

The Power of Research



...to help you stay on top of the issues that impact your business and help you benchmark against industry trends.

Steve Markenson

Director, Research

smarkenson@fmi.org,

202.220.0702



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The Power of Seafood

The next in the Power of ... series from FMI is an in-depth look at shoppers' seafood purchasing trends and behaviors. This new study will follow the shoppers' journey, from barriers to trends, pre-trip preparation through actual purchase, preparation and consumption.

The research will incorporate a range of data and information sources:

- Interviews with industry experts
- Qualitative and ethnographic research with shoppers
- Purchase data and industry reports from Nielsen and other sources
- Quantitative survey with shoppers

Based on input and guidance from FMI's Seafood Strategy Committee



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The Power of Seafood

Areas of Exploration:

- Seafood purchasing/eating habits
- Barriers to purchase/consumption
- Impacts on purchasing decision
- Information resources utilized by shoppers
- Shopper knowledge about seafood
- Role of health and wellbeing
- Role of convenience

Consideration – do we interview all shoppers, not just seafood purchasers/consumers?



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Seafood purchasing/eating habits

- When shopping for groceries, how often and what types of seafood is purchased?
 - Fresh, frozen, shelf-stable, etc.
 - Tuna, shrimp, salmon, crab, lobster, other fin, etc.
- How often do you purchase seafood at other retailers?
 - Club stores, supercenters, specialty/ethnic stores, farmers' markets, fish mongers, etc.
- Have you purchased seafood online from your main store or an online-only company?
 - Concerns about online ordering
- How often do you purchase seafood at a restaurant, eat in vs. take out?
- In an average week, how often is seafood part of a home-prepared dinner? Lunch? Breakfast?





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Barriers to/Impacts on purchase/consumption

- What factors keep you from purchasing/consuming more seafood?
 - Mercury, smell, lack of knowledge, etc.
- How knowledgeable are you about seafood?
 - How to buy? What to buy? Preparation? Nutrition?
- How important are each of the following factors when selecting/purchasing seafood?
 - Price, appearance, nutrition, smell, quality, safety, product knowledge, prep knowledge, experience, etc.
- Do you always purchase the same seafood? Are you open to new seafood options?
- Is seafood an impulse or planned purchase?
- Do you comparison shop within store? Across stores?
- What is the impact of sales/promotion on purchase?



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Information resources utilized by shoppers

- Where do you turn to on advice on the purchase of seafood? Preparation of seafood?
 - Web sites, apps, social media, friends/family, cook book, seafood department, TV, on package, etc.
- How willing would shoppers be to try new recipes? New products?
- Does your primary store have a seafood counter?
 - Do you use it? Do you want a seafood counter?
- What factors are important to shoppers?
 - Freshness, food safety measures, source, where raised, how raised, etc.



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Role of health and wellbeing

- Efforts toward health and wellbeing in general
- Awareness and importance of health claims and benefits of seafood
 - Heart health, essential nutrients, energy, protein, low fat, etc.
- Interest in and impact of product nutrition information
 - Protein, total fat, saturated fat, iron, sodium, calories, etc.
- Interest in and impact of product claims
 - Local, farm-raised, wild, natural, sustainable, etc.



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Role of convenience

- Purchase of and interest in convenience seafood products
 - Ready-to-eat, heat-and-eat, value-added, etc.
- Barriers to purchase of these convenience products
- Packaging questions



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Provide feedback by March 20

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