

European Commission



# EU CONSUMER HABITS REGARDING FISHERY AND AQUACULTURE PRODUCTS

ANNEX 4 COUNTRY FICHES



# EUMOFA

European Market Observatory for Fisheries and Aquaculture Products

Maritime Affairs and Fisheries

52%

32%

LAST UPDATE JANUARY 2017

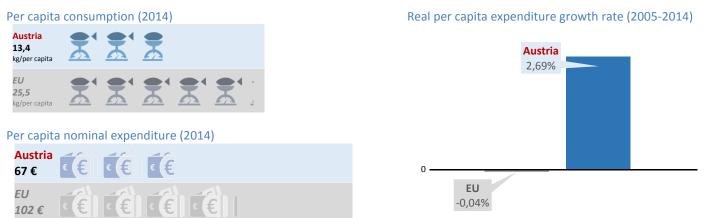
WWW.EUMOFA.EU

# Table of contents

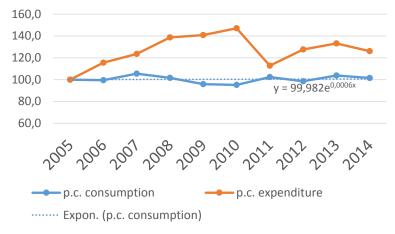
AUSTRIA
BELGIUM
BULGARIA
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
FRANCE
GERMANY
GREECE
HUNGARY
IRELAND
ITALY
ITALY
LATVIA
LATVIA 48   LITHUANIA 51   LUXEMBOURG 54   MALTA 57   NETHERLANDS 60   POLAND 63   PORTUGAL 66   ROMANIA 69   SLOVAKIA 72
LATVIA 48   LITHUANIA 51   LUXEMBOURG 54   MALTA 57   NETHERLANDS 60   POLAND 63   PORTUGAL 66   ROMANIA 69   SLOVAKIA. 72   SLOVENIA. 75

# AUSTRIA

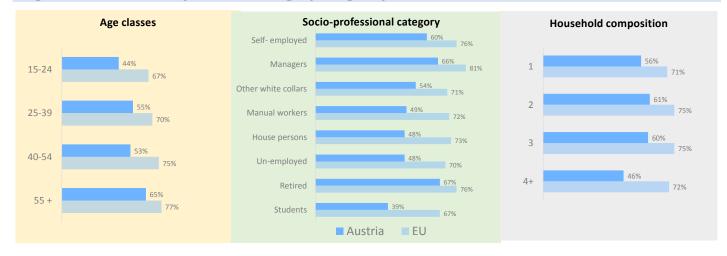
# **Consumption and expenditure**



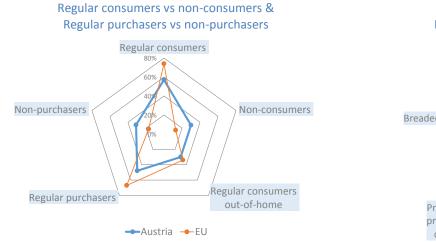
# Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



# Regular consumers<sup>1</sup> by socio-demographic group



<sup>&</sup>lt;sup>1</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



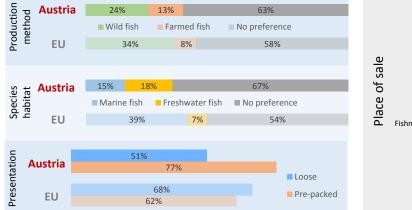
# Preference about types of products

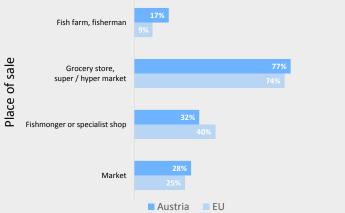
# Main products consumed

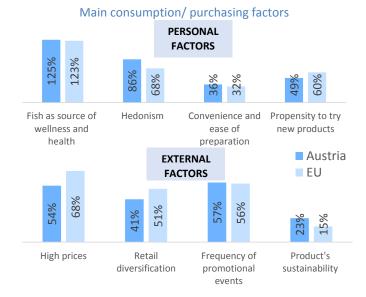
# Freshwater Freshwater fish

### Freshwater fish

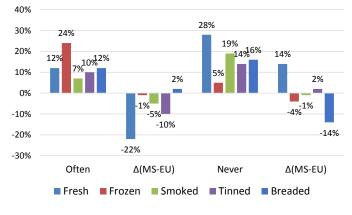
**Preference about** 

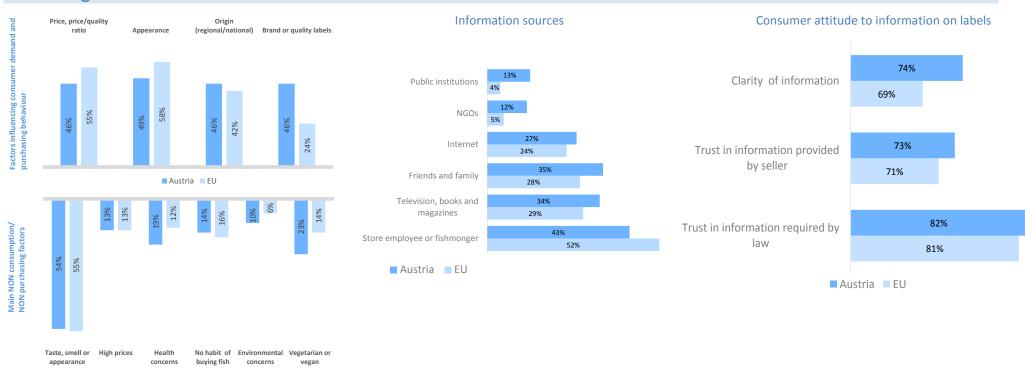






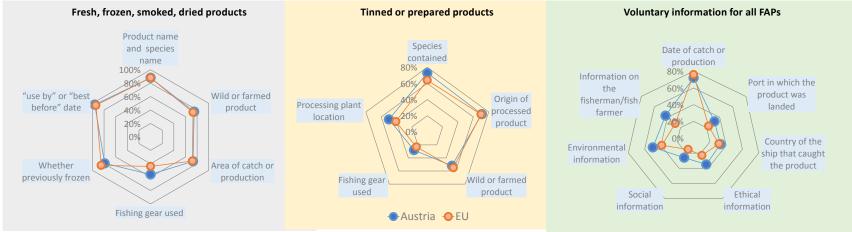
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





# Purchasing factors and use of information



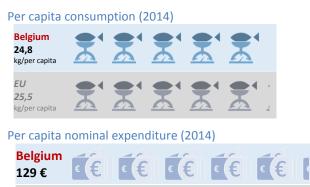


# BELGIUM

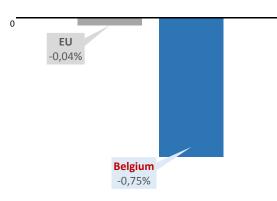
# **Consumption and expenditure**

EU

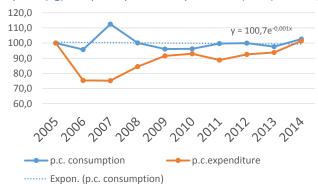
102 €



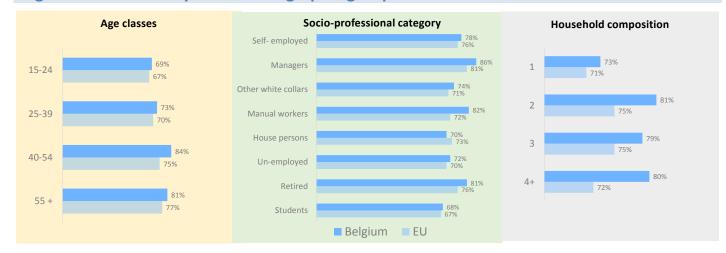
Real per capita expenditure growth rate (2005-2014)



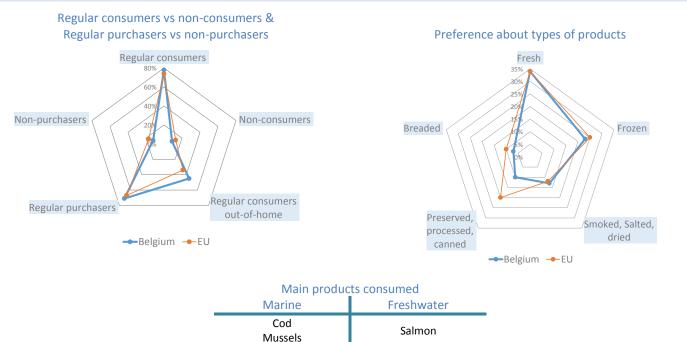
### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



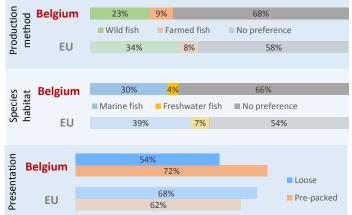
# **Regular consumers<sup>2</sup> by socio-demographic group**

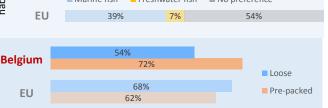


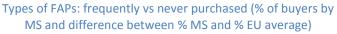
<sup>&</sup>lt;sup>2</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

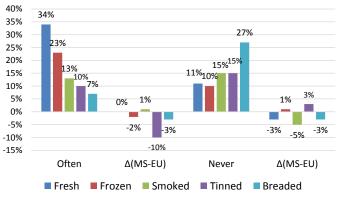


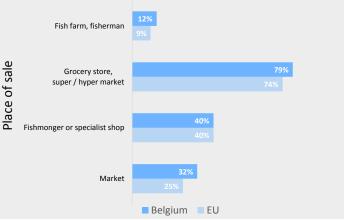
**Preference about** 

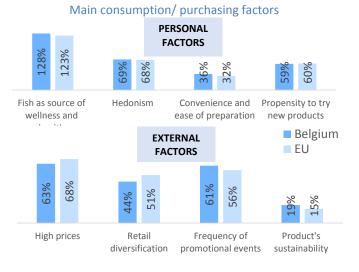




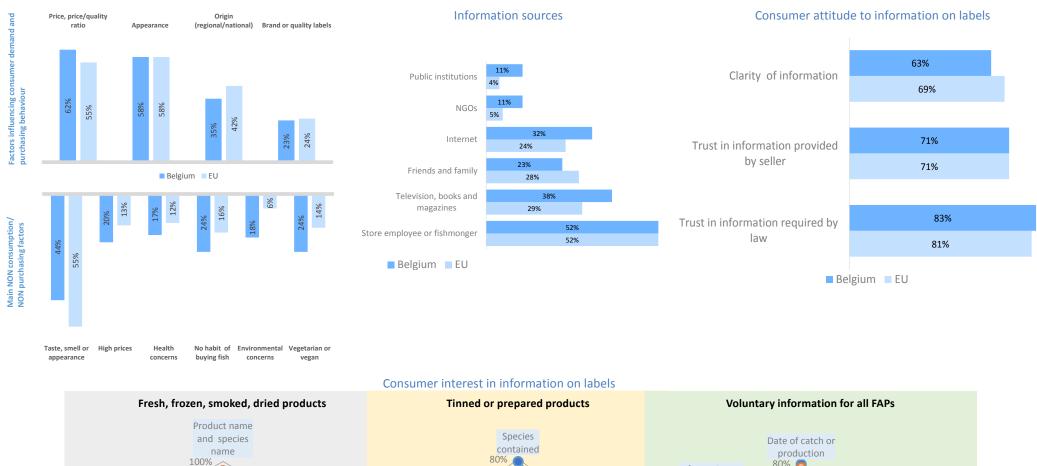


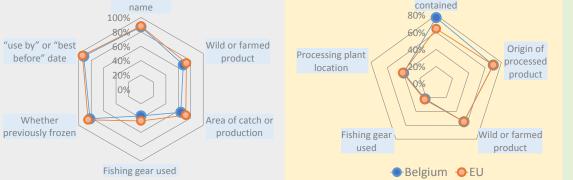


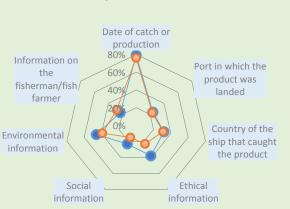






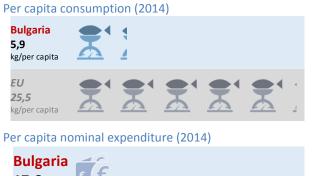






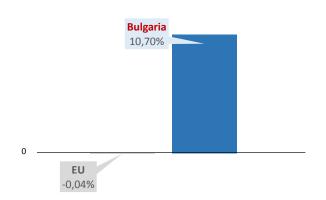
# **BULGARIA**

# **Consumption and expenditure**

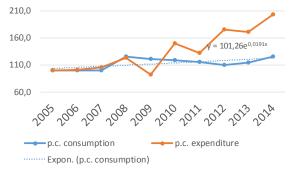




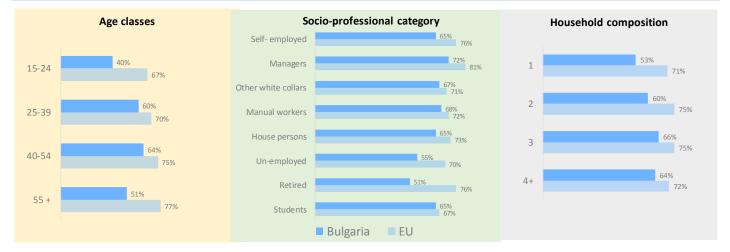
# Real per capita expenditure growth rate (2005-2014)



### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

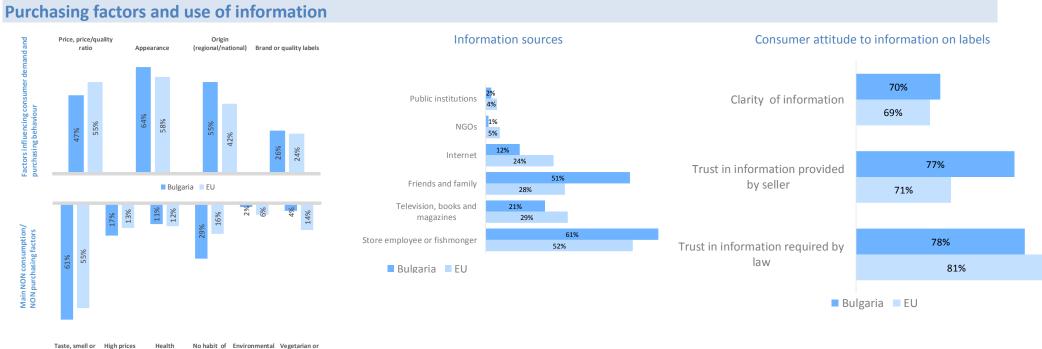


# **Regular consumers<sup>3</sup> by socio-demographic group**



<sup>&</sup>lt;sup>3</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month





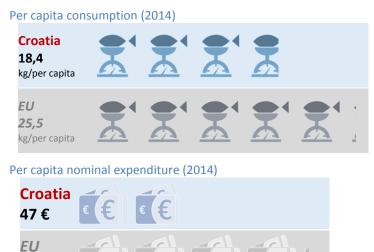
### appearance buving fish concerns concerns vegan



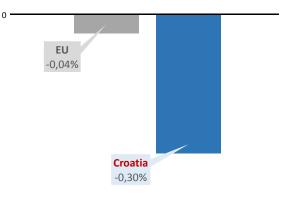
# CROATIA

# **Consumption and expenditure**

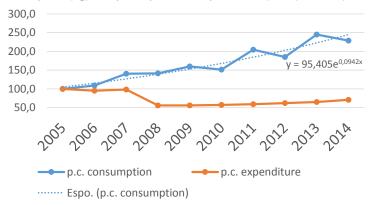
102 €



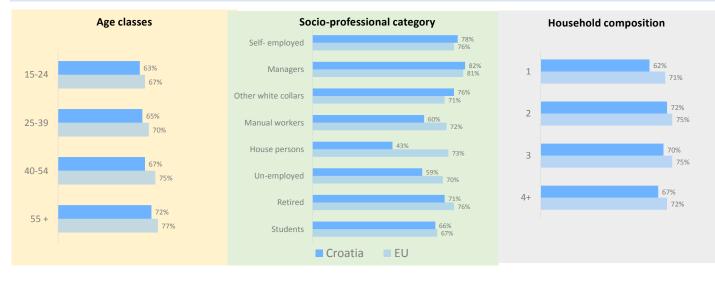
Real per capita expenditure growth rate (2005-2014)



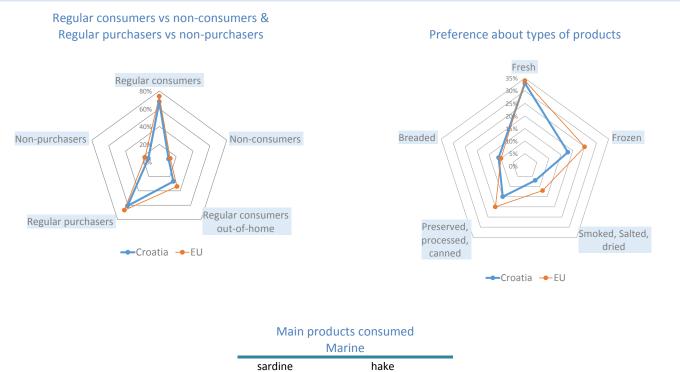
### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



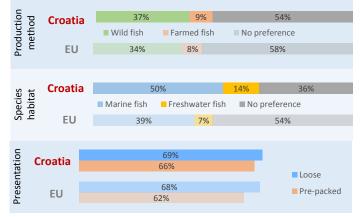
# Regular consumers<sup>4</sup> by socio-demographic group

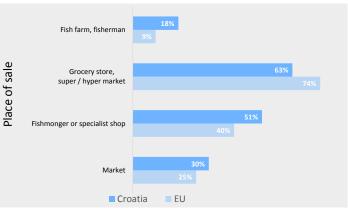


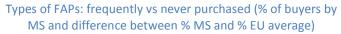
<sup>4</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

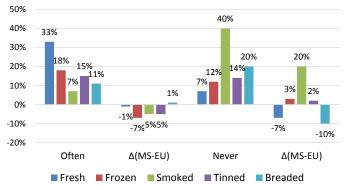


Preference about

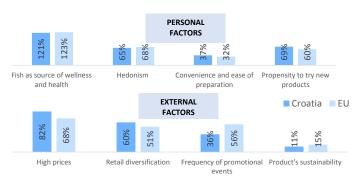








# Main consumption/ purchasing factors





Whether

previously frozen

Area of catch or

production

Fishing gear used

Fishing gear

used

Croatia OEU



Environmental

information

Social

information

Wild or farmed

product

ship that caught

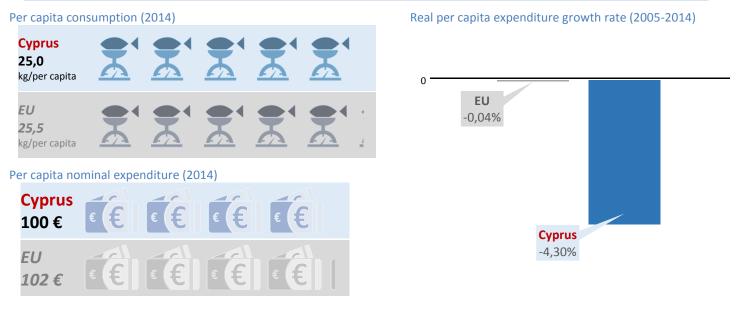
the product

Ethical

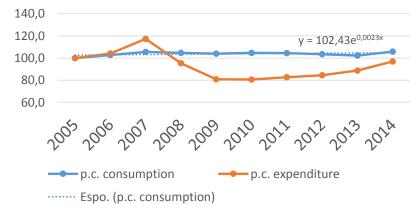
information

# **CYPRUS**

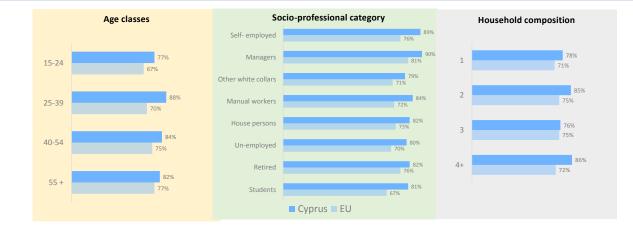
# **Consumption and expenditure**



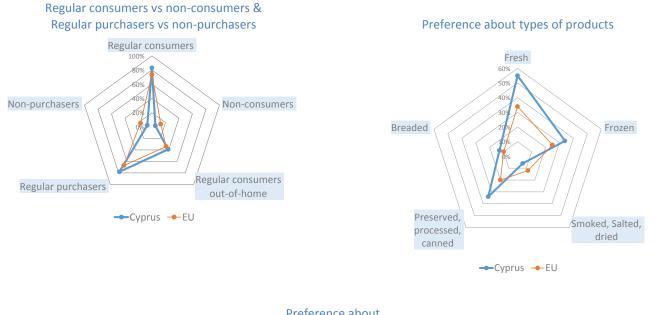
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



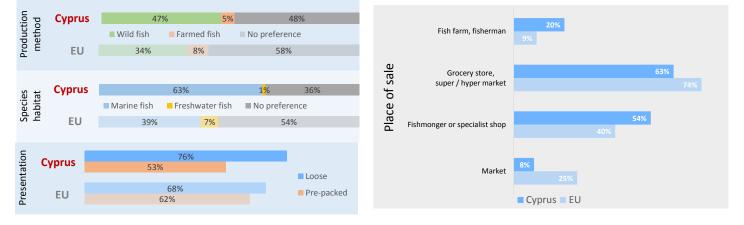
# Regular consumers<sup>5</sup> by socio-demographic group



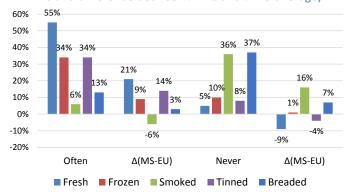
<sup>5</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

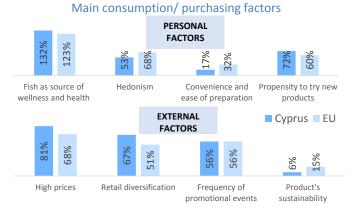


# **Preference about**



Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





# Purchasing factors and use of information

Whether

previously frozen

Fishing gear used

Area of catch or

production



Fishing gear

used

Cyprus OEU

information

Social

information

Wild or farmed

product

the product

Ethical

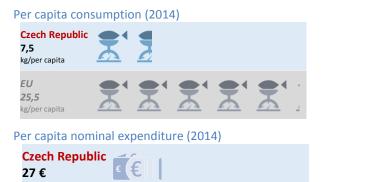
information

# CZECH REPUBLIC

# **Consumption and expenditure**

EU

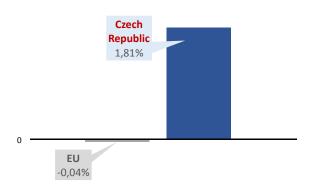
102 €



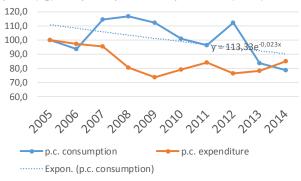
£

£

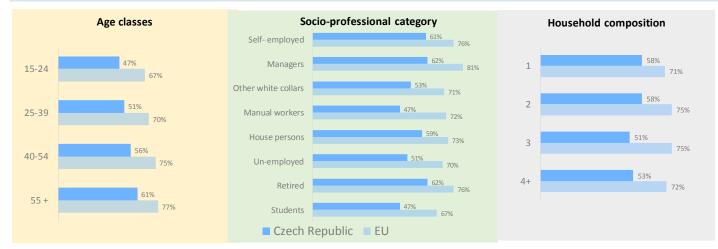
# Real per capita expenditure growth rate (2005-2014)



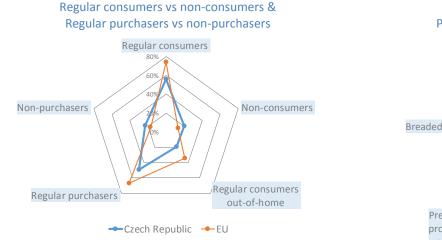
### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



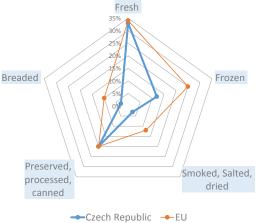
# Regular consumers<sup>6</sup> by socio-demographic group



<sup>&</sup>lt;sup>6</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



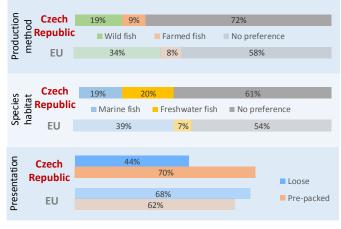
# Preference about types of products



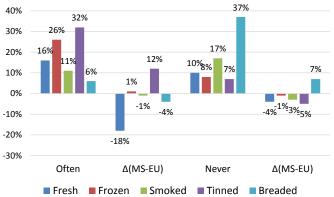
Main products consumed

Marine	Freshwater
bream	carp trout pike

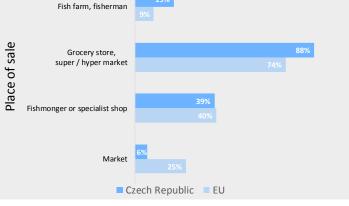
**Preference about** 



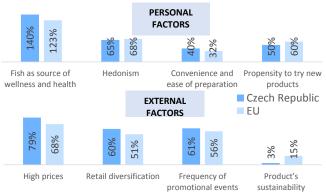
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)







# Main consumption/ purchasing factors





20%

Fishing gear used

Area of catch or

production

Fishing gear

used

Whether

previously frozen



product

Wild or farmed

product

Denmark OEU

Environmental

information

Social

information

Country of the

ship that caught

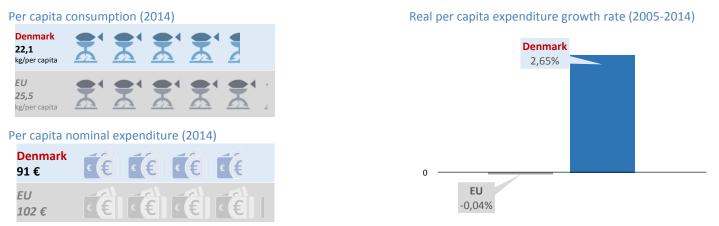
the product

Ethical

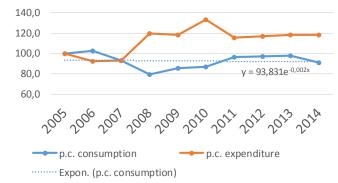
information

# DENMARK

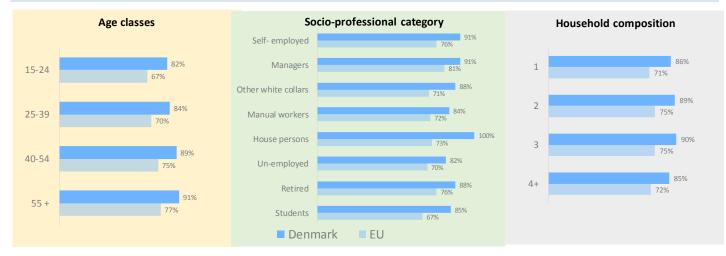
# **Consumption and expenditure**



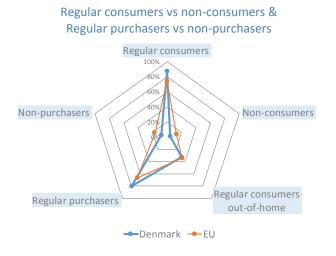
# Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



# **Regular consumers<sup>7</sup> by socio-demographic group**



<sup>&</sup>lt;sup>7</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

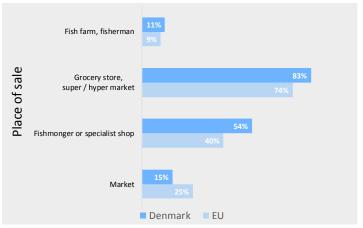


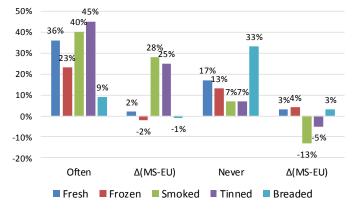
# Preserved, canned Denmark → EU

Preference about types of products

Denmark EU Production 41% 58% 1% Wild fish Farmed fish No preference EU 34% 8% 58% habitat EU 44% Species Marine fish Freshwater fish No preference EU 39% 54% 7% Presentation 64% Denmark 71% Loose 68% Pre-packed EU 62%

# Preference about

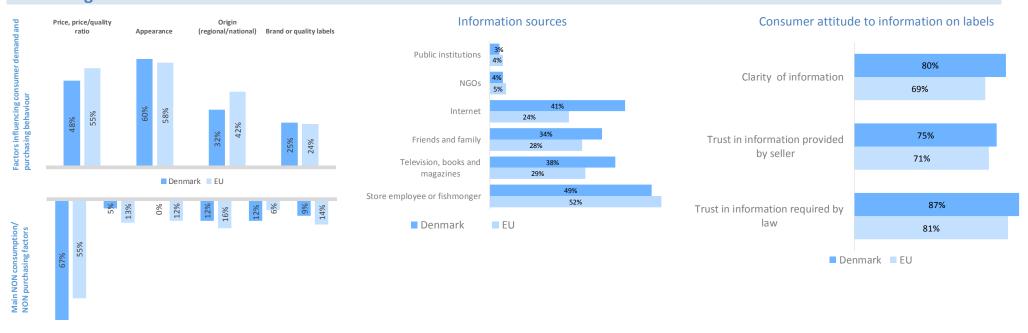




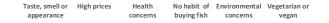
# Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

### PERSONAL FACTORS 123% 31% 689 329 603 Fish as source of Hedonism Convenience and Propensity to try new wellness and health ease of preparation products EXTERNAL Denmark EU FACTORS 68% 64% 51% 56% 15% High prices Retail diversification Frequency of Product's promotional events sustainability

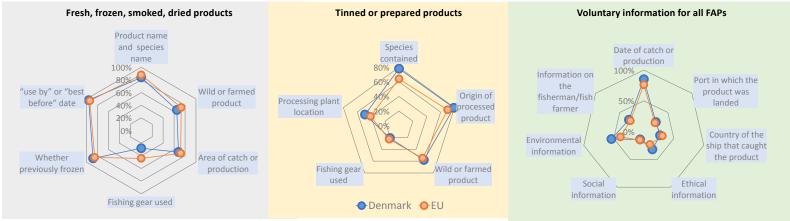
# Main consumption/ purchasing factors



# Purchasing factors and use of information



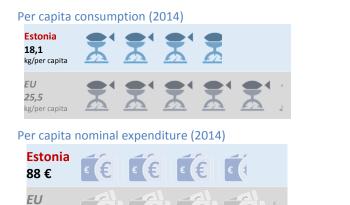
### Consumer interest in information on labels



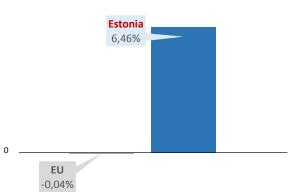
# **ESTONIA**

# **Consumption and expenditure**

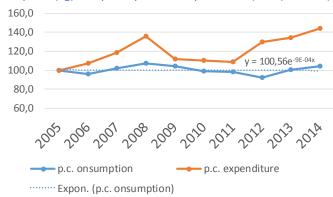
102 €



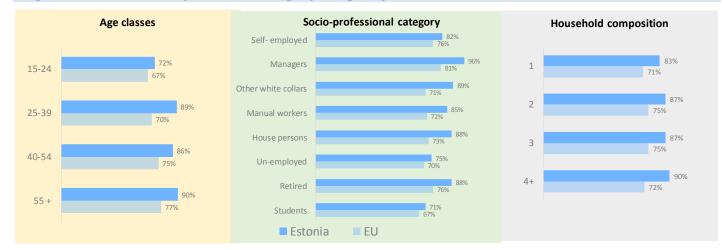
Real per capita expenditure growth rate (2005-2014)



### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



# **Regular consumers<sup>8</sup> by socio-demographic group**



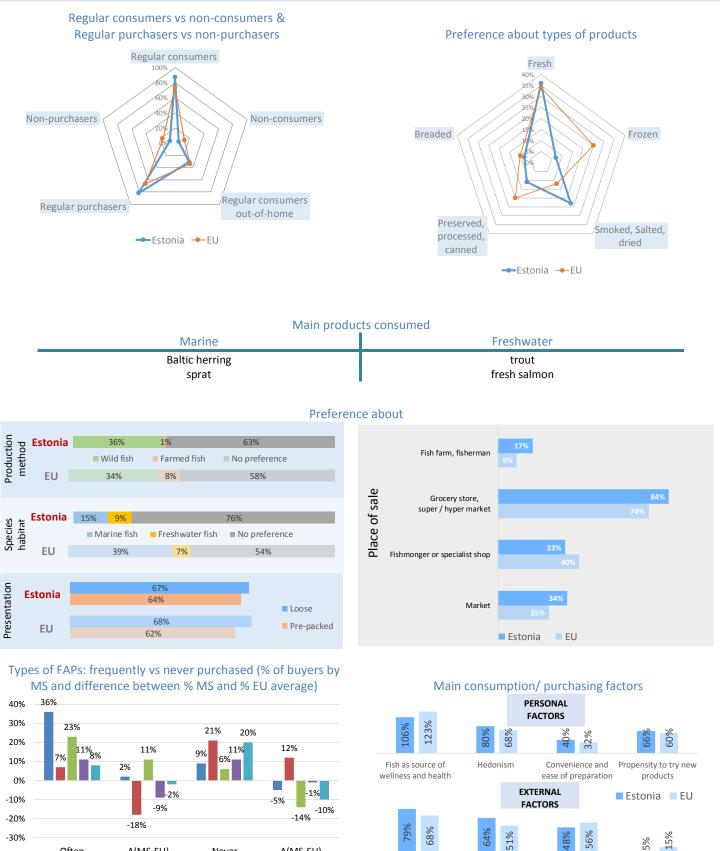
<sup>&</sup>lt;sup>8</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

Often

 $\Delta$ (MS-EU)

■ Fresh ■ Frozen ■ Smoked ■ Tinned ■ Breaded

Never



∆(MS-EU)

High prices

Retail diversification

sustainability

25

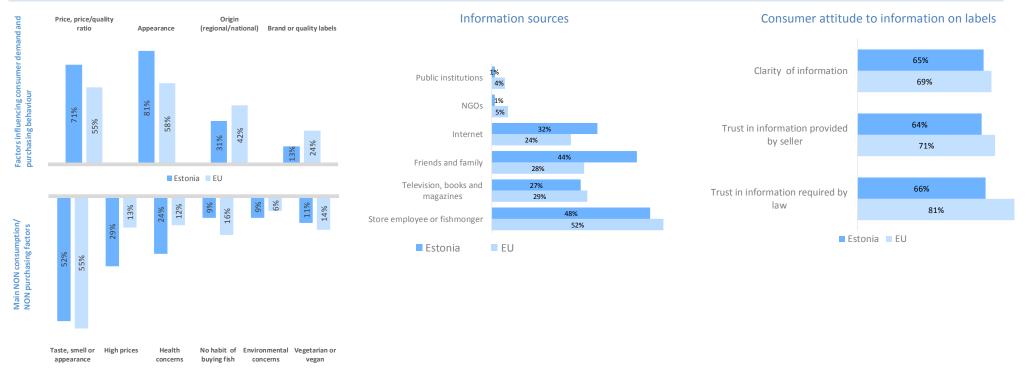
5%

Product's

Frequency of

promotional events



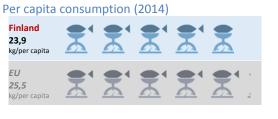


### Consumer interest in information on labels

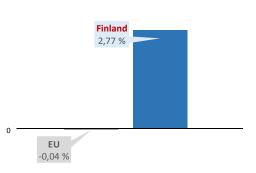


# FINLAND

# **Consumption and expenditure**



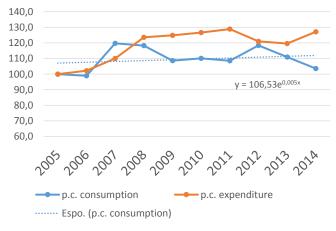
Real per capita expenditure growth rate (2005-2014)



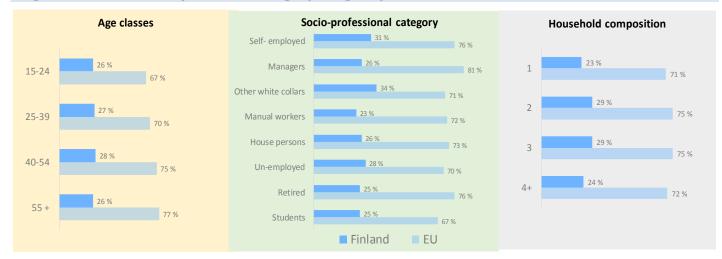
# Per capita nominal expenditure (2014)

Finland 103 €	E E	€€	€ €	€ €	
EU 102 €	E	E	E		[

# Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



# **Regular consumers<sup>9</sup> by socio-demographic group**



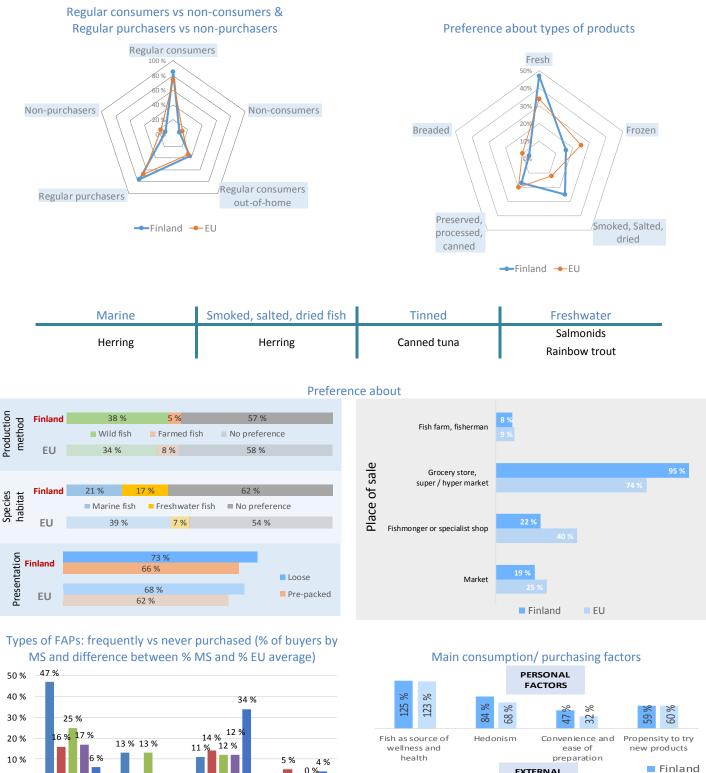
<sup>&</sup>lt;sup>9</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

0 %

-10 %

-20 %

Often



-3 %

Δ(MS-EU)

Never

-3 %4 %

■ Fresh ■ Frozen ■ Smoked ■ Tinned ■ Breaded

-9 %

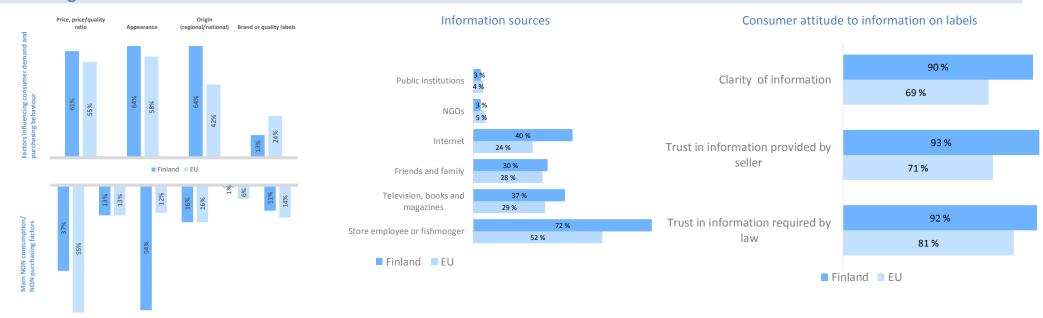
Δ(MS-EU)

### 4 % 0 % EXTERNAL ) FACTORS -8 % % 68 3 50 56 \$ 51



EU

~ %

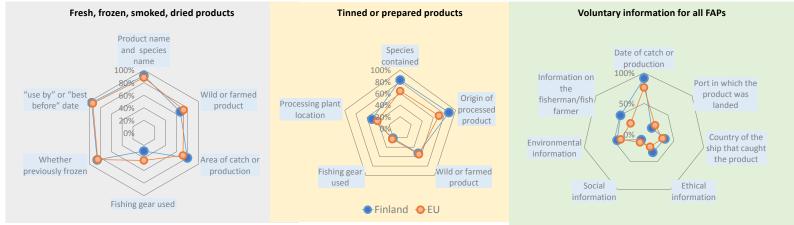


# Purchasing factors and use of information

Taste, smell or High prices Health No habit of Environmental Vegetarian or buying fish appearance concerns

concerns vegan

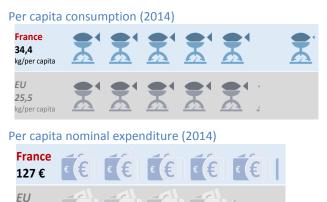




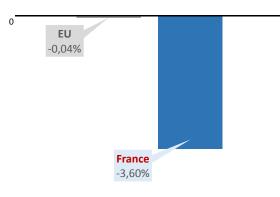
# FRANCE

# **Consumption and expenditure**

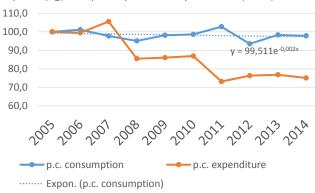
**102 €** 



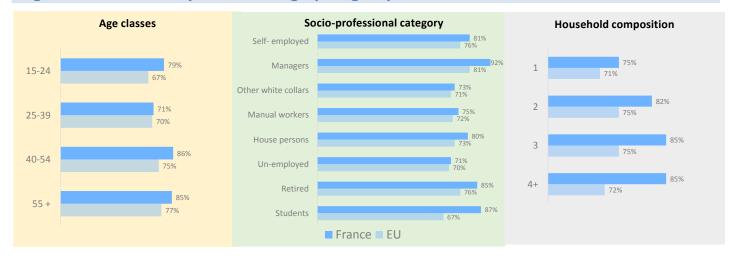
Real per capita expenditure growth rate (2005-2014)



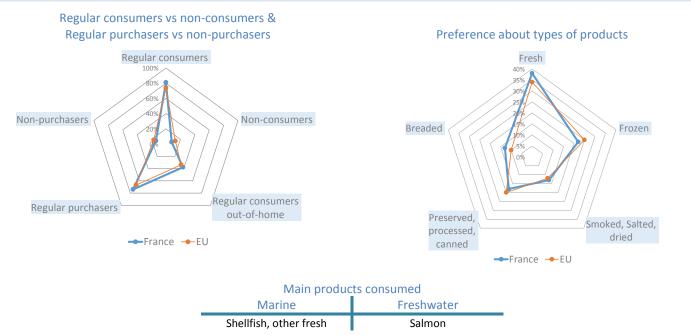
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

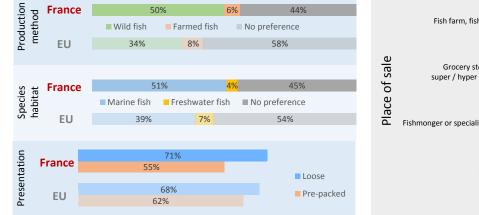


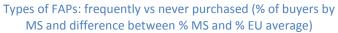
# Regular consumers<sup>10</sup> by socio-demographic group

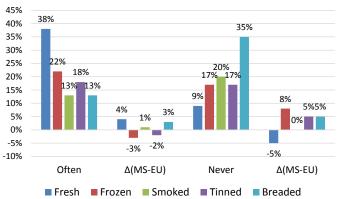


<sup>&</sup>lt;sup>10</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

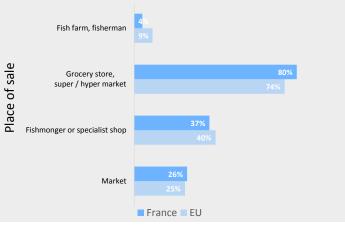


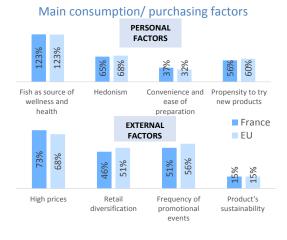


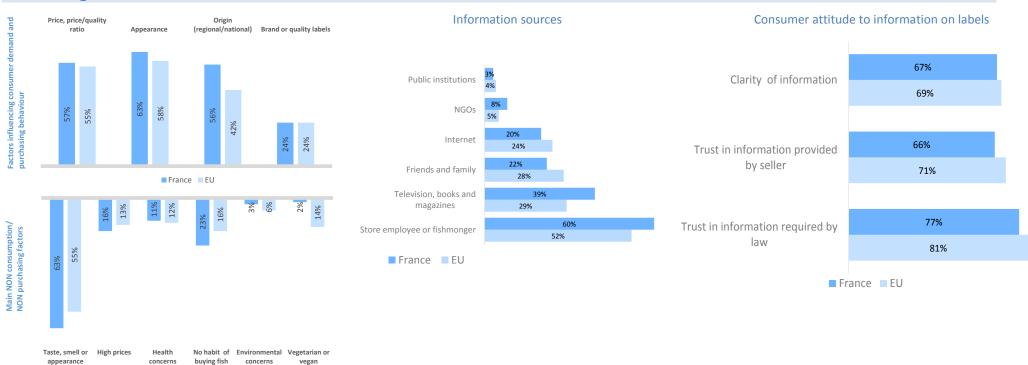




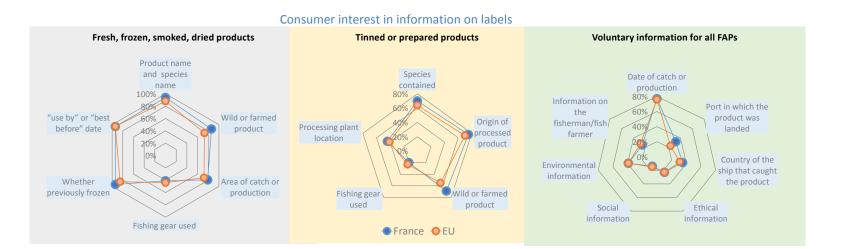






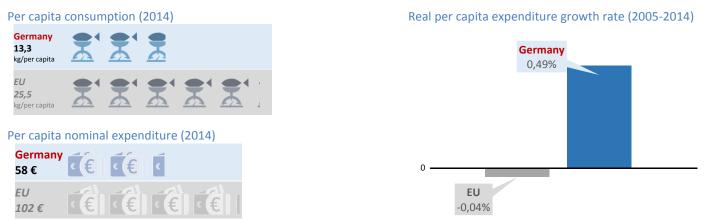


# Purchasing factors and use of information

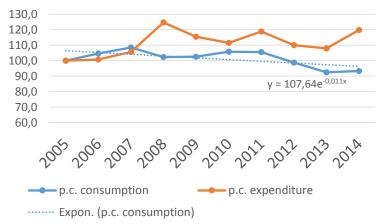


# GERMANY

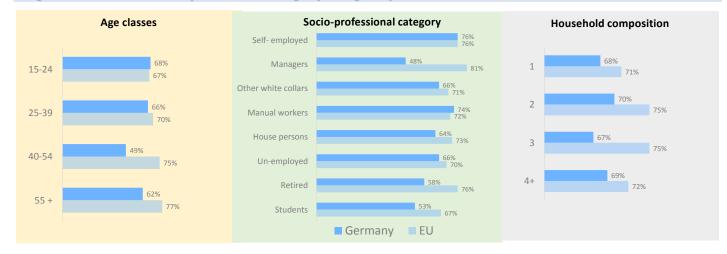
# **Consumption and expenditure**



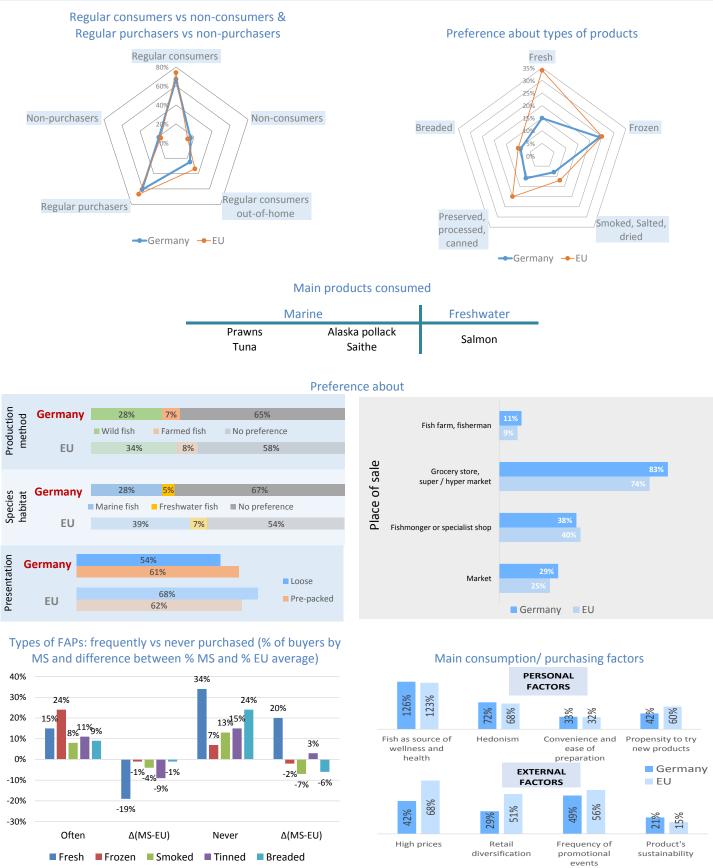
# Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



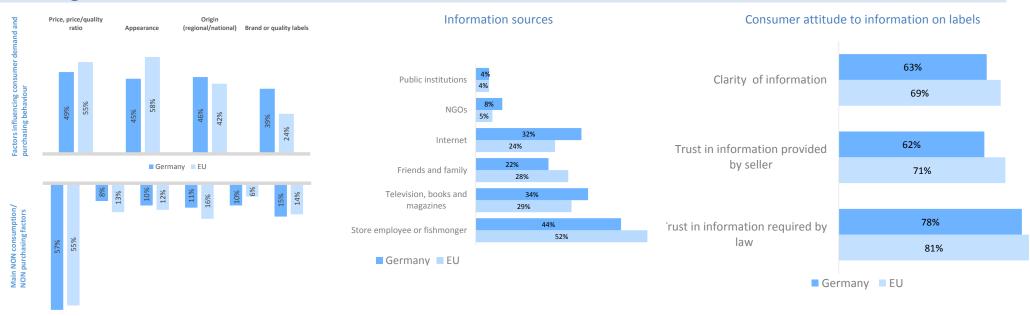
# **Regular consumers<sup>11</sup> by socio-demographic group**



<sup>&</sup>lt;sup>11</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



34



# Purchasing factors and use of information

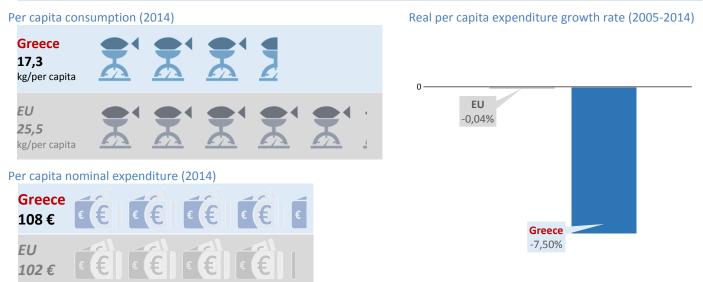
Taste, smell or Health No habit of Environmental Vegetarian or High prices buving fish appearance concerns concerns vegan



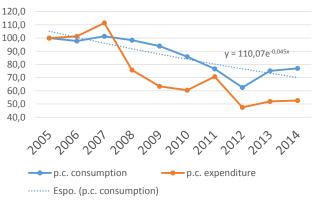
### Consumer interest in information on labels

# GREECE

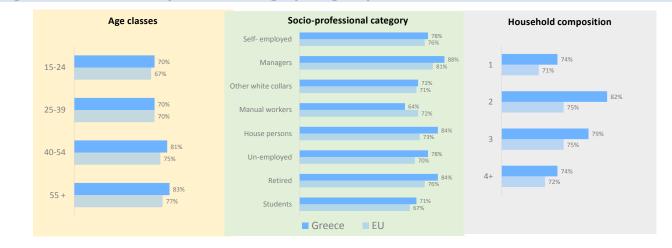
# **Consumption and expenditure**



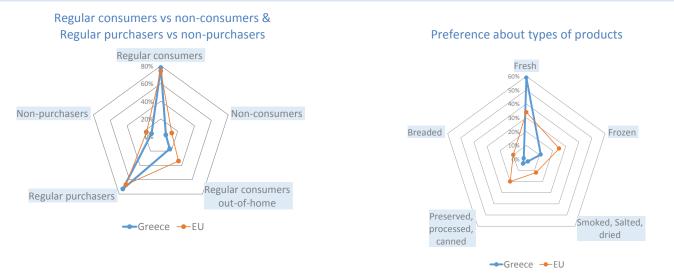
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



# **Regular consumers<sup>12</sup> by socio-demographic group**



<sup>&</sup>lt;sup>12</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

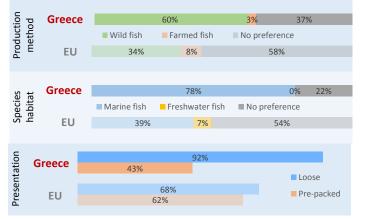


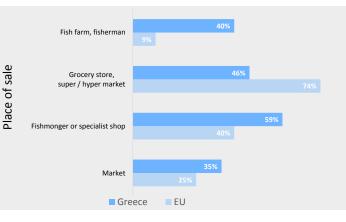
## Main products consumed

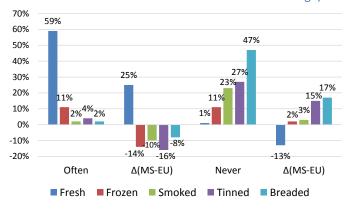
Marine

Gilthead seabream Seabass

### Preference about







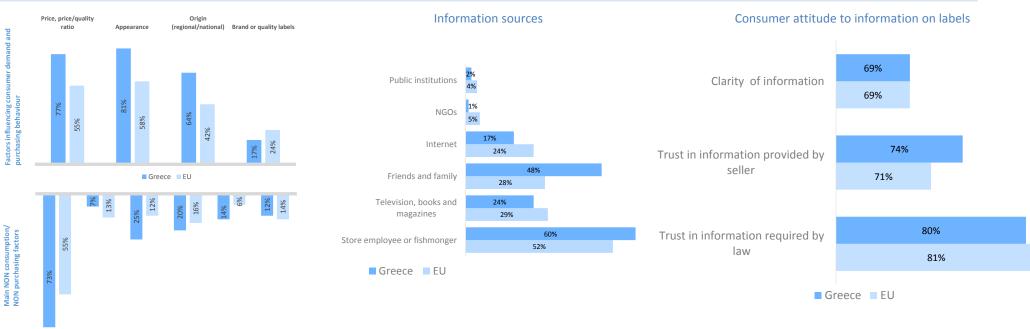
### Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

#### PERSONAL FACTORS 123% 23% 32% 68% 60% Convenience and Fish as source of Hedonism Propensity to try new wellness and health ease of preparation products EXTERNAL Greece EU FACTORS 68% 64% 81 51% 56% 15% 7% High prices Retail diversification Frequency of Product's sustainabilitv promotional events

### Main consumption/ purchasing factors

### 37

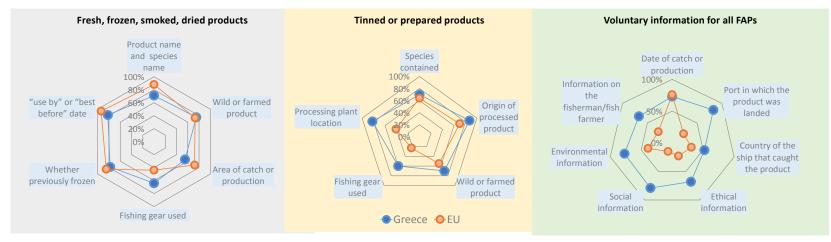
## Purchasing factors and use of information



Taste, smell or High prices Health No habit of appearance concerns buying fish

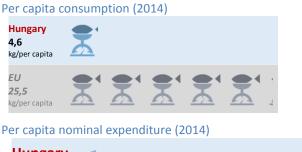
h No habit of Environmental Vegetarian or ns buying fish concerns vegan

#### Consumer interest in information on labels



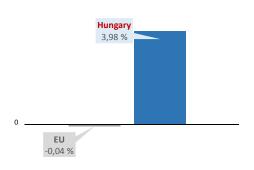
# HUNGARY

## **Consumption and expenditure**

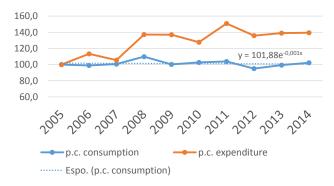




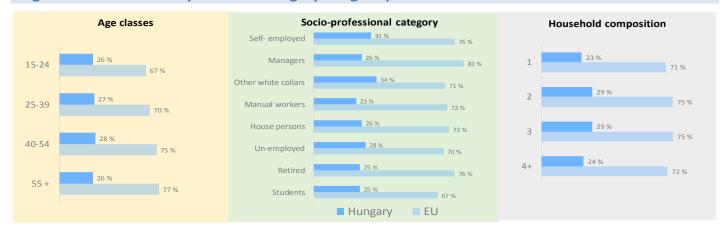




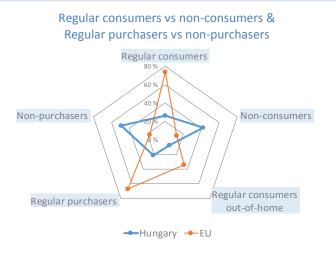
#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

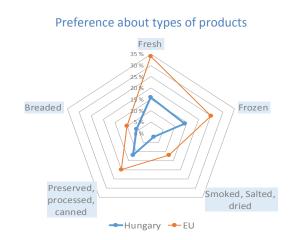


### Regular consumers<sup>13</sup> by socio-demographic group



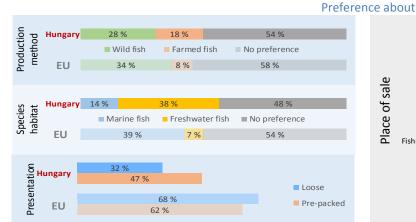
<sup>&</sup>lt;sup>13</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

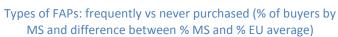


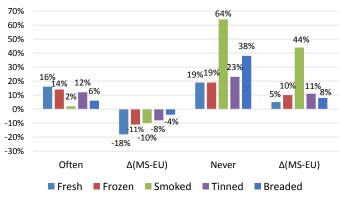


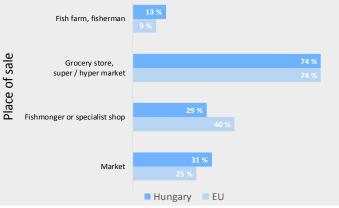
#### Main products consumed

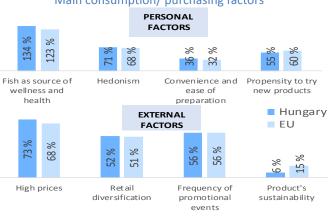
Freshwater carp





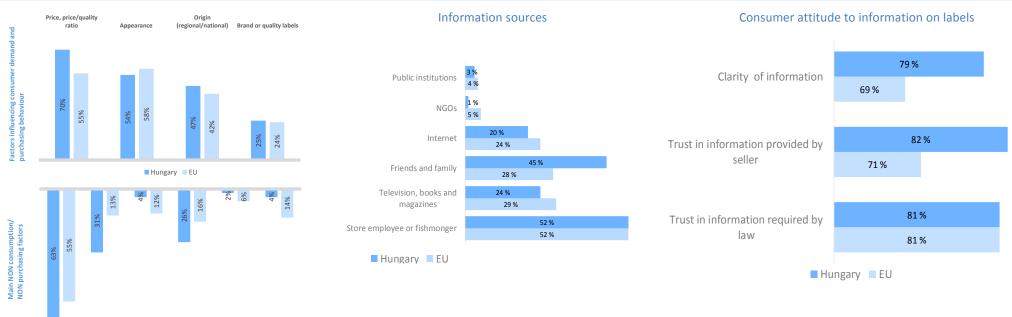






#### Main consumption/ purchasing factors





Taste, smell or High prices appearance

Health No habit of Environmental Vegetarian or concerns buying fish concerns vegan





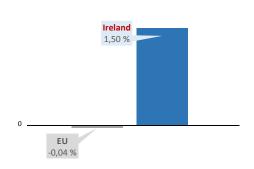
## IRELAND

## **Consumption and expenditure**

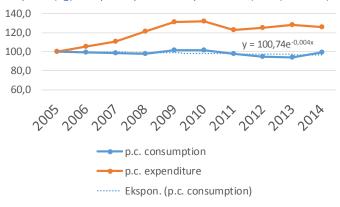
102 €



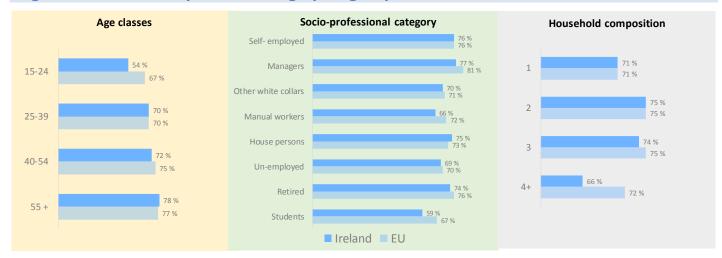
Real per capita expenditure growth rate (2005-2014)



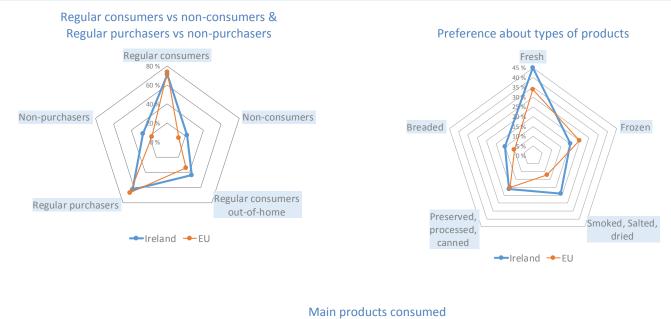
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



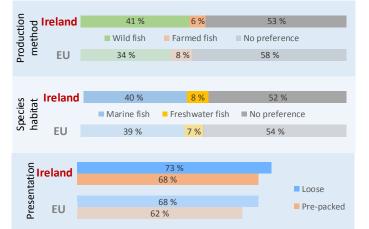
## Regular consumers<sup>14</sup> by socio-demographic group



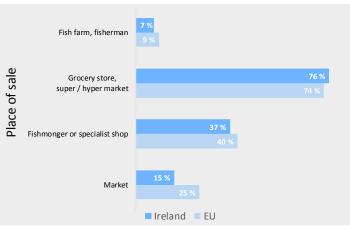
<sup>&</sup>lt;sup>14</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

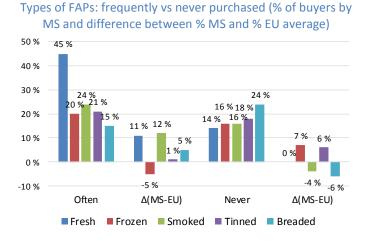


#### Marine Freshwater haddock cod salmon prawns hake

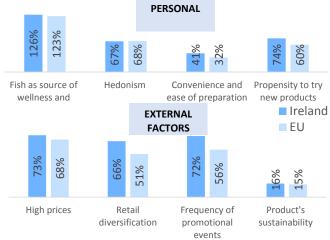


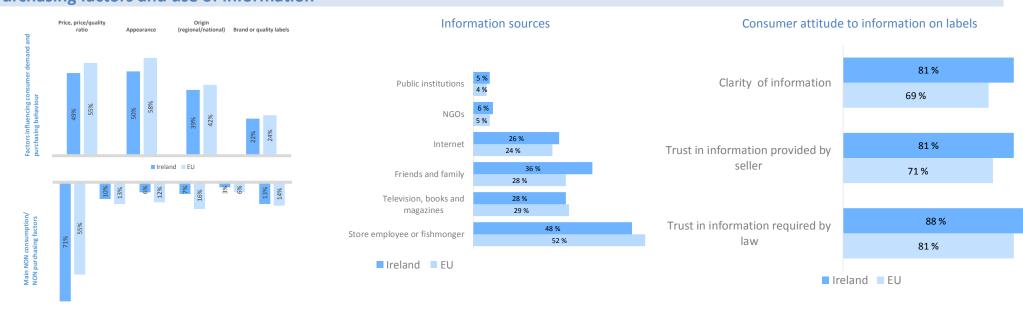
#### Preference about





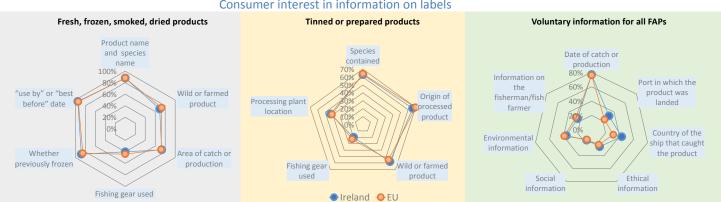
### Main consumption/ purchasing factors





### Purchasing factors and use of information

Taste, smell or High prices Health No habit of Environmental Vegetarian or appearance concerns buying fish concerns vegan



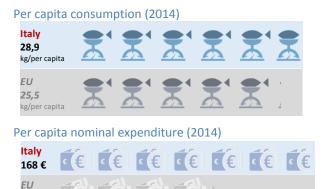
#### Consumer interest in information on labels

# ITALY

## **Consumption and expenditure**

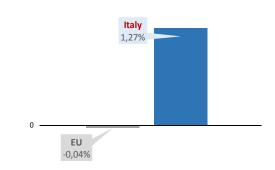
€

102 €

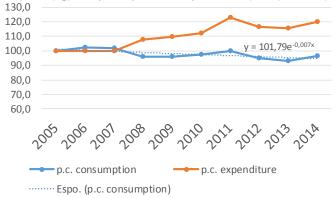


£

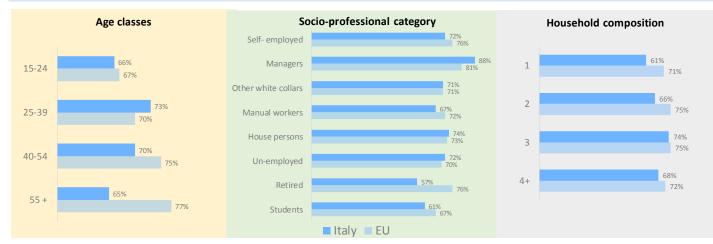
#### Real per capita expenditure growth rate (2005-2014)



#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



## Regular consumers<sup>15</sup> by socio-demographic group



<sup>&</sup>lt;sup>15</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



High prices

Retail

diversification

Frequency of

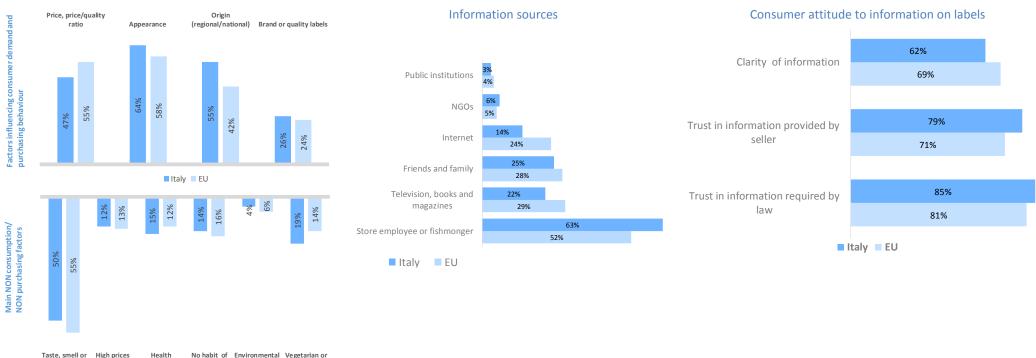
promotional

events

sustainability

#### 46





Taste, smell or High prices appearance

concerns buying fish concerns

vegan



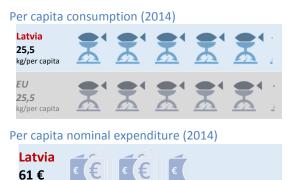


# LATVIA

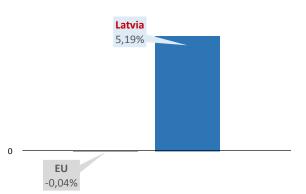
## **Consumption and expenditure**

EU

102 €



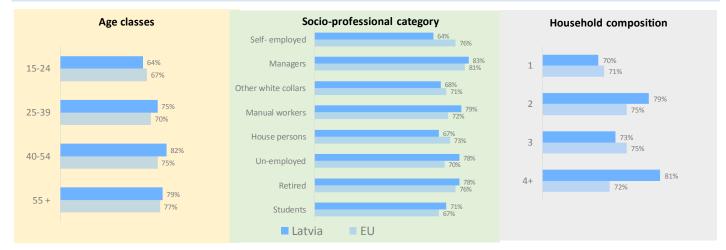
Real per capita expenditure growth rate (2005-2014)



#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



## Regular consumers<sup>16</sup> by socio-demographic group



<sup>&</sup>lt;sup>16</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

-6%<sup>4%</sup>

Fresh Frozen Smoked Tinned Breaded

Never

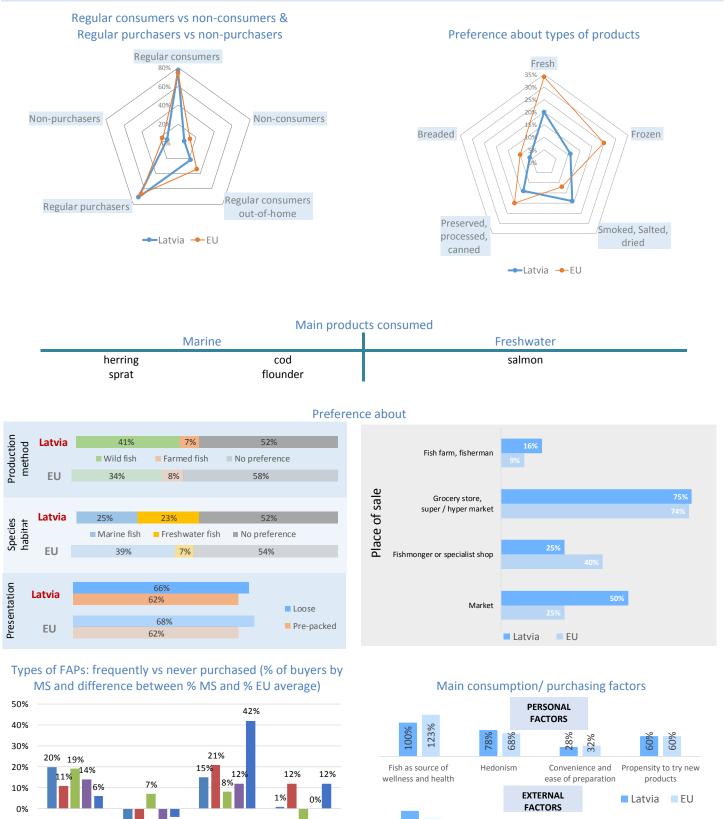
-14%-14%

Δ(MS-EU)

-10%

-20%

Often



81% 58%

-12%

Δ(MS-EU)

56%

51%

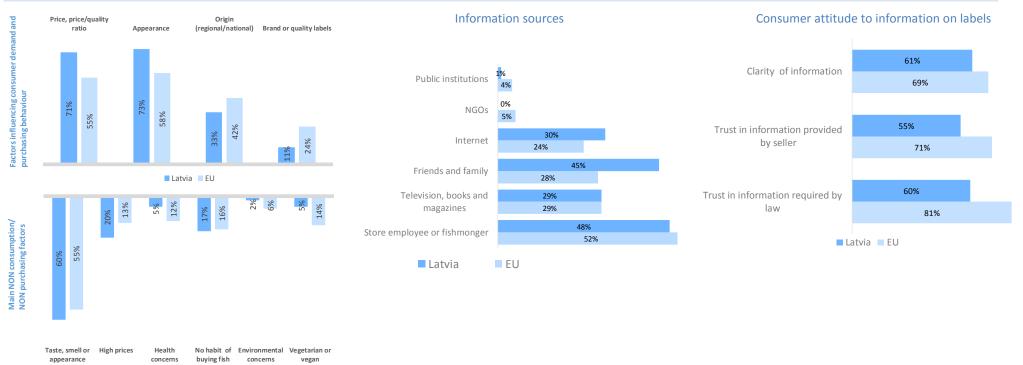
58%

49

15%

4%



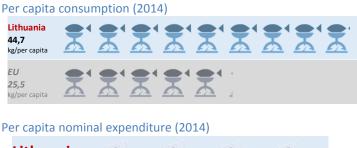


Consumer interest in information on labels

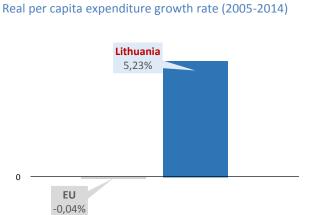


# LITHUANIA

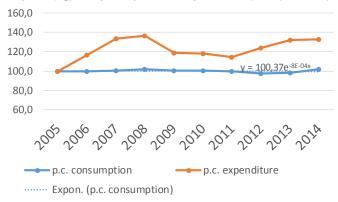
## **Consumption and expenditure**



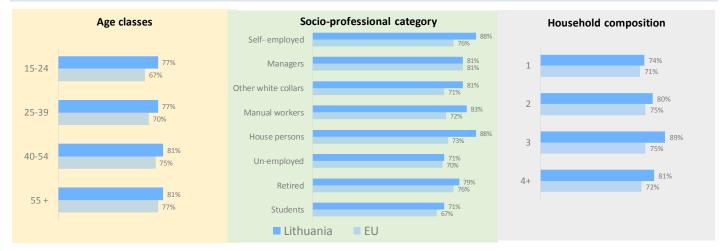




Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

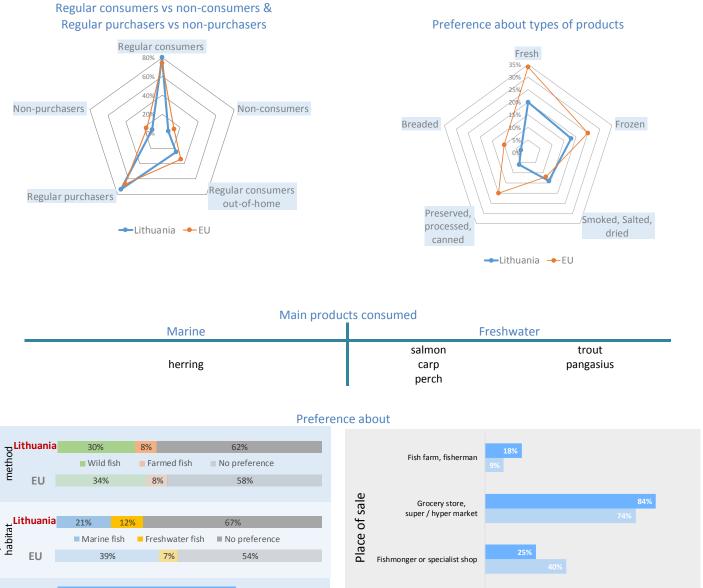


## Regular consumers<sup>17</sup> by socio-demographic group

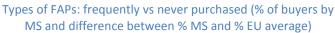


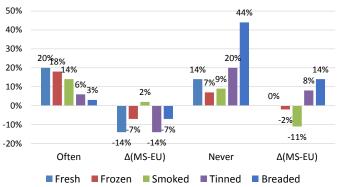
<sup>&</sup>lt;sup>17</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

Production



Species Presentation 67% Lithuania 74% Loose 68% Pre-packed EU 62%

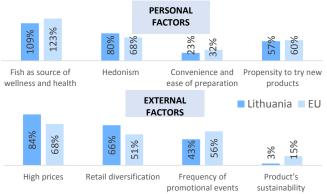




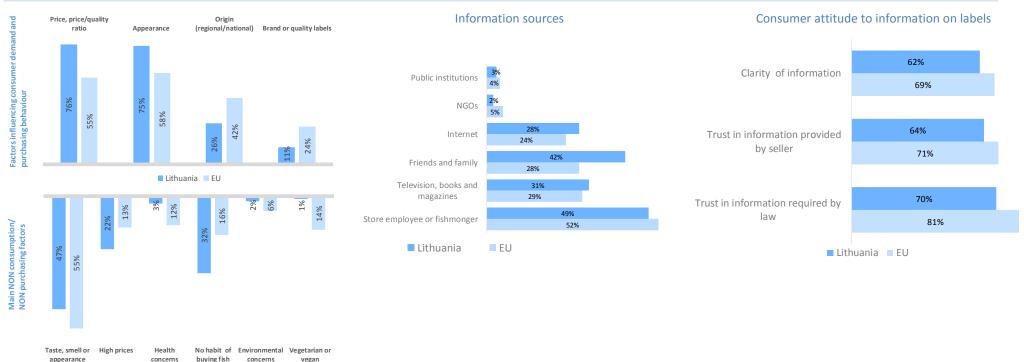
#### Main consumption/ purchasing factors

🗖 Lithuania 🛛 🗖 EU

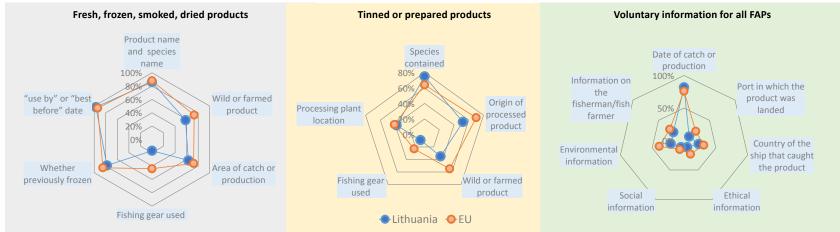
Market







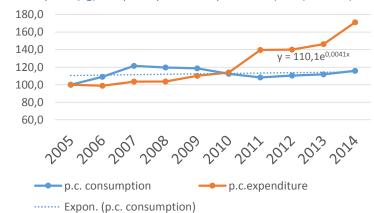




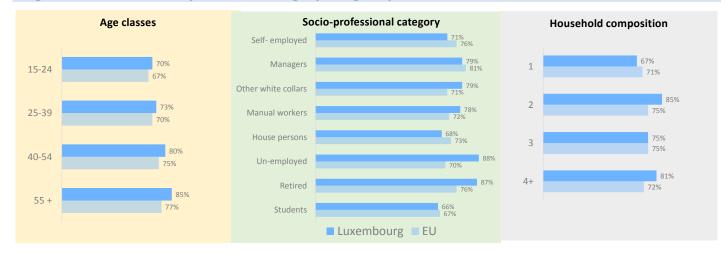
# LUXEMBOURG

#### **Consumption and expenditure** Per capita consumption (2014) Real per capita expenditure growth rate (2005-2014) Luxembourg 33,1 kg/per capita Luxembourg 6,82% EU 25,5 kg/per capita Per capita nominal expenditure (2014) Luxembourg €€ 0 205 € EU EU -0,04% 102 €

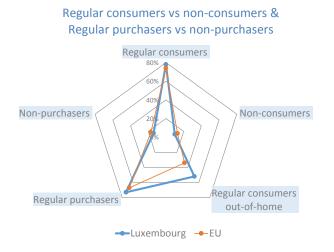
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

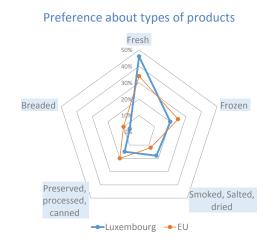


## Regular consumers<sup>18</sup> by socio-demographic group

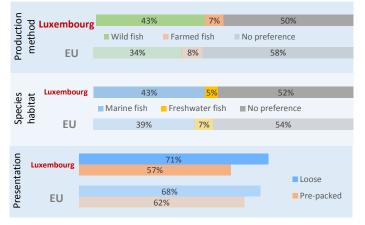


<sup>&</sup>lt;sup>18</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

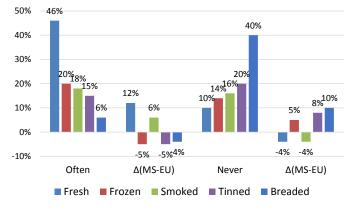


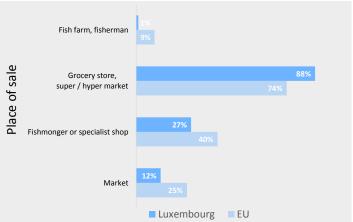


Preference about

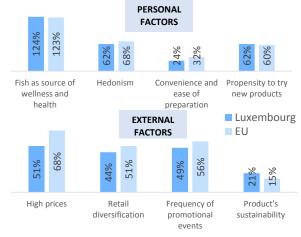


Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

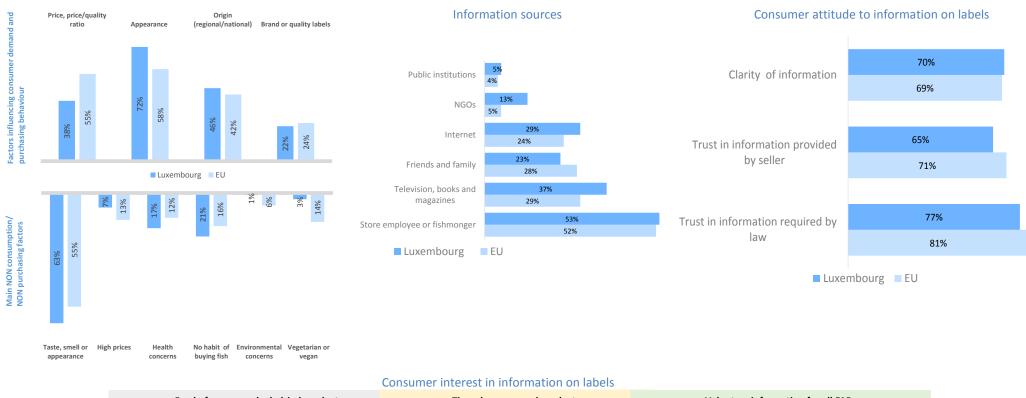


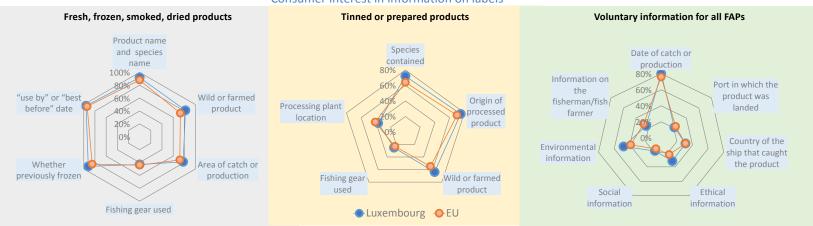




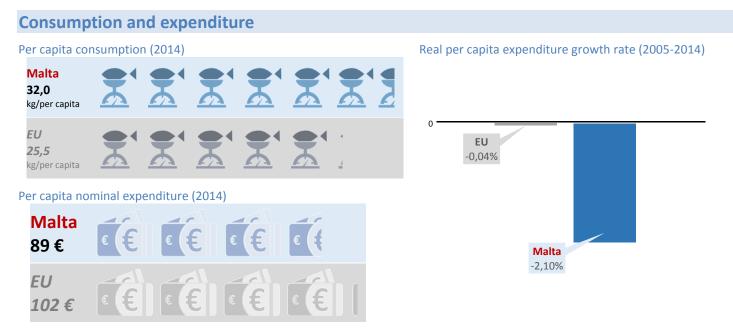




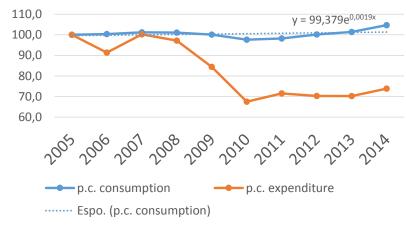




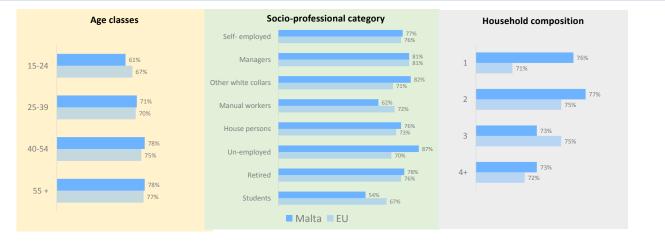
# MALTA



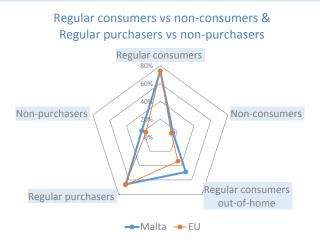
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



## **Regular consumers<sup>19</sup> by socio-demographic group**

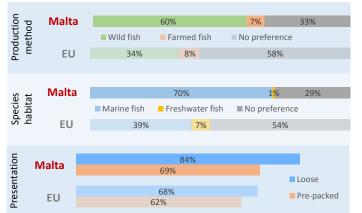


<sup>19</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

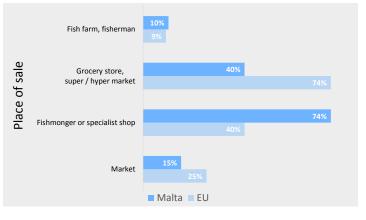


Preference about types of products

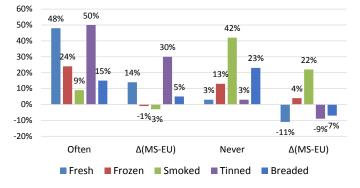
←Malta ←EU

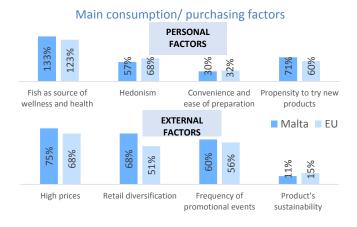


#### Preference about



#### Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)







"use by" or "best

before" date

Whether

previously frozen

60%

40%

20%

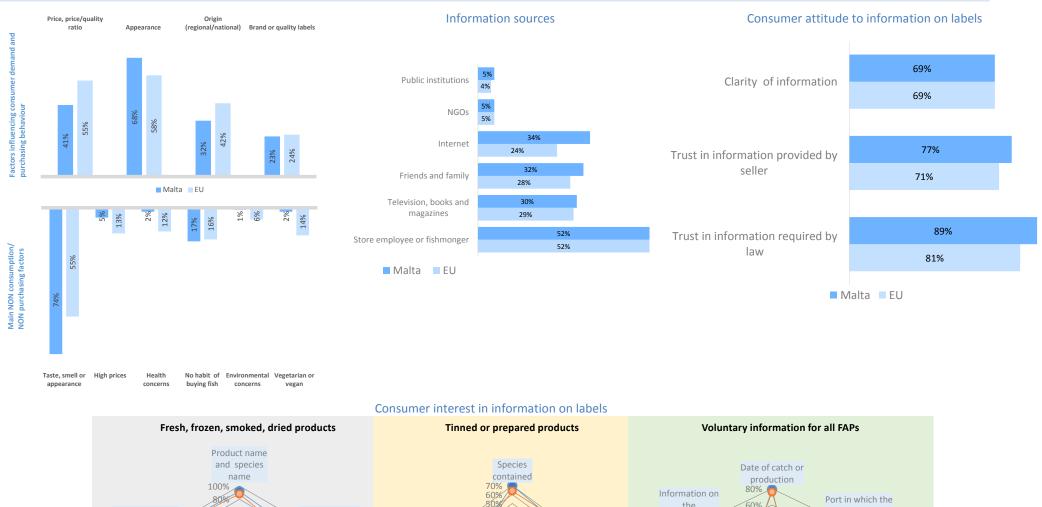
Fishing gear used

Wild or farmed

product

Area of catch or

production



40%

10%

Malta OEU

Processing plant

location

Fishing gear

used

the

fisherman/fish/

farmer

Social

information

Environmental

information

Origin of

product

Cprocessed

Wild or farmed

product

product was

landed

Country of the

ship that caught

the product

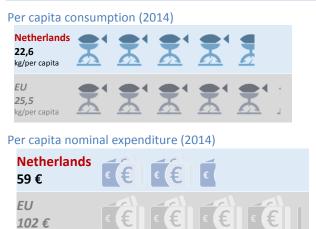
Ethical

information

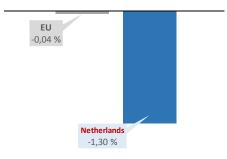
## NETHERLANDS

0

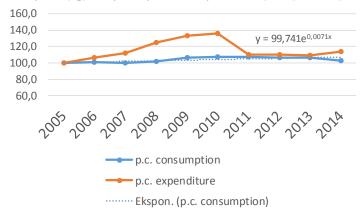
## **Consumption and expenditure**



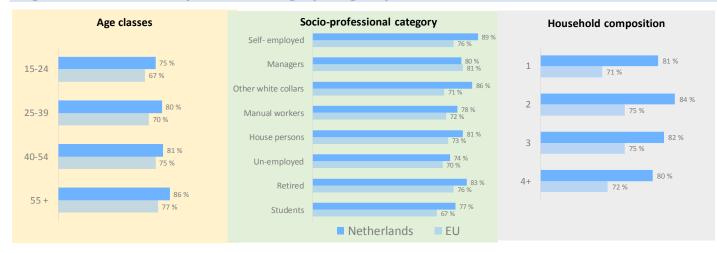
Real per capita expenditure growth rate (2005-2014)



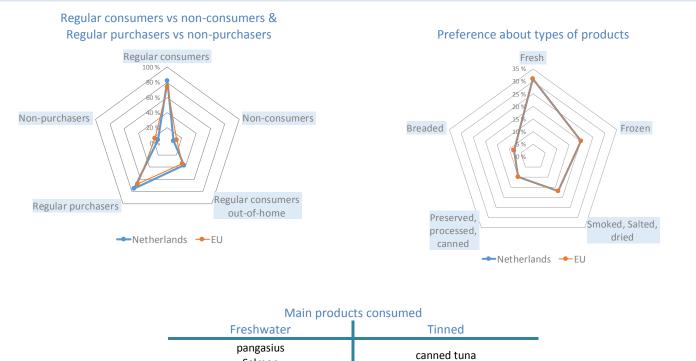
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



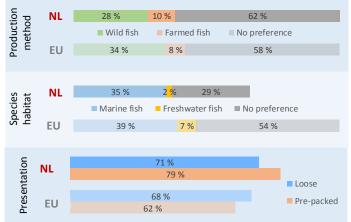
## **Regular consumers<sup>20</sup> by socio-demographic group**

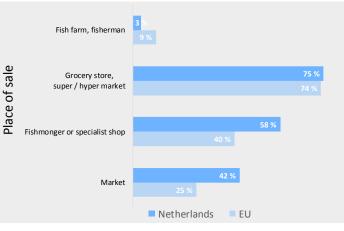


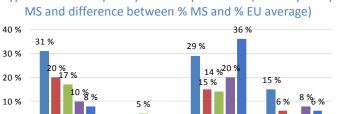
<sup>20</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



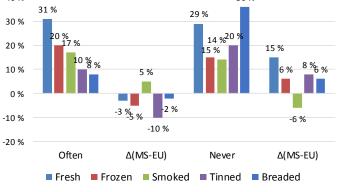
Preference about



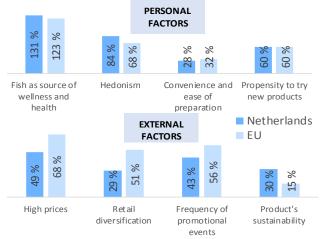




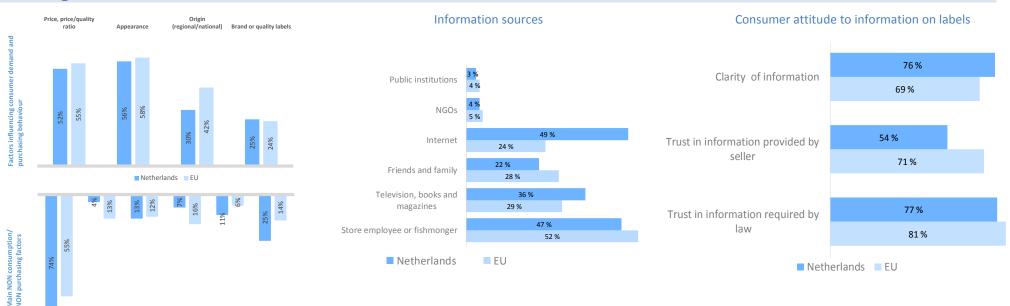




#### Main consumption/ purchasing factors



Salmon



## Purchasing factors and use of information

Taste, smell or High prices Health concerns No habit of Environmental Vegetarian or appearance buying fish concerns vegan



## POLAND

## **Consumption and expenditure**

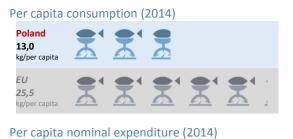
Poland

24 €

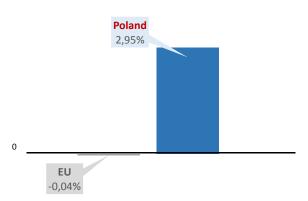
EU

102 €

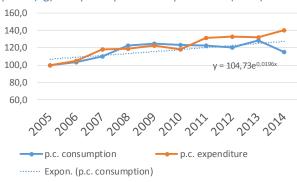
£



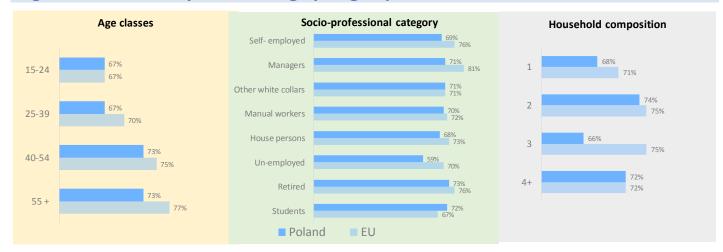
Real per capita expenditure growth rate (2005-2014)



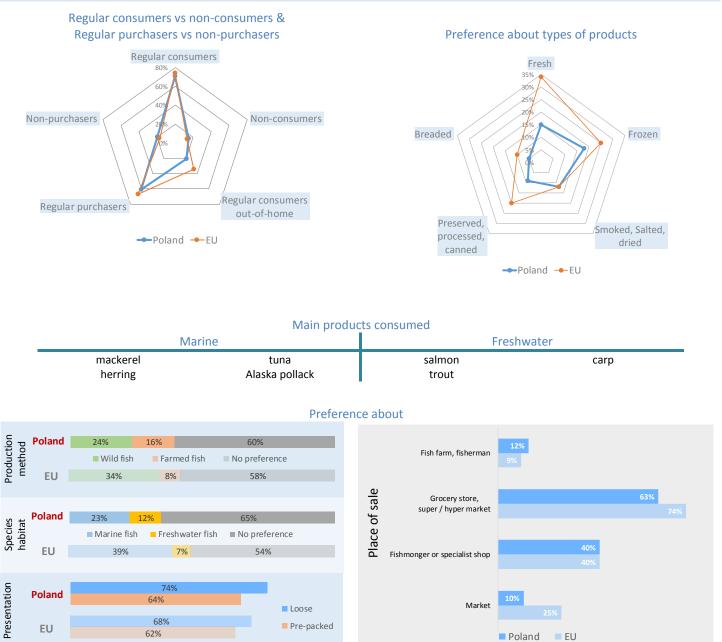
#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



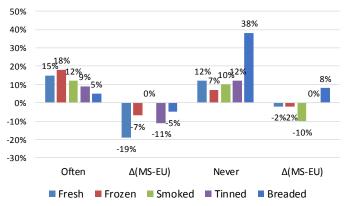
## **Regular consumers<sup>21</sup> by socio-demographic group**



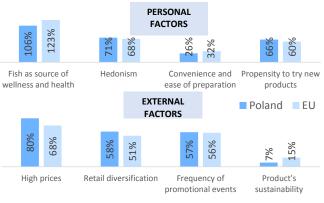
<sup>&</sup>lt;sup>21</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



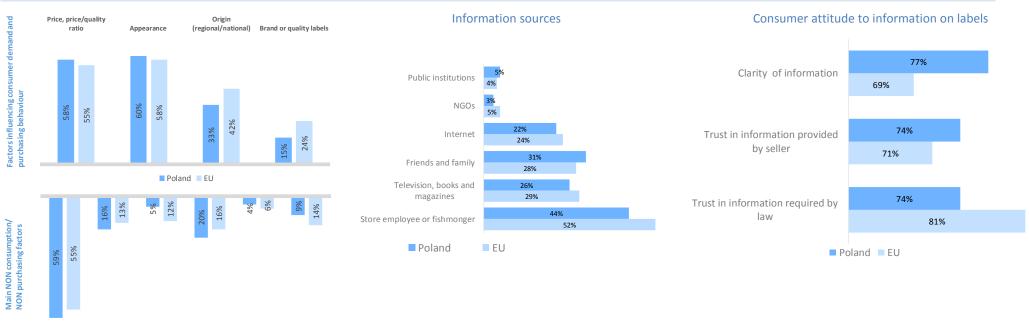
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

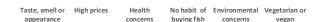










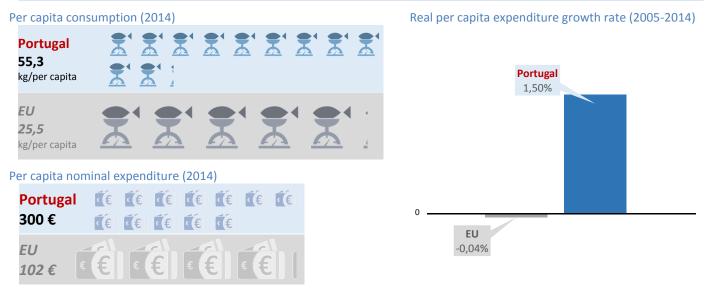


Consumer interest in information on labels

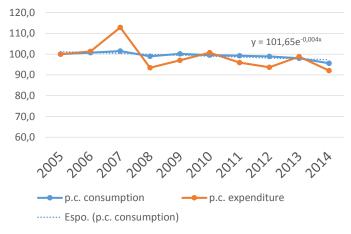


## PORTUGAL

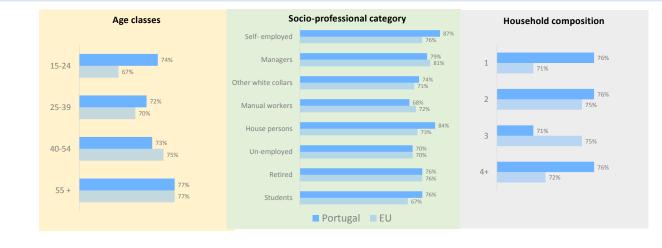
### **Consumption and expenditure**



Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

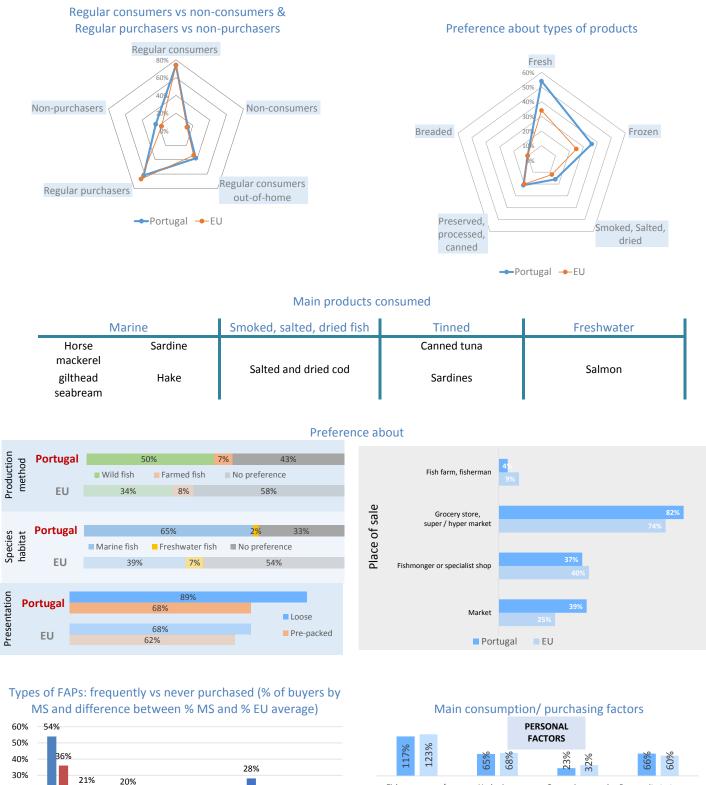


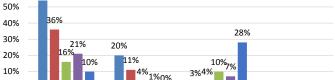
## **Regular consumers<sup>22</sup> by socio-demographic group**

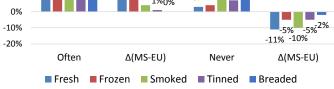


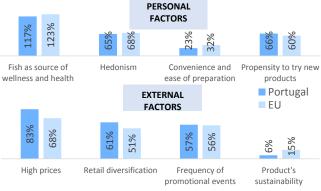
<sup>22</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month

Presentation

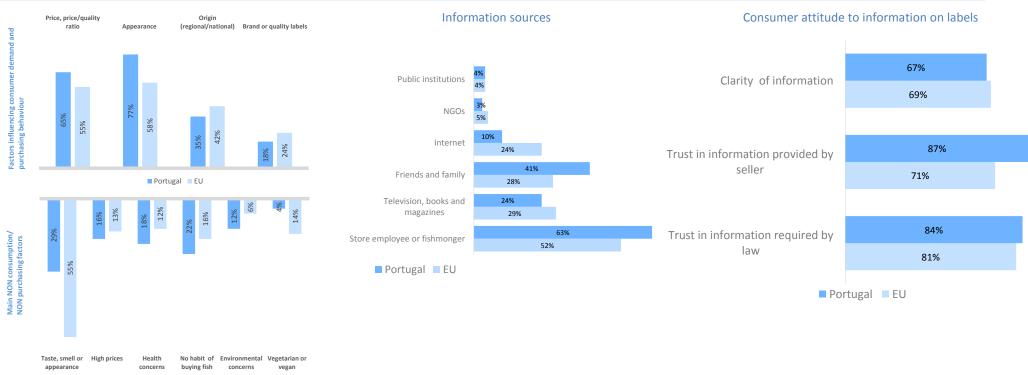




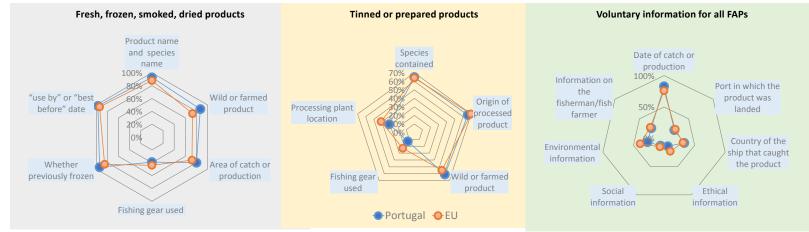






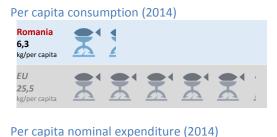


#### Consumer interest in information on labels



## ROMANIA

## **Consumption and expenditure**



£

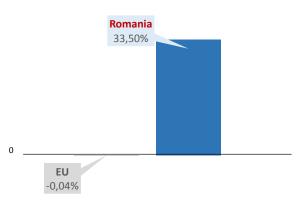
Romania

87 €

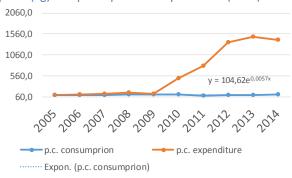
EU

102 €

Real per capita expenditure growth rate (2005-2014)

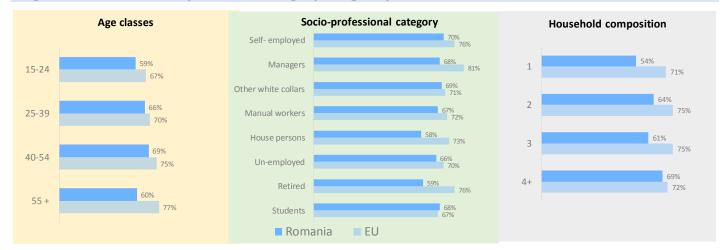


#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

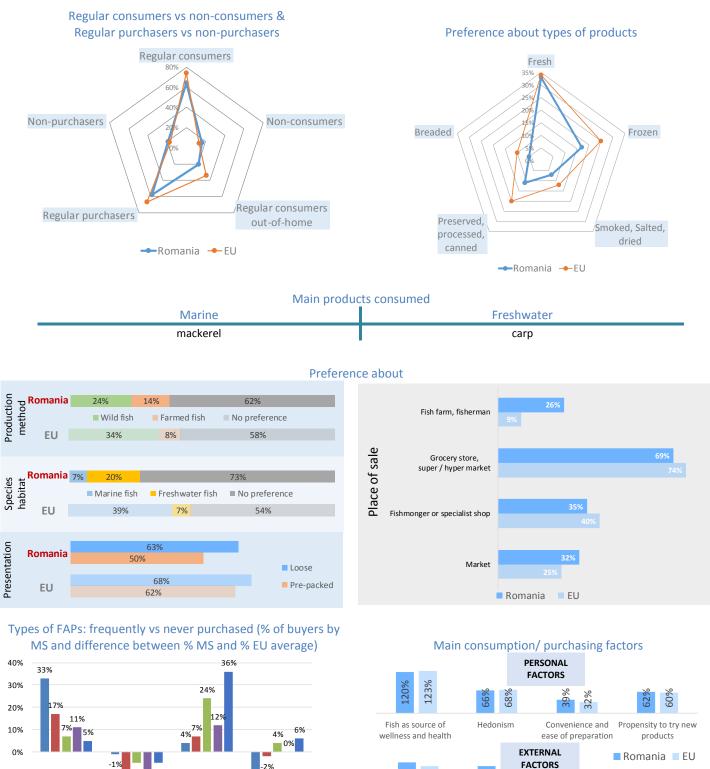


## **Regular consumers<sup>23</sup> by socio-demographic group**

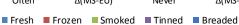
£



<sup>&</sup>lt;sup>23</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



-5% -8% -9% -10% Δ(MS-EU) Often Δ(MS-EU) Never



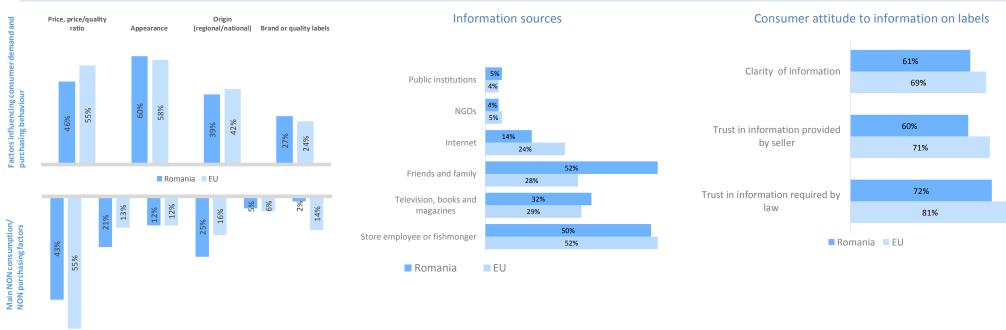
-5%

-10%

-20%



## Purchasing factors and use of information



Taste, smell or High prices Health appearance concerns

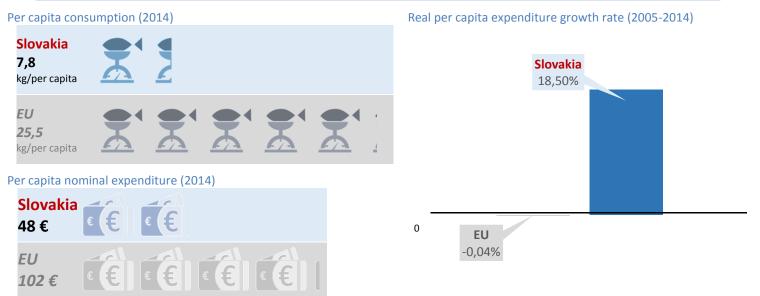
No habit of Environmental Vegetarian or buying fish concerns vegan

#### Consumer interest in information on labels

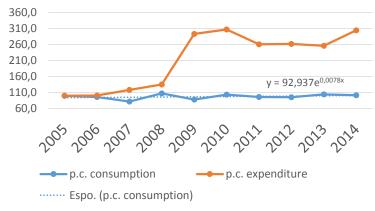


## **SLOVAKIA**

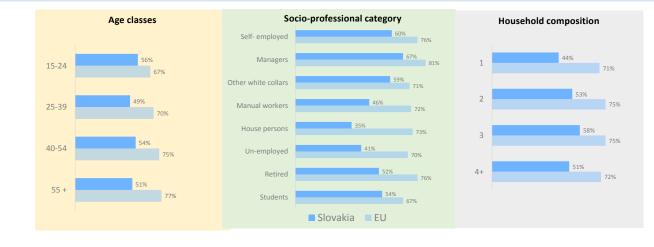
**Consumption and expenditure** 



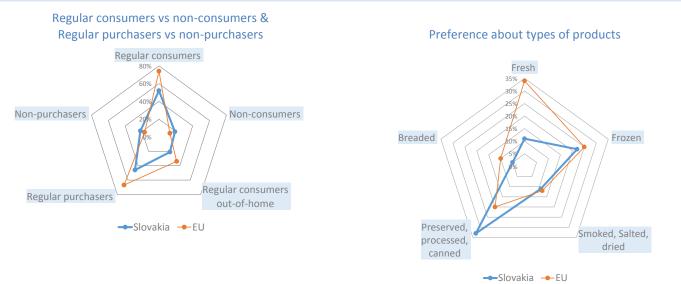
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



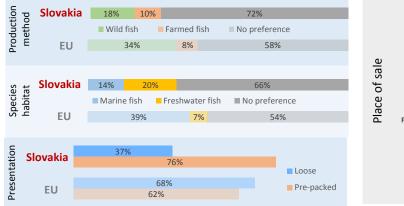
## **Regular consumers<sup>24</sup> by socio-demographic group**

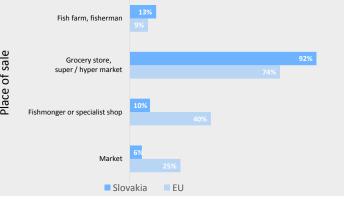


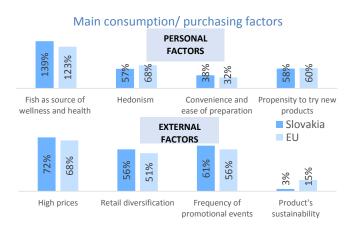
<sup>24</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



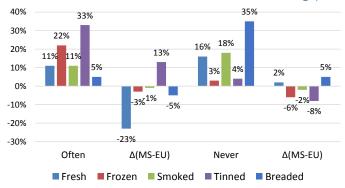
#### Preference about



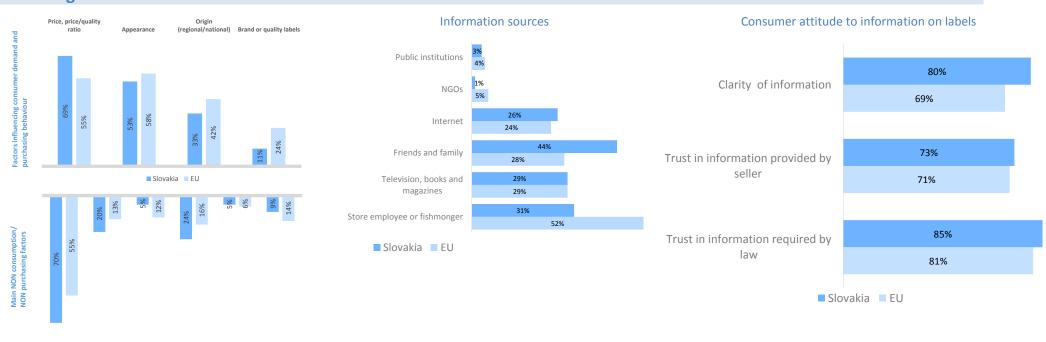




#### Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



73



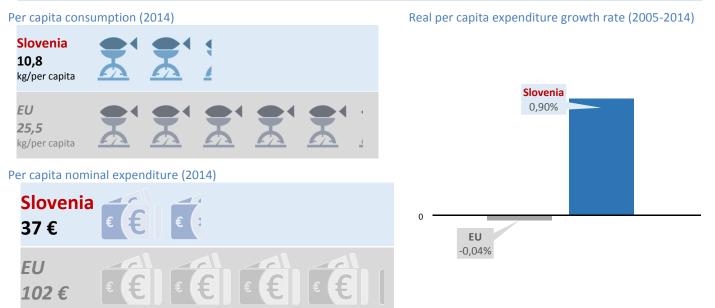
### Purchasing factors and use of information



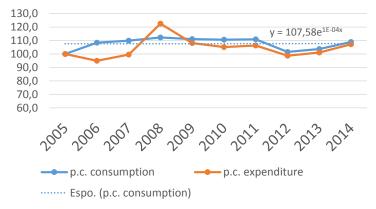


# **SLOVENIA**

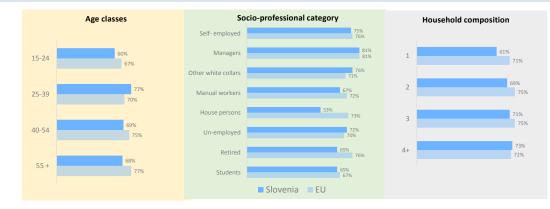
### **Consumption and expenditure**



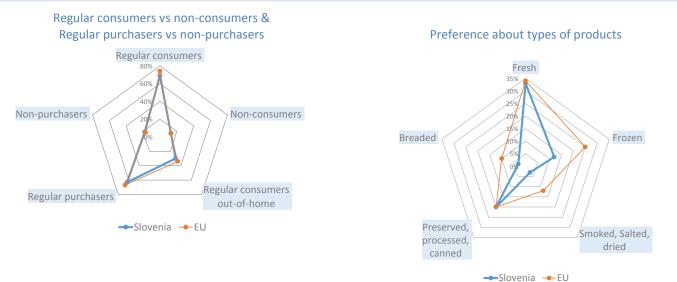
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



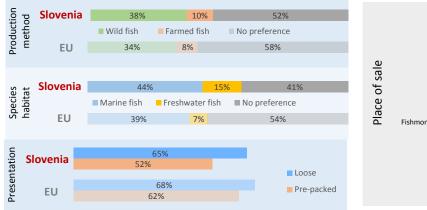
# Regular consumers<sup>25</sup> by socio-demographic group



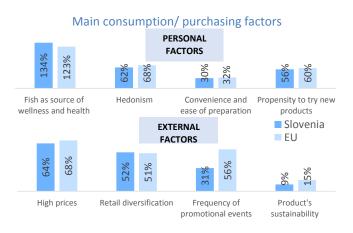
<sup>25</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



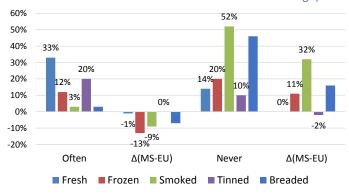






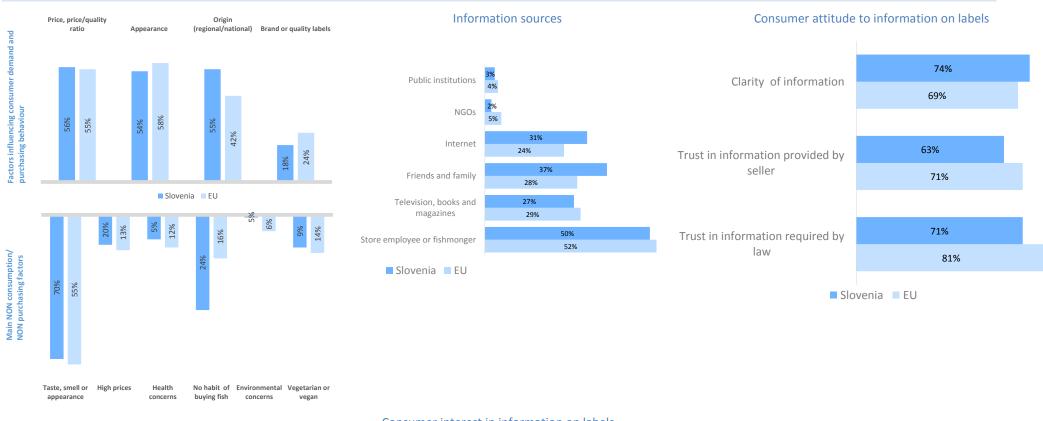


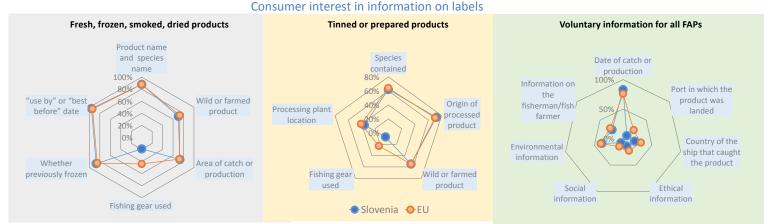
#### Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



76

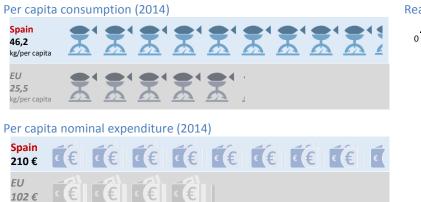




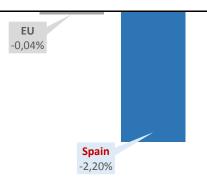


# SPAIN

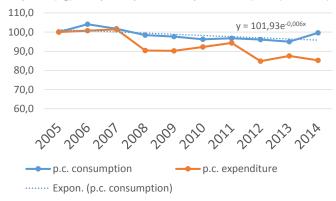
# **Consumption and expenditure**



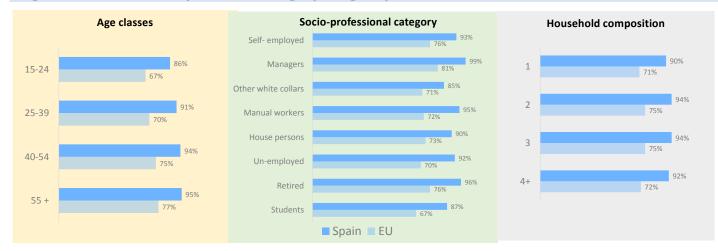
Real per capita expenditure growth rate (2005-2014)



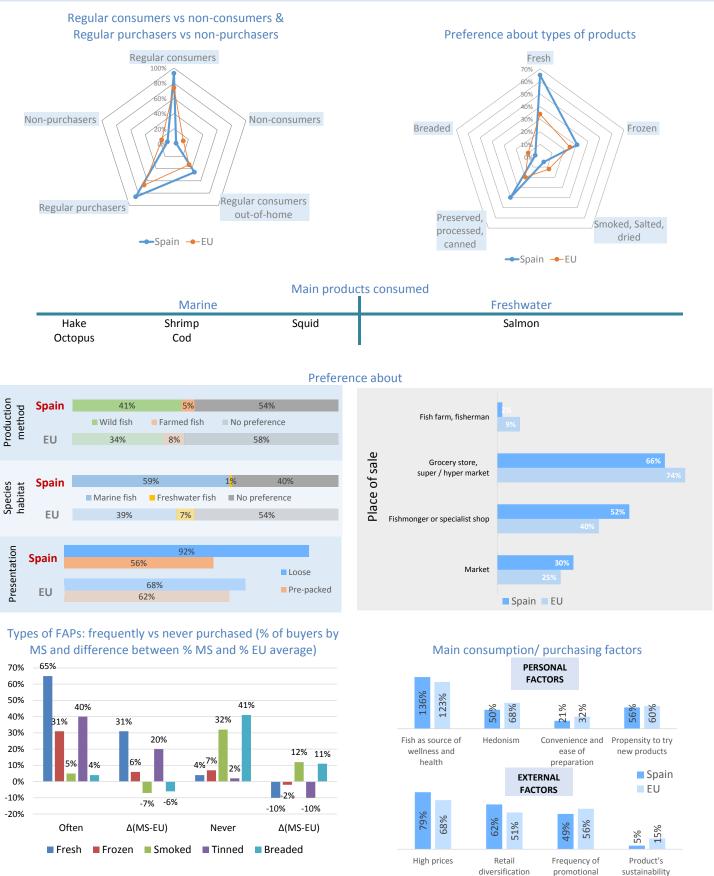
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



# **Regular consumers<sup>26</sup> by socio-demographic group**



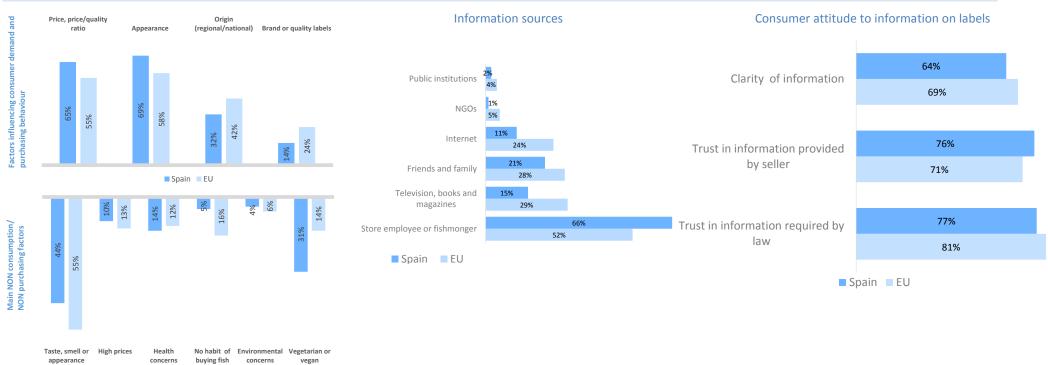
<sup>&</sup>lt;sup>26</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



79

events







# SWEDEN

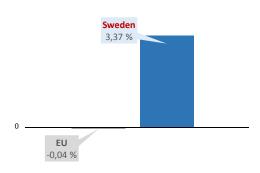
# **Consumption and expenditure**



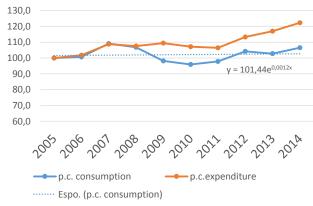


<mark>Sweden</mark> 143 €	€€	€€	€€	€€	€€	€ €
EU 102 €	E	E	E	E	[	

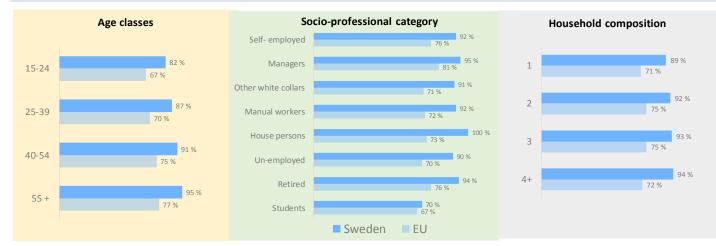
### Real per capita expenditure growth rate (2005-2014)



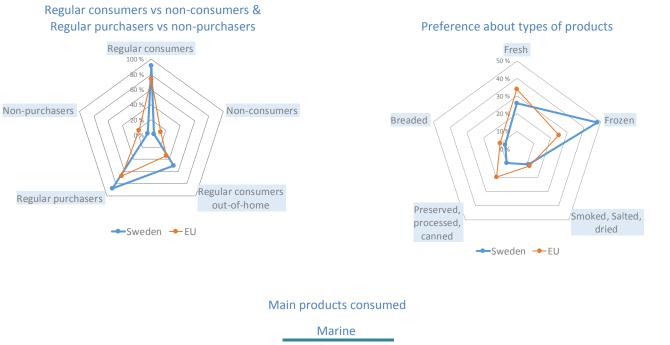
### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



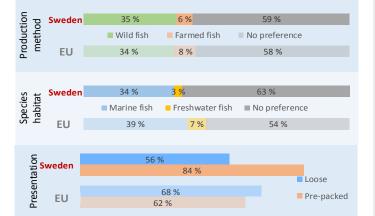
# **Regular consumers<sup>27</sup> by socio-demographic group**

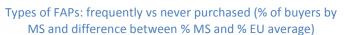


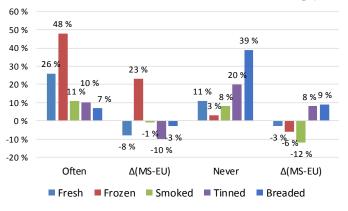
<sup>&</sup>lt;sup>27</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month





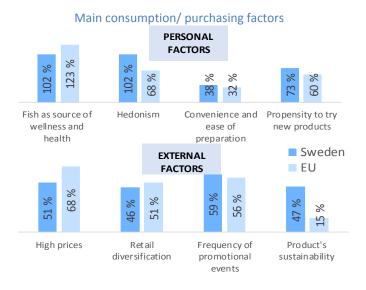


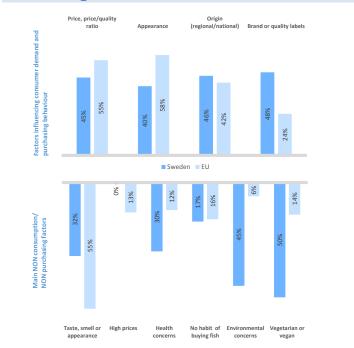




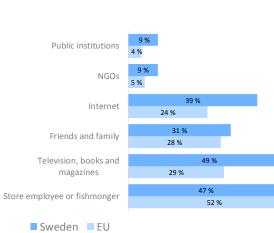


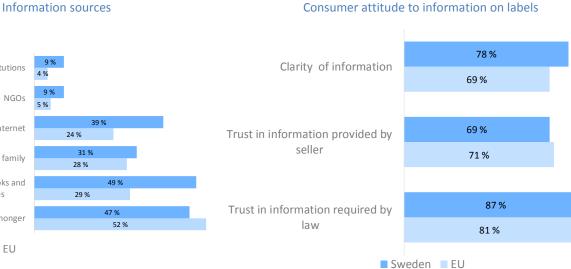


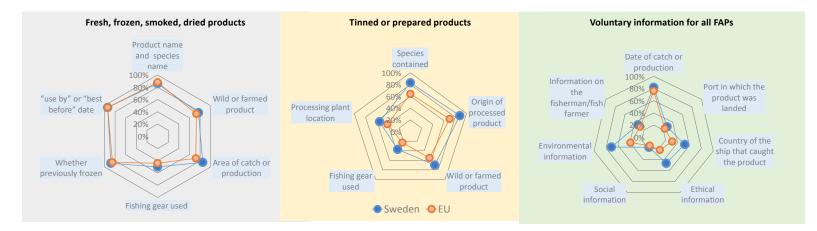




### Purchasing factors and use of information

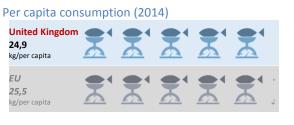






# UNITED KINGDOM

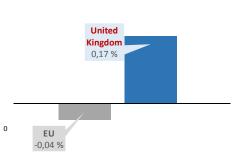
## **Consumption and expenditure**



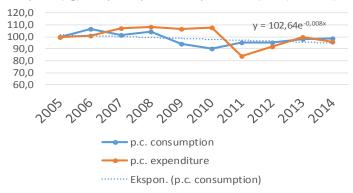
Per capita nominal expenditure (2014)

United Kingdom 70 €	¢ (E	€€	€ €	
EU 102 €	•		¢ (E)	

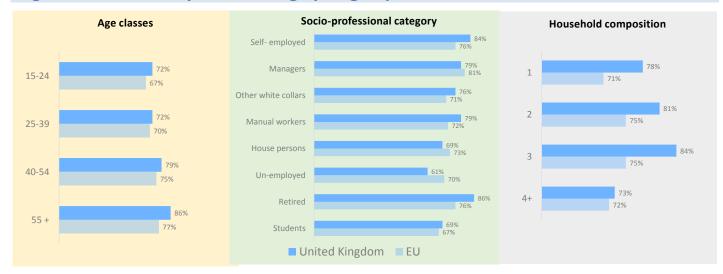
Real per capita expenditure growth rate (2005-2014)



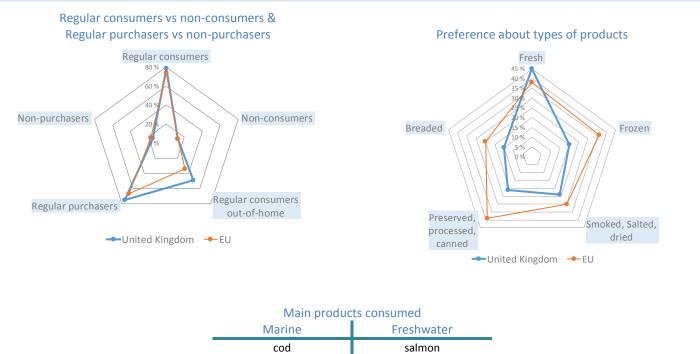
#### Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

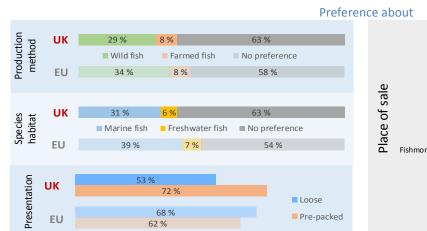


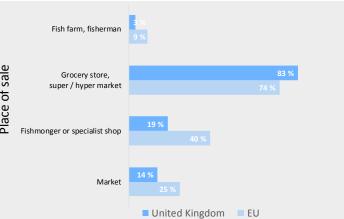
# Regular consumers<sup>28</sup> by socio-demographic group

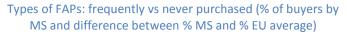


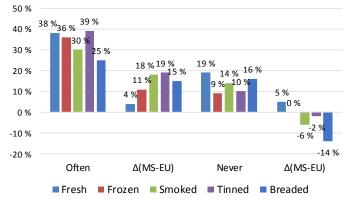
<sup>&</sup>lt;sup>28</sup> Regular consumers are those who eat fishery and aquaculture products at least once a month



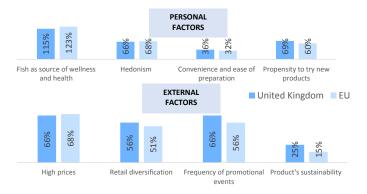








### Main consumption/ purchasing factors



# Purchasing factors and use of information

Taste, smell or High prices

appearance

Health

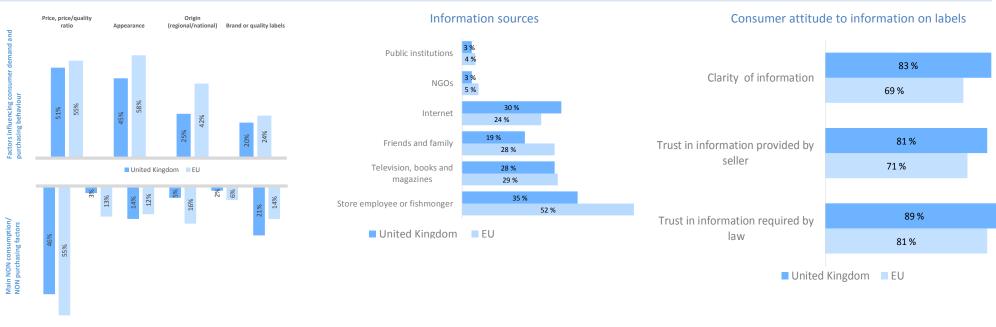
concerns

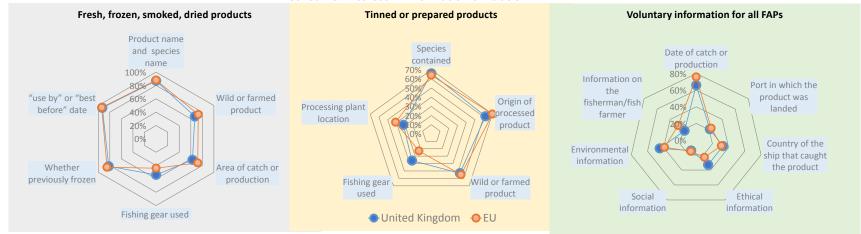
buving fish

No habit of Environmental Vegetarian or

concerns

vegan





"The EU Consumer Habits – Annex 4: country fish" is published by the Directorate-General for Maritime Affairs and Fisheries of the European Commission.

**Editor**: European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General. **Disclaimer**: Although the Maritime Affairs and Fisheries Directorate General is responsible for the overall production of this publication, the views and conclusions presented in this report reflect the opinion of the author(s) and do not necessarily reflect the opinion of the Commission or its officers.

© European Union, 2016

KL-02-17-684-EN-N

ISBN: 978-92-79-69464-6 DOI: 10.2771/577204

Reproduction is authorized, provided the source is acknowledged.

FOR MORE INFORMATION AND COMMENTS: Directorate-General for Maritime Affairs and Fisheries B-1049 Brussels Tel: +32 229-50101 E-mail: <u>contact-us@eumofa.eu</u>



European Market Observatory for Fisheries and Aquaculture Products

# www.eumofa.eu

