

Fish and Seafood in the US

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For years, the seafood industry has struggled with the relatively small appetite American consumers have for fish and seafood products relative to their global counterparts, with no signs of this abating in 2017. On a per capita basis, Americans consume significantly lower levels of fish and seafood than the global average. This is despite the US having tens of thousands of kilometres of coastline, which creates an abundant source for seafood and a large seafood industry as a result. Nonetheless..

Euromonitor International's Fish and Seafood in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2013-2017, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Crustaceans, Fish, Molluscs and Cephalopods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Fish and Seafood market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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