

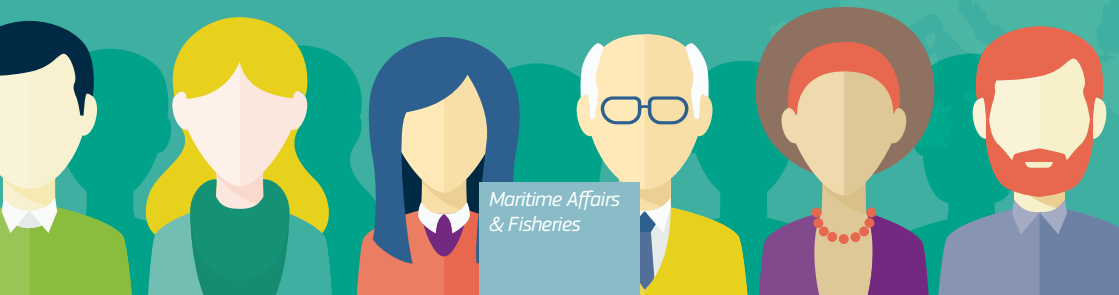


European
Commission



Fishery and aquaculture products

an overview of EU consumer habits



Maritime Affairs
& Fisheries

FAPs monthly consumption



Overall,

74 % of respondents say that they eat FAPs at least once a month

TOP FAP consumers



93 %
Spain



92 %
Sweden



87 %
Estonia



87 %
Denmark



85 %
Finland

LOWEST FAP consumption



62 %
Bulgaria



57 %
Austria



56 %
Czech Republic



52 %
Slovakia



26 %
Hungary



74 %

buy FAPs at a grocer's store, supermarket or hypermarket



40 %

buy from a fishmonger or specialist shop



25 %

buy FAPs at a market

9 %

buy at a fish farm or directly from a fisherman



1 %

buy online



I buy FAPs FROM A GROCER



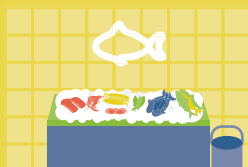
95 %
Finland



93 %
Sweden



92 %
Slovakia



I buy FAPs from a FISHMONGER or SPECIALIST SHOP



74 %
Malta



59 %
Italy



59 %
Greece



40 % of consumers in Greece buy at a fish farm or directly from a fisherman!

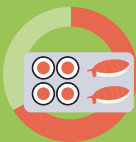
Where consumers buy FAPs



Often or from time to time...



69 %
buy frozen
products



67 %
buy fresh
products



61 %
buy tinned
products



50 %
buy smoked, salted,
dried or in brine



41 %
buy breaded
products and
ready meals
based on FAPs

Type of products



I buy FROZEN PRODUCTS

| | | |
|-------------------------|-----------------------|------------------------|
| 82 % Portugal | 82 % Sweden | 80 % Austria |
|-------------------------|-----------------------|------------------------|



I buy FRESH PRODUCTS

| | | | |
|-----------------------|----------------------|-------------------------|----------------------|
| 93 % Greece | 90 % Malta | 87 % Portugal | 87 % Spain |
|-----------------------|----------------------|-------------------------|----------------------|



I buy TINNED PRODUCTS

| | | |
|----------------------|----------------------|-------------------------|
| 89 % Malta | 86 % Spain | 79 % Slovakia |
|----------------------|----------------------|-------------------------|



I buy SMOKED, SALTED, DRIED OR IN BRINE

| | | | |
|------------------------|------------------------|-----------------------|--|
| 76 % Denmark | 69 % Estonia | 68 % Latvia | 67 % UK, Portugal, the Netherlands |
|------------------------|------------------------|-----------------------|--|



73 %
Younger and middle aged
respondents are more likely to
buy frozen products from time
to time.



74 %
Larger households are
more likely to buy frozen
products.

Wild or farmed products?



34 %
prefer wild products



31 %
have no preference



14 %
don't know whether FAPs they buy or eat are wild or farmed



11 %
say it depends on the type of products



8 %
say they prefer farmed products



2 %
don't know

I prefer WILD PRODUCTS

| | | | |
|-----------------------|----------------------|-----------------------|-------------------------|
| 60 % Greece | 60 % Malta | 50 % France | 50 % Portugal |
|-----------------------|----------------------|-----------------------|-------------------------|



I prefer FARMED PRODUCTS

| | | |
|------------------------|-----------------------|------------------------|
| 18 % Hungary | 16 % Poland | 14 % Romania |
|------------------------|-----------------------|------------------------|



I don't have a preference

| | | |
|-------------------|-------------------------|--|
| 50 % UK | 37 % Bulgaria | 36 % Estonia, Ireland, Romania |
|-------------------|-------------------------|--|



58 %
Product's appearance



55 %
Cost



42 %
Origin of the product



24 %
Brand or quality label



21 %
Easy and quick to prepare



15 %
Environmental, social or ethical impact

Factors driving purchase

Sea or freshwater products?



39 %
prefer products from the sea



35 %
don't have preferences



11 %
say it depends on the product



7 %
prefer freshwater products



7 %
are not sure whether the product they buy come from the sea or freshwater sources



1 %
don't know



I prefer PRODUCTS FROM THE SEA

78 %
Greece

70 %
Malta

65 %
Portugal



I prefer FRESHWATER PRODUCTS

38 %
Hungary

23 %
Latvia

20 %
Czech Republic, Romania, Slovakia



I don't have a preference

54 %
Estonia

54 %
UK

44 %
Germany

Relevance of mandatory information



94 %
"Use by" or "best before" date



88 %
Name of the product and species



85 %
Whether the product was previously frozen



73 %
Distinction between a wild or farmed product



72 %
Area of catch or production



44 %
Fishing gear

Preferences in terms of origin



37 %
prefer products
from their own country



29 %
prefer products
from their regions



23 %
don't have a preference



14 %
prefer products
from the EU



13 %
say it depends on the
type of the product



5 %
don't know where
the products come from



3 %
prefer products from
outside the EU



1 %
don't know

I prefer products FROM MY COUNTRY

76 %
Greece

63 %
Finland

61 %
Cyprus



I prefer products FROM MY REGION

53 %
Greece

43 %
Slovenia

42 %
Sweden



I don't have a preference

48 %
UK

41 %
Lithuania

39 %
The Netherlands



I prefer products from the EU

42 %
Luxembourg

29 %
Belgium

26 %
Malta



76 %
Date of catch or production



39 %
Environmental information



31 %
Origin (country) of the ship
that caught the product



28 %
Information on the
fisherman/fish farmer



23 %
Ethical
information



23 %
Port in which the
product was landed



15 %
Social
information

Interest in voluntary information

The European Union is the biggest world market for fishery and aquaculture products. In 2015, EU consumers spent 54 billion euro for these products. To better understand consumer habits, preferences and expectations across the EU, the European Commission has interviewed in June 2016 around 27,800 citizens from all walks of life, ages and genders. This leaflet summarises the findings of this survey.

“This survey is about how we Europeans choose our seafood. This insight will help us better meet consumer demands. But by definition, making a choice means having a selection to choose from. Our job is to make sure that consumers continue to have a wide selection of healthy, high quality seafood from which to choose. That is why we are so committed to reaching the EU targets on sustainable fishing by 2020”

Karmenu Vella

European Commissioner for the Environment, Maritime Affairs and Fisheries



To find out more:

<http://europa.eu/mv96WH>

