

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.

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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

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