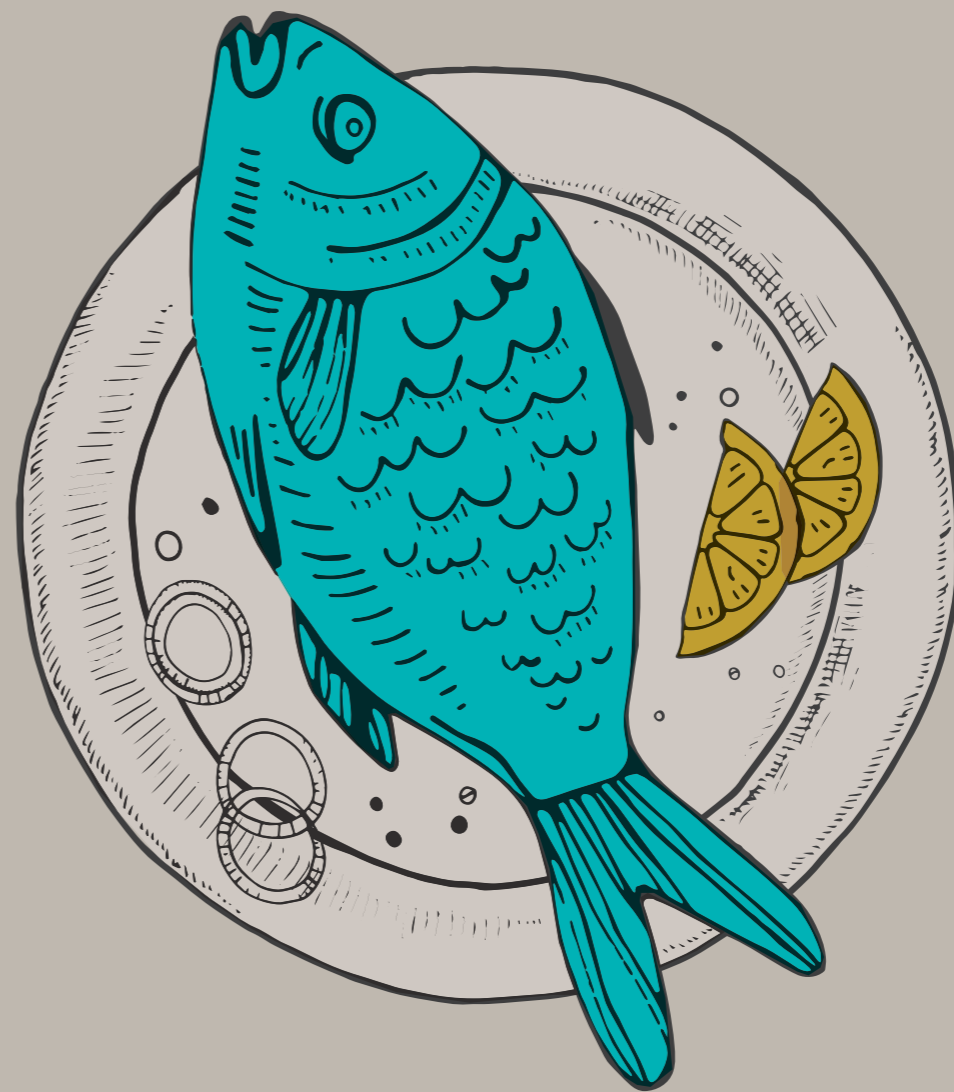


# WHAT'S ON THE MIND OF THE MODERN EUROPEAN FISH CONSUMER?



YOU'VE GOT QUESTIONS. WE'VE GOT ANSWERS.

**In this Bemis Guide\*, we bring you a digest of the latest research into fish consumption habits across the European Union. The consumption of fresh products as well as convenience products is increasing.**

**The reasoning for wanting fish may differ between demographics but one thing remains consistent across the board, people want fish.**



**Represents  
25-44 year  
old demographic**



**Represents  
44+ year old  
demographic**

\* European Market Observatory for Fishers and Aquaculture Products (EUMOFA), EU consumer habits regarding fisheries and Aquaculture products final report (January 2017)



# HOW DO PEOPLE LIKE THEIR FISH PRESENTED?

## EU COUNTRIES THAT PREFER PREPACKED FISH

|    |                 |     |
|----|-----------------|-----|
| #1 | Sweden          | 83% |
| #2 | The Netherlands | 78% |
| #3 | Austria         | 77% |
| #4 | Slovakia        | 76% |
| #5 | Lithuania       | 74% |
| #6 | Belgium         | 73% |
| #7 | UK              | 72% |
| #8 | Denmark         | 71% |

PEOPLE LIKE THEIR FISH PRESENTED IN A VARIETY OF WAYS, VARYING BY BOTH REGION AND AGE GROUP.



Prefers pre-packed products



Prefers loose products

# WHAT MOTIVATES THESE DEMOGRAPHICS?

# WELLNESS AND HEALTH IS THE MOST IMPORTANT FACTOR WHEN IT COMES TO PEOPLE BUYING FISH. CONVENIENCE IS ALSO A FACTOR, BUT OF LESSER IMPORTANCE.



More sensitive to convenience and ease



122%

Motivated by Wellness & Health



75%

Motivated by Hedonism



30%

Motivated by Convenience and Ease



More sensitive to wellness and health



124%

Motivated by Wellness & Health



70%

Motivated by Hedonism



37%

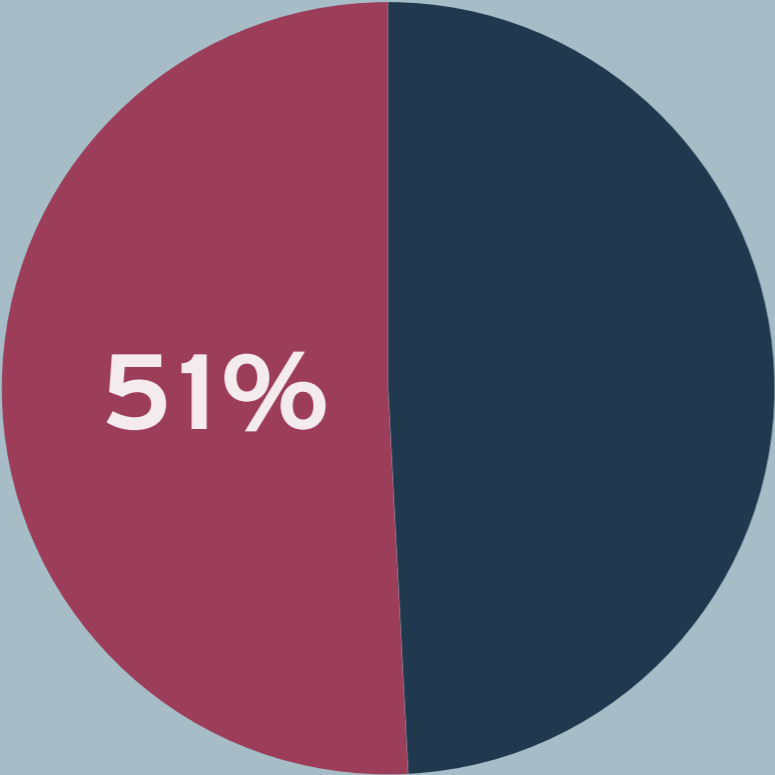
Motivated by Convenience and Ease

Takeaway: Today's consumer wants the convenience and ease of preparing fish but are primarily looking to buy a product that will give them the nutrition they need. Bemis provides both.

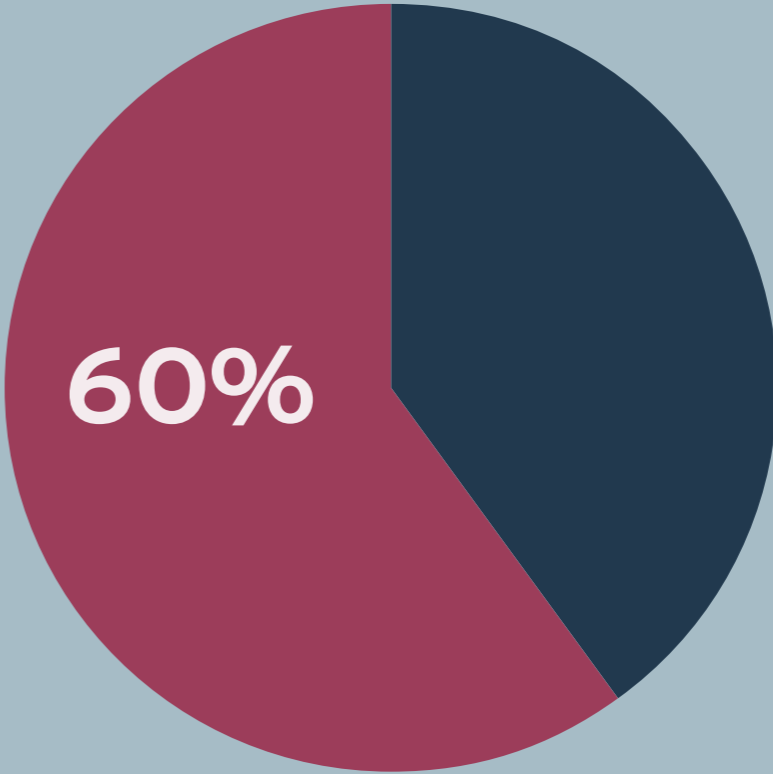


# WHAT MAKES PEOPLE BREAK OUT OF THEIR EATING HABITS?

# 60% OF PEOPLE WANT TO TRY NEW PRODUCTS AND 51% OF PEOPLE WOULD EAT MORE FISH IF THEY HAD MORE OPTIONS TO CHOOSE FROM.



■ People would eat more fish if they had more options to choose from



■ People would try new products

Tip: OvenRite has great products for those who are just trying to eat fish for the first time.



# WHERE ARE PEOPLE MOST WILLING TO TRY NEW FISH PRODUCTS?

|    |                               |     |
|----|-------------------------------|-----|
| #1 | Grocery store, super, hyper   | 75% |
| #2 | Fishmonger or specialist shop | 40% |
| #3 | Market                        | 25% |
| #4 | Fish farm, fisherman          | 10% |
| #5 | Internet                      | 5%  |

**CONSUMERS ARE MORE WILLING TO TRY NEW PRODUCTS IN A PLACE THAT ARE ALREADY COMFORTABLE, LIKE THE GROCERY STORE.**



**Show a higher inclination to experience new products**



**Show a lower inclination to experience new products**

Takeaway: A wider variety of products and promotional incentives has the ability to make typically non-consumers more willing to try new products

Tip: Support new product launches with promotions

# WHAT ELSE ARE PEOPLE LOOKING FOR?

- #1** Taste, smell or appearance **45%**
- #2** Not used to products **9%**
- #3** Vegetarian or vegan **8%**
- #4** Too expensive **8%**
- #5** Health concerns **7%**
- #6** Environmental concerns **3%**

Takeaway: If consumers are exposed to new products that are appealing to the eye yet also are nutritious and convenient, even the most hesitant of consumers are more inclined to purchase.

Tip: For people looking to try a new product, SkinTite is a great product line to start with.

**TASTE, SMELL OR APPEARANCE ARE FACTORS CONSIDERED BY CONSUMERS. THERE IS ALSO A CERTAIN DEMOGRAPHIC OF THE POPULATION CONSTANTLY LOOKING FOR NEW PRODUCTS.**

# WE KNOW FISH. DO YOU KNOW FISH? LET'S TALK FISH.

Fish products appeal to different demographics for different reasons. One thing is however common to most people: they would like to eat more fish. Yet many don't. Bemis can help you to overcome some of the hurdles that today keep people away from fish and seafood.

**[bemis.com/europe](https://www.bemis.com/europe)**

