

Fish and Seafood in the US

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The consumption of seafood by Americans continues to lag far behind the global average, despite recent growth. This is a consistent trend that has remained in place for years, as large numbers of Americans approach at-home cooking of seafood warily, and are far less willing to pay premium prices for high-quality domestically caught seafood than consumers in other markets. This fuels exports of American seafood products, which has made the US one of the world's largest seafood exporters and the w...

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 2012-2016, 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 2021 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.

Table of Content

Headlines

Trends

Summary 1 Major Distributors of Fish and Seafood 2016

Prospects

Category Data

Table 1 Sales of Fish and Seafood by Category: Total Volume 2011-2016

Table 2 Sales of Fish and Seafood by Category: % Total Volume Growth 2011-2016

Table 3 Retail Sales of Fish and Seafood by Category: Volume 2011-2016

Table 4 Retail Sales of Fish and Seafood by Category: % Volume Growth 2011-2016

Table 5 Retail Sales of Fish and Seafood by Category: Value 2011-2016

- Table 6 Retail Sales of Fish and Seafood by Category: % Value Growth 2011-2016
- Table 7 Sales of Fish and Seafood by Organic/Fairtrade vs Standard: % Total Volume 2012-2016
- Table 8 Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2013-2016
- Table 9 Distribution of Fish and Seafood by Format: % Total Volume 2011-2016
- Table 10 Forecast Sales of Fish and Seafood by Category: Total Volume 2016-2021
- Table 11 Forecast Sales of Fish and Seafood by Category: % Total Volume Growth 2016-2021
- Table 12 Forecast Retail Sales of Fish and Seafood by Category: Volume 2016-2021
- Table 13 Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2016-2021
- Table 14 Forecast Retail Sales of Fish and Seafood by Category: Value 2016-2021
- Table 15 Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2016-2021

Executive Summary

Retail Prices Fall As the Competition Heats Up

the Trend Toward Natural and Healthy Foods Continues To Grow

Consumers Flock To Opportunities for Convenience, Fuelling Growth of Internet Retailing

Fresh Food Set To See Steady Growth, Barring Disruptions From Climate Change

Key Trends and Developments

Avian Flu Recovery Leads To Overproduction and Falling Prices

Protein Dominates the Category

Organic Products Continue To See Rapid Growth, With Demand Far Outpacing Supplies

Market Data

- Table 16 Sales of Fresh Food by Category: Total Volume 2011-2016
- Table 17 Sales of Fresh Food by Category: % Total Volume Growth 2011-2016
- Table 18 Retail Sales of Fresh Food by Category: Volume 2011-2016
- Table 19 Retail Sales of Fresh Food by Category: % Volume Growth 2011-2016
- Table 20 Retail Sales of Fresh Food by Category: Value 2011-2016
- Table 21 Retail Sales of Fresh Food by Category: % Value Growth 2011-2016
- Table 22 Retail Sales of Organic Fresh Foods by Category: Volume 2012-2016
- Table 23 Retail Sales of Organic Fresh Foods by Category: % Volume Growth 2012-2016
- Table 24 Retail Sales of Organic Fresh Foods by Category: Value 2012-2016
- Table 25 Retail Sales of Organic Fresh Foods by Category: % Value Growth 2012-2016
- Table 26 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2013-2016
- Table 27 Distribution of Fresh Food by Format: % Total Volume 2011-2016
- Table 28 Retail Distribution of Fresh Food by Format: % Volume 2011-2016
- Table 29 Forecast Sales of Fresh Food by Category: Total Volume 2016-2021
- Table 30 Forecast Sales of Fresh Food by Category: % Total Volume Growth 2016-2021
- Table 31 Forecast Retail Sales of Fresh Food by Category: Volume 2016-2021
- Table 32 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2016-2021
- Table 33 Forecast Retail Sales of Fresh Food by Category: Value 2016-2021
- Table 34 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2016-2021

Sources

Summary 2 Research Sources

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