

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

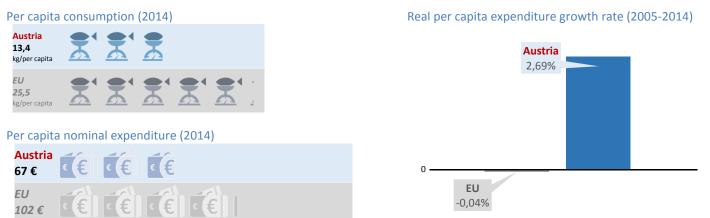
WWW.EUMOFA.EU

Table of contents

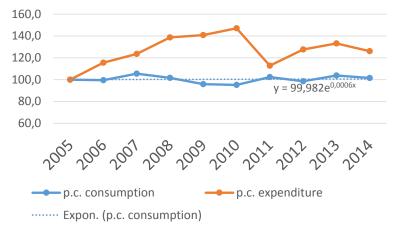
AUSTRIA
BELGIUM
BULGARIA
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
FRANCE
GERMANY
GREECE
HUNGARY
IRELAND
ITALY
ITALY
LATVIA
LATVIA 48 LITHUANIA 51 LUXEMBOURG 54 MALTA 57 NETHERLANDS 60 POLAND 63 PORTUGAL 66 ROMANIA 69 SLOVAKIA 72
LATVIA 48 LITHUANIA 51 LUXEMBOURG 54 MALTA 57 NETHERLANDS 60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

AUSTRIA

Consumption and expenditure



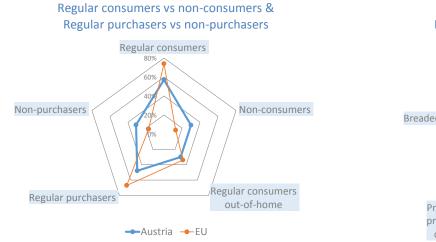
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



Regular consumers¹ by socio-demographic group



¹ Regular consumers are those who eat fishery and aquaculture products at least once a month



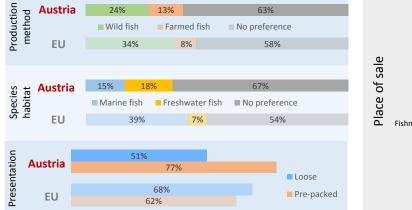
Preference about types of products

Main products consumed

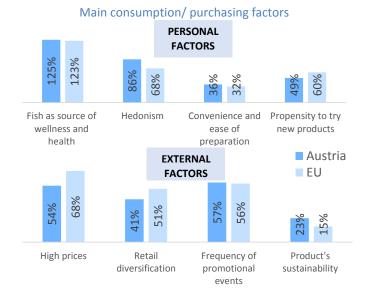
Freshwater Freshwater fish

Freshwater fish

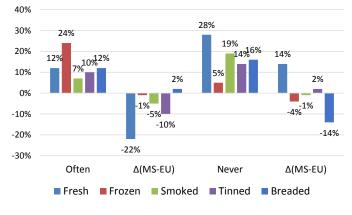
Preference about

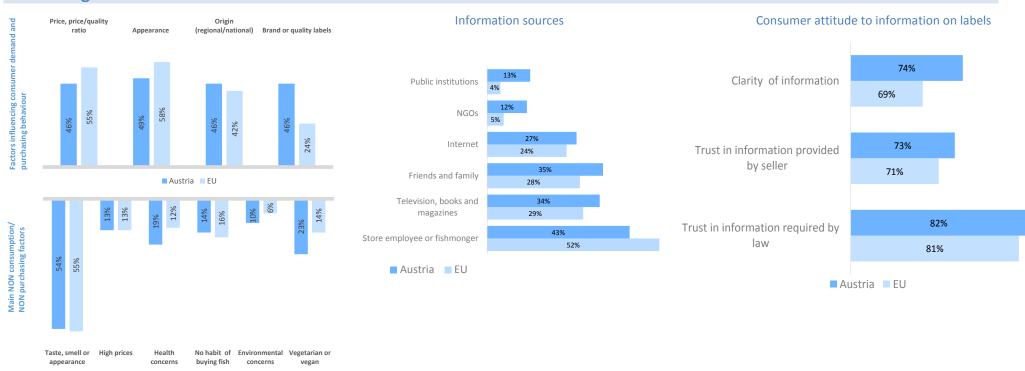






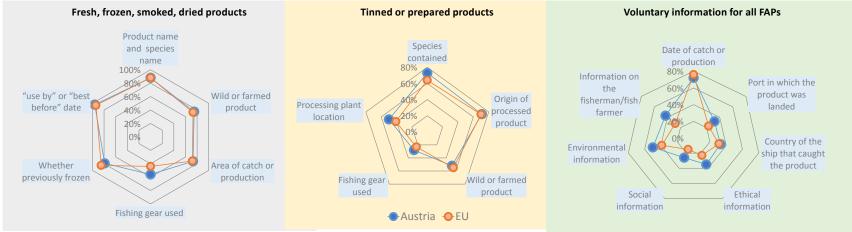
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)





Purchasing factors and use of information



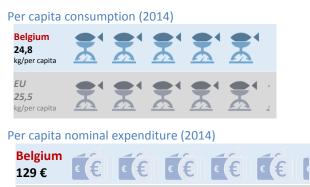


BELGIUM

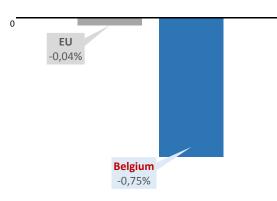
Consumption and expenditure

EU

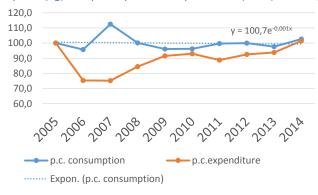
102 €



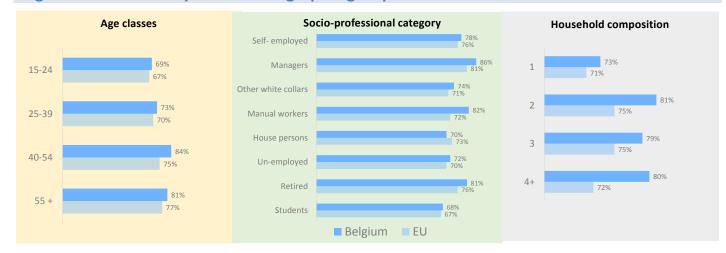
Real per capita expenditure growth rate (2005-2014)



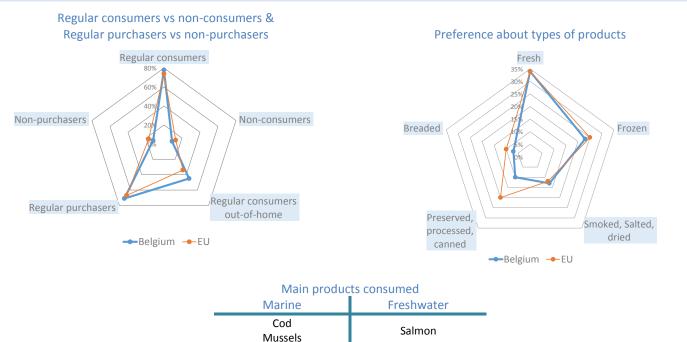
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



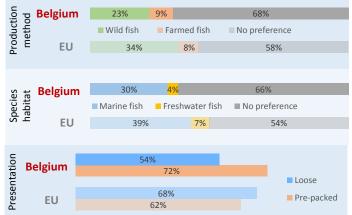
Regular consumers² by socio-demographic group

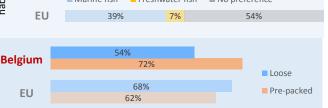


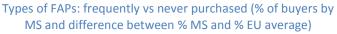
² Regular consumers are those who eat fishery and aquaculture products at least once a month

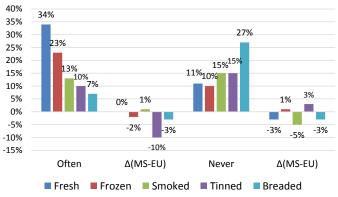


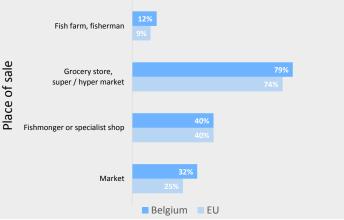
Preference about

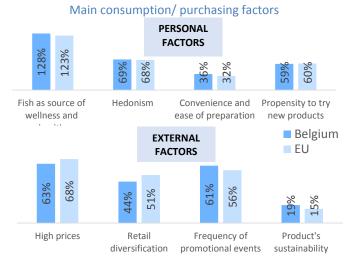




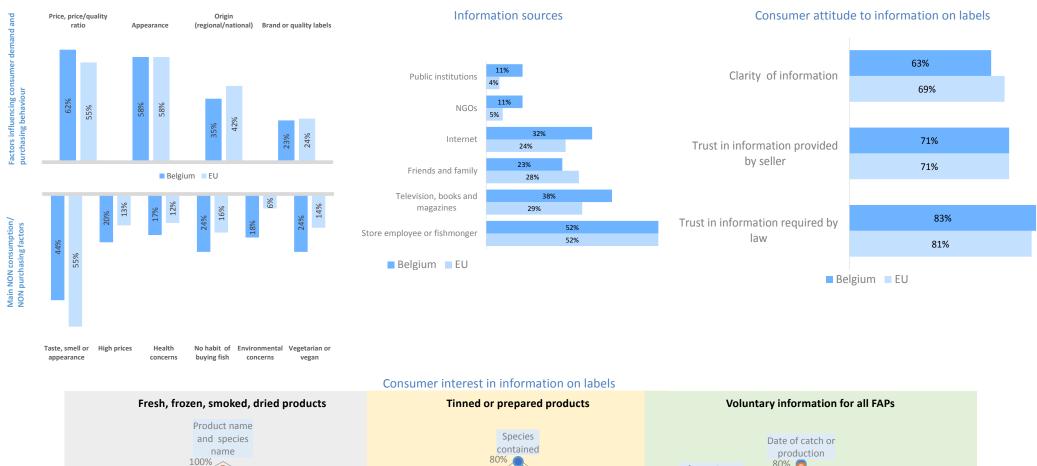


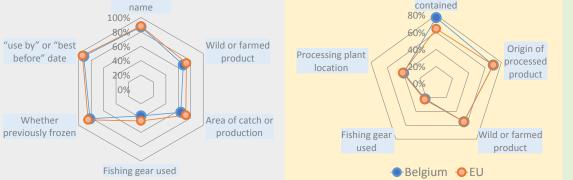


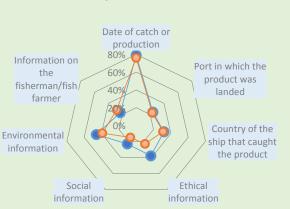






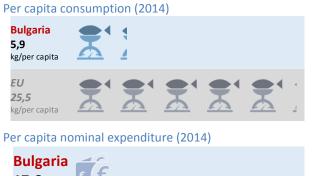






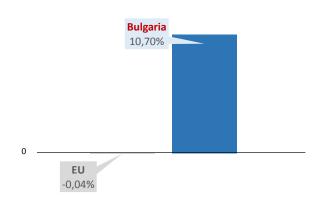
BULGARIA

Consumption and expenditure

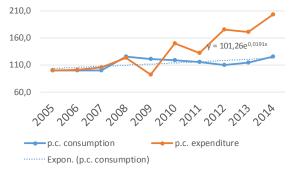




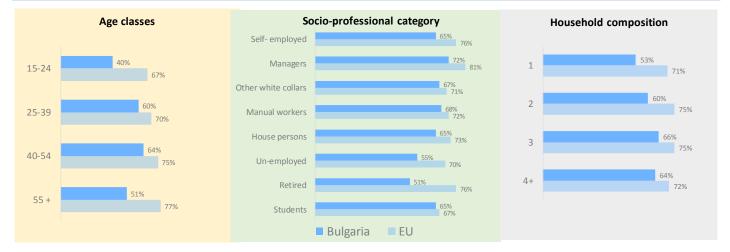
Real per capita expenditure growth rate (2005-2014)



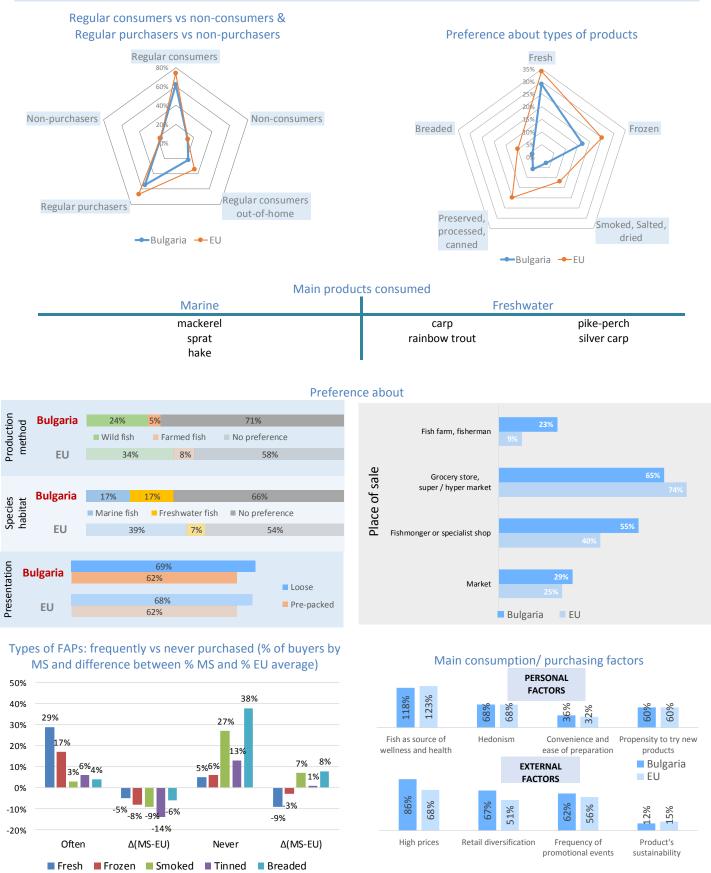
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

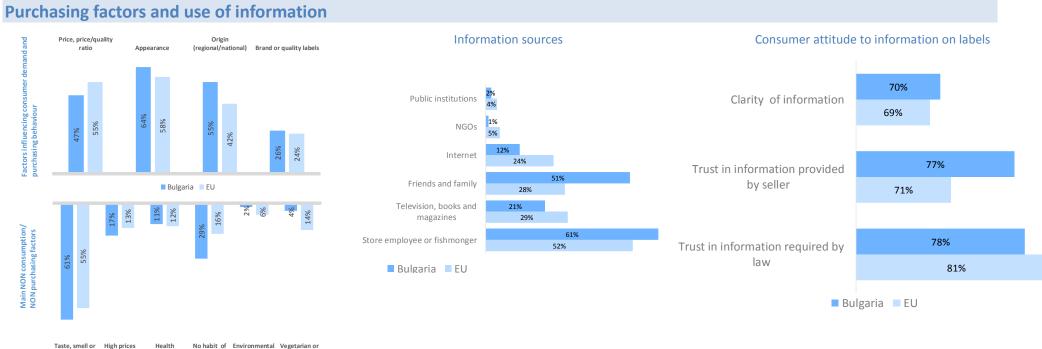


Regular consumers³ by socio-demographic group



³ Regular consumers are those who eat fishery and aquaculture products at least once a month





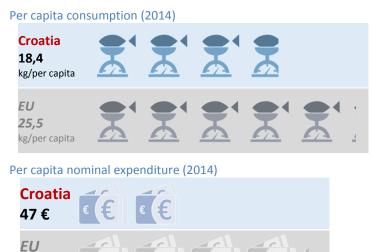
appearance buving fish concerns concerns vegan



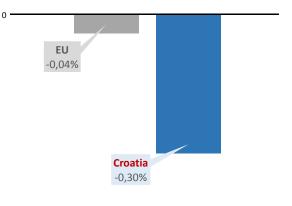
CROATIA

Consumption and expenditure

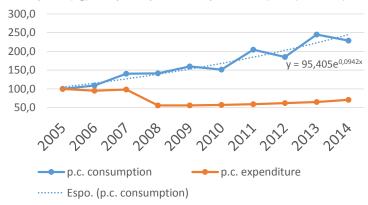
102 €



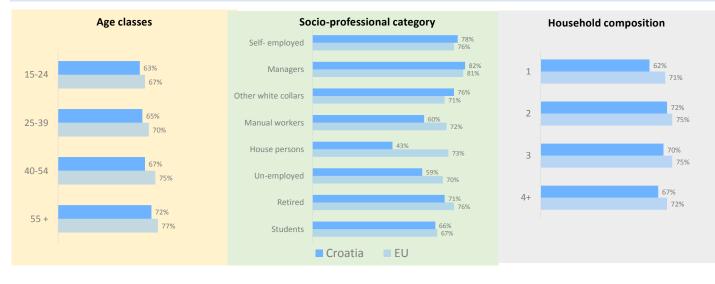
Real per capita expenditure growth rate (2005-2014)



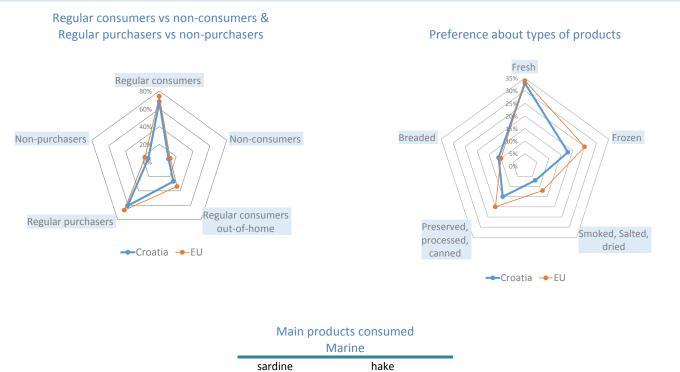
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



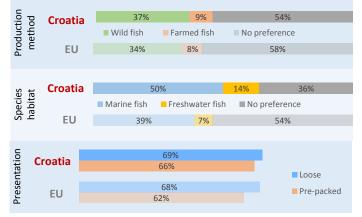
Regular consumers⁴ by socio-demographic group

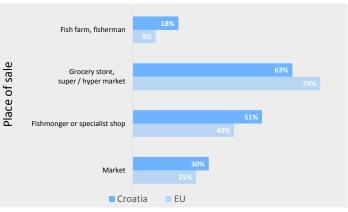


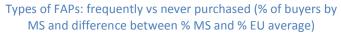
⁴ Regular consumers are those who eat fishery and aquaculture products at least once a month

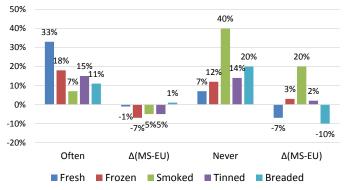


Preference about

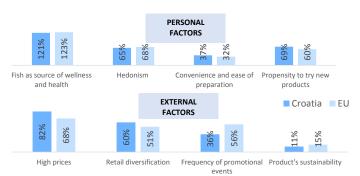








Main consumption/ purchasing factors





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

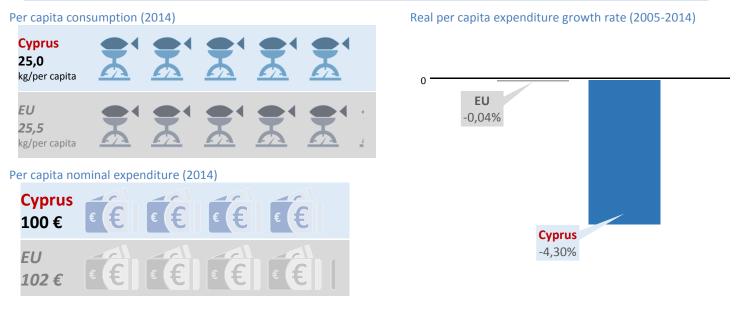
the product

Ethical

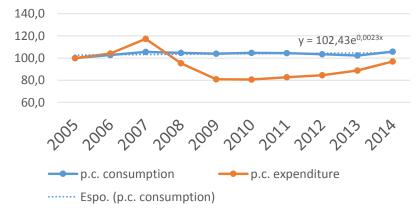
information

CYPRUS

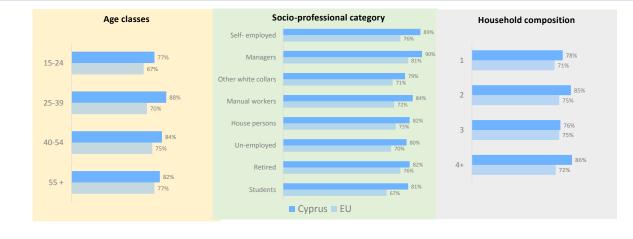
Consumption and expenditure



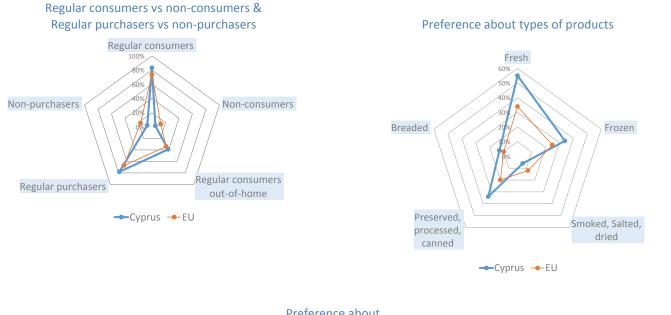
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



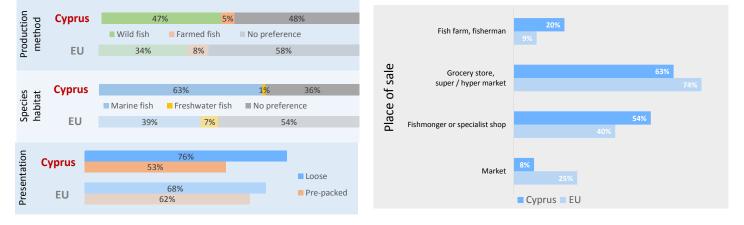
Regular consumers⁵ by socio-demographic group



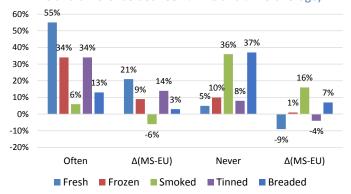
⁵ Regular consumers are those who eat fishery and aquaculture products at least once a month

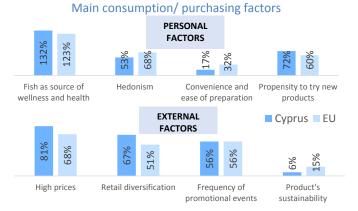


Preference about



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

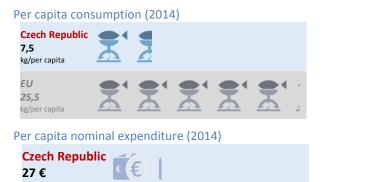
information

CZECH REPUBLIC

Consumption and expenditure

EU

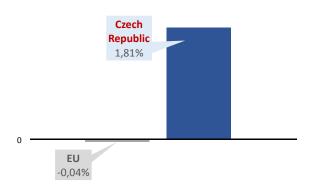
102 €



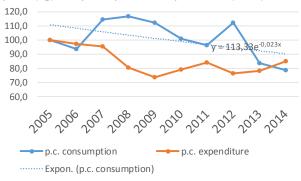
£

£

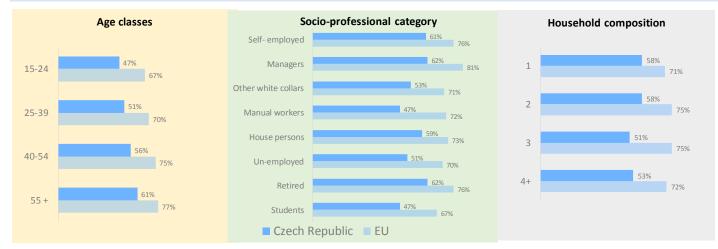
Real per capita expenditure growth rate (2005-2014)



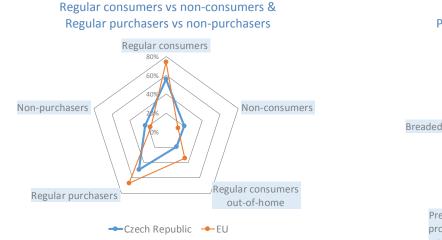
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



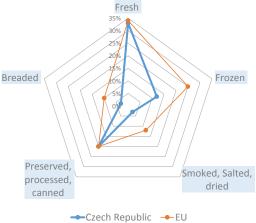
Regular consumers⁶ by socio-demographic group



⁶ Regular consumers are those who eat fishery and aquaculture products at least once a month



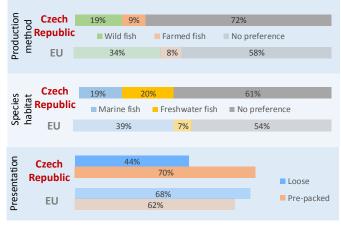
Preference about types of products



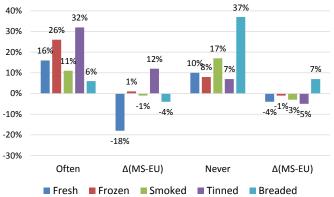
Main products consumed

Marine	Freshwater
bream	carp trout pike

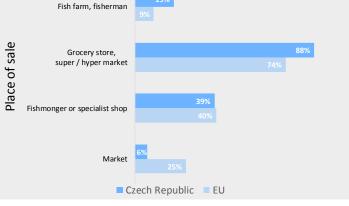
Preference about



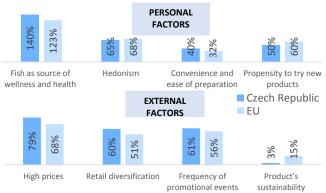
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)







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

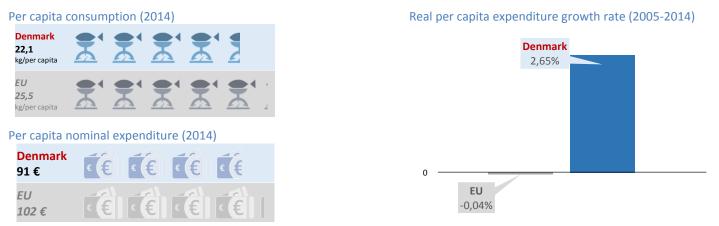
the product

Ethical

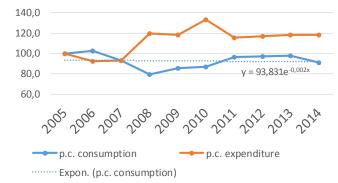
information

DENMARK

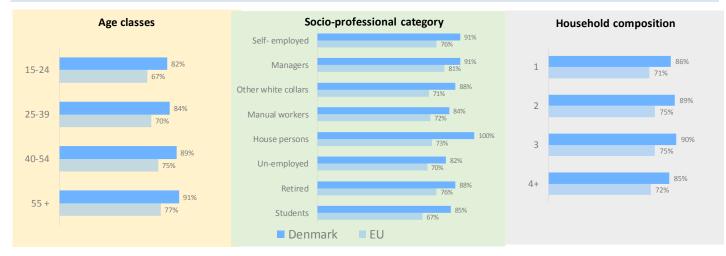
Consumption and expenditure



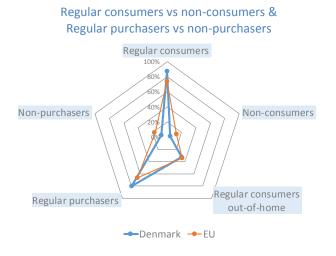
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



Regular consumers⁷ by socio-demographic group



⁷ Regular consumers are those who eat fishery and aquaculture products at least once a month

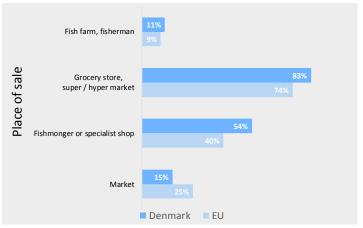


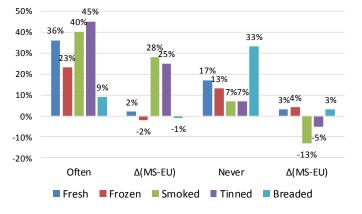
Preserved, canned Denmark → EU

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

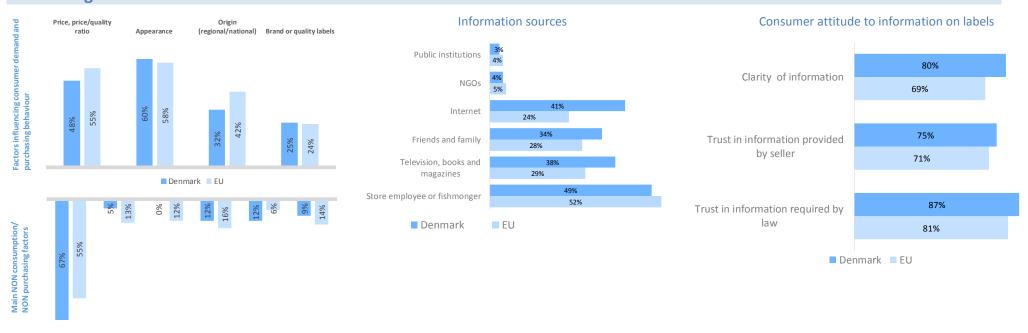




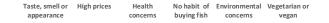
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

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

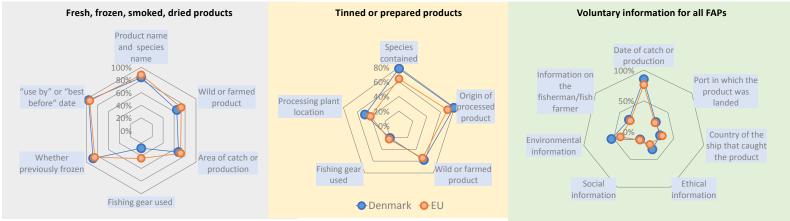
Main consumption/ purchasing factors



Purchasing factors and use of information



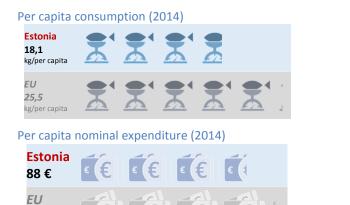
Consumer interest in information on labels



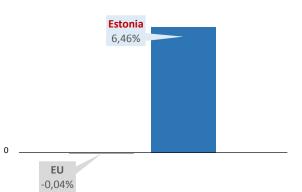
ESTONIA

Consumption and expenditure

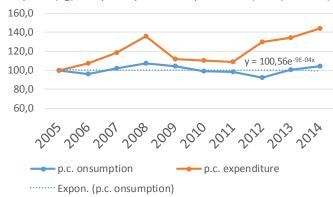
102 €



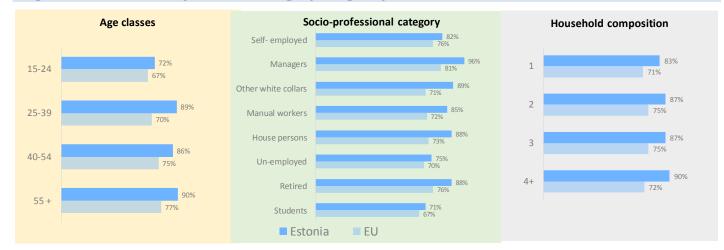
Real per capita expenditure growth rate (2005-2014)



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



Regular consumers⁸ by socio-demographic group



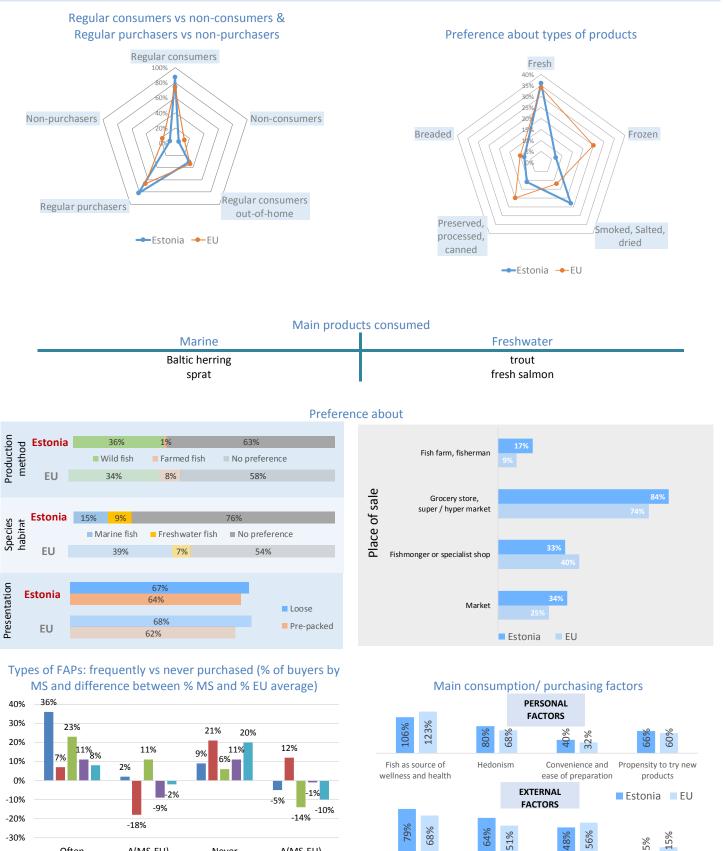
⁸ Regular consumers are those who eat fishery and aquaculture products at least once a month

Often

 Δ (MS-EU)

■ Fresh ■ Frozen ■ Smoked ■ Tinned ■ Breaded

Never



∆(MS-EU)

High prices

Retail diversification

sustainability

25

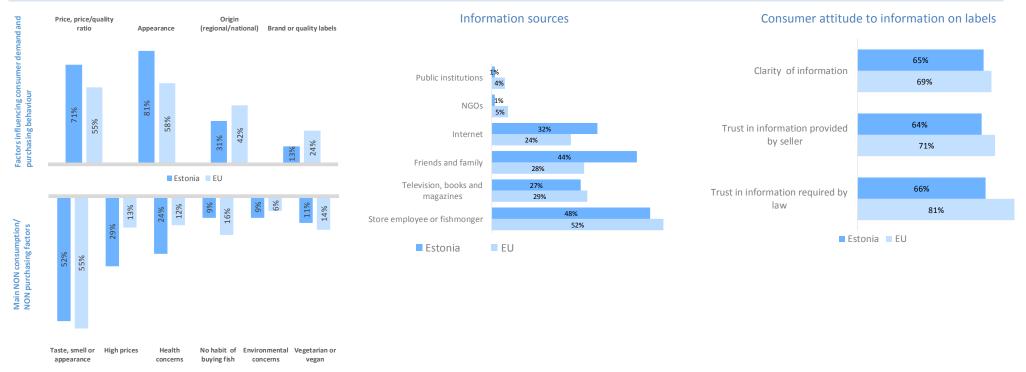
5%

Product's

Frequency of

promotional events



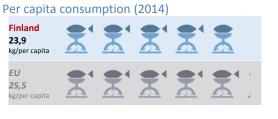


Consumer interest in information on labels

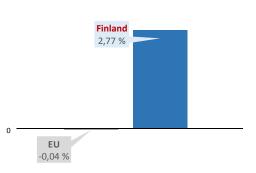


FINLAND

Consumption and expenditure



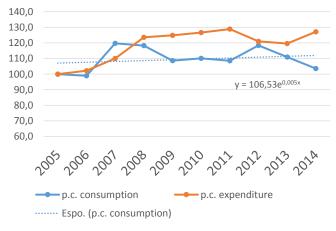
Real per capita expenditure growth rate (2005-2014)



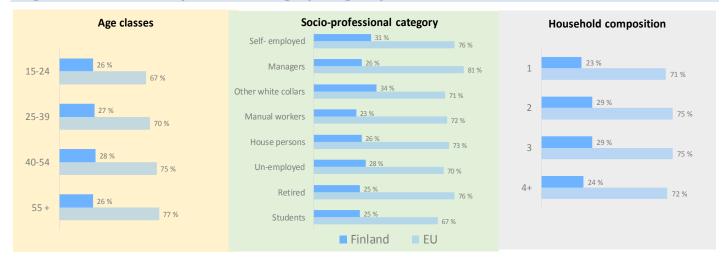
Per capita nominal expenditure (2014)

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

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



Regular consumers⁹ by socio-demographic group



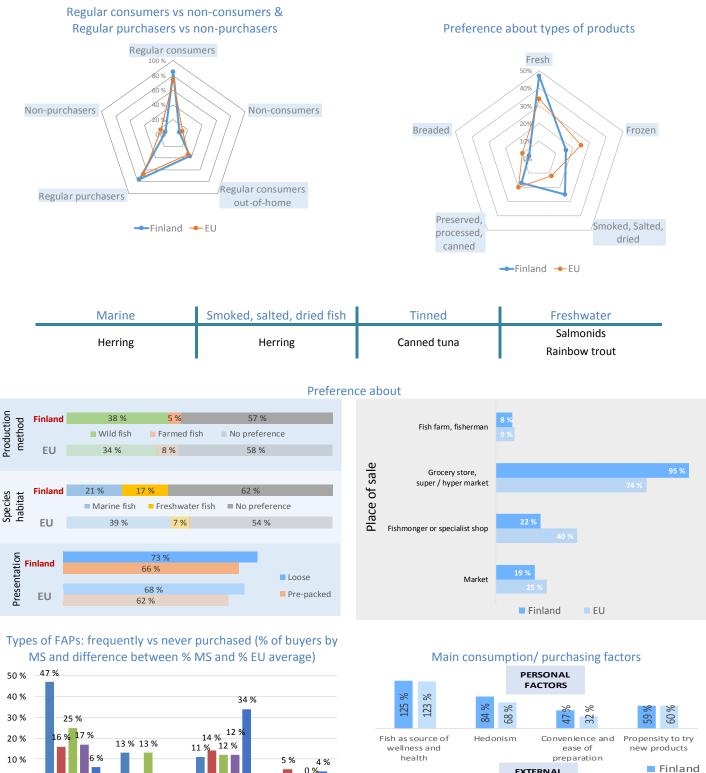
⁹ Regular consumers are those who eat fishery and aquaculture products at least once a month

0 %

-10 %

-20 %

Often



-3 %

Δ(MS-EU)

Never

-3 %4 %

■ Fresh ■ Frozen ■ Smoked ■ Tinned ■ Breaded

-9 %

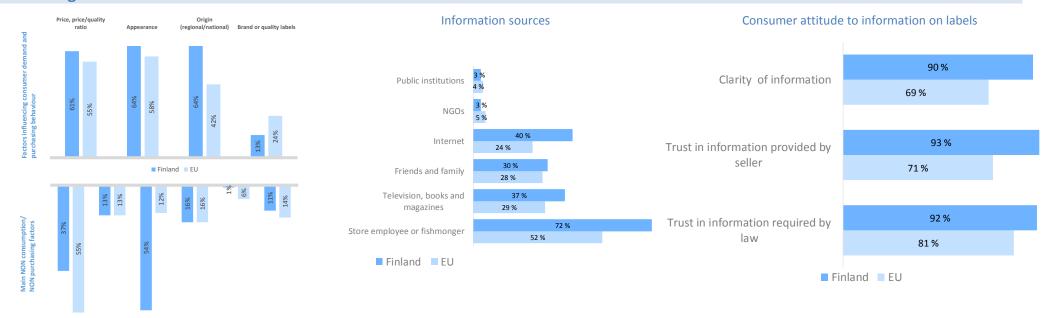
Δ(MS-EU)

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



EU

~ %

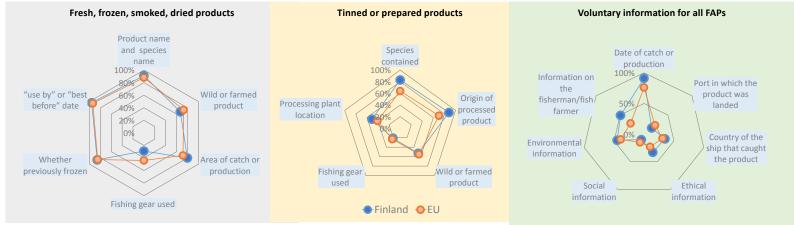


Purchasing factors and use of information

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

concerns vegan

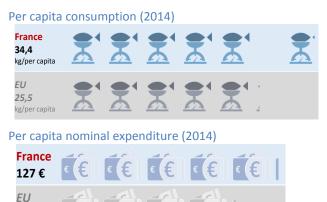




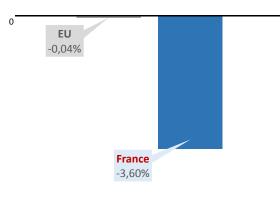
FRANCE

Consumption and expenditure

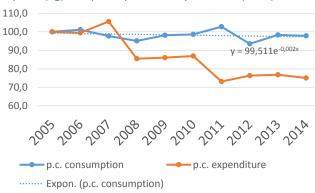
102 €



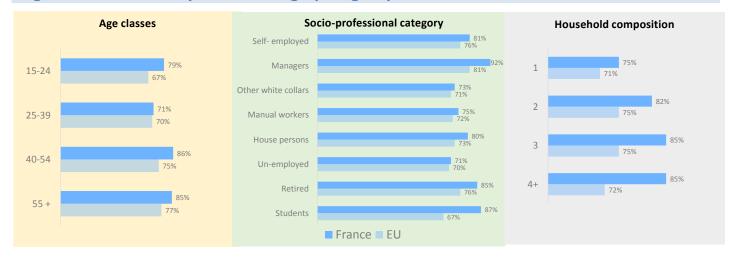
Real per capita expenditure growth rate (2005-2014)



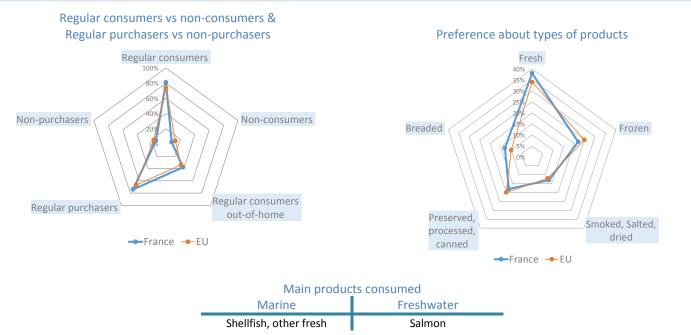
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

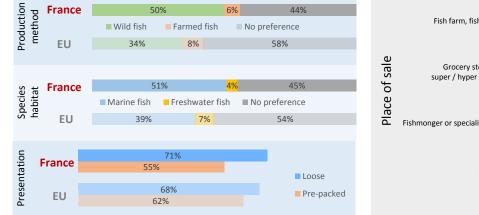


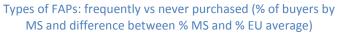
Regular consumers¹⁰ by socio-demographic group

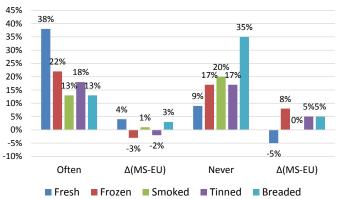


¹⁰ Regular consumers are those who eat fishery and aquaculture products at least once a month

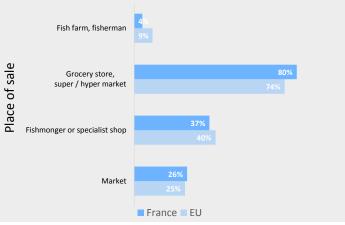


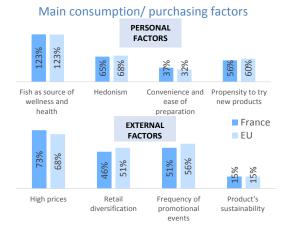


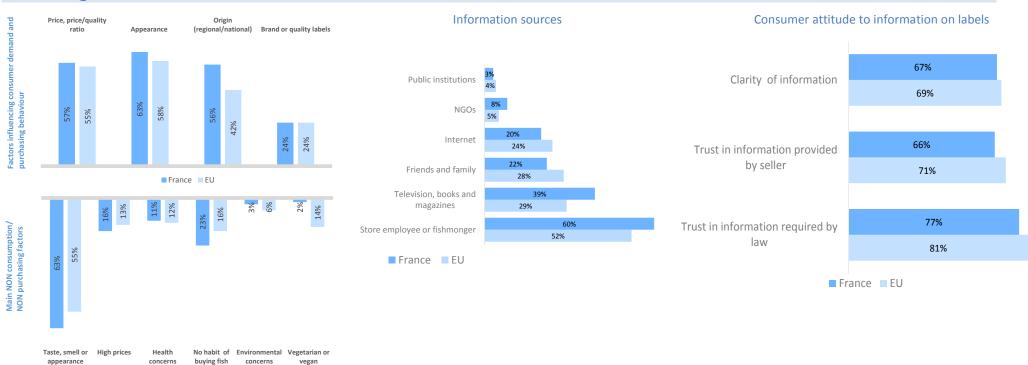




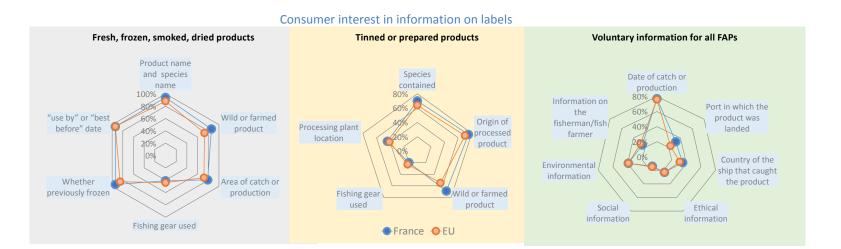






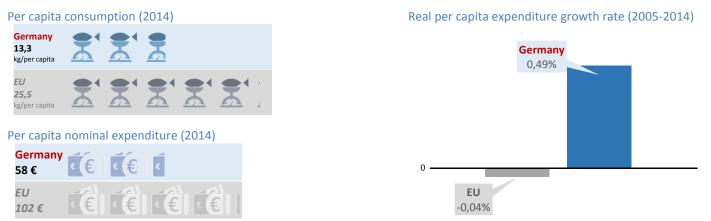


Purchasing factors and use of information

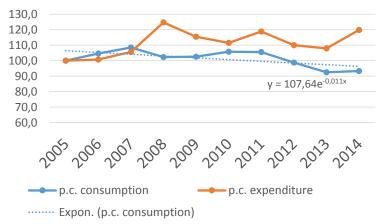


GERMANY

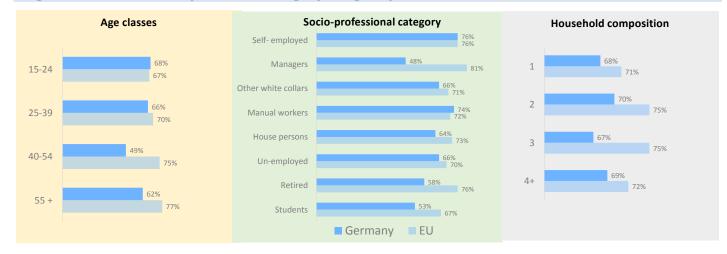
Consumption and expenditure



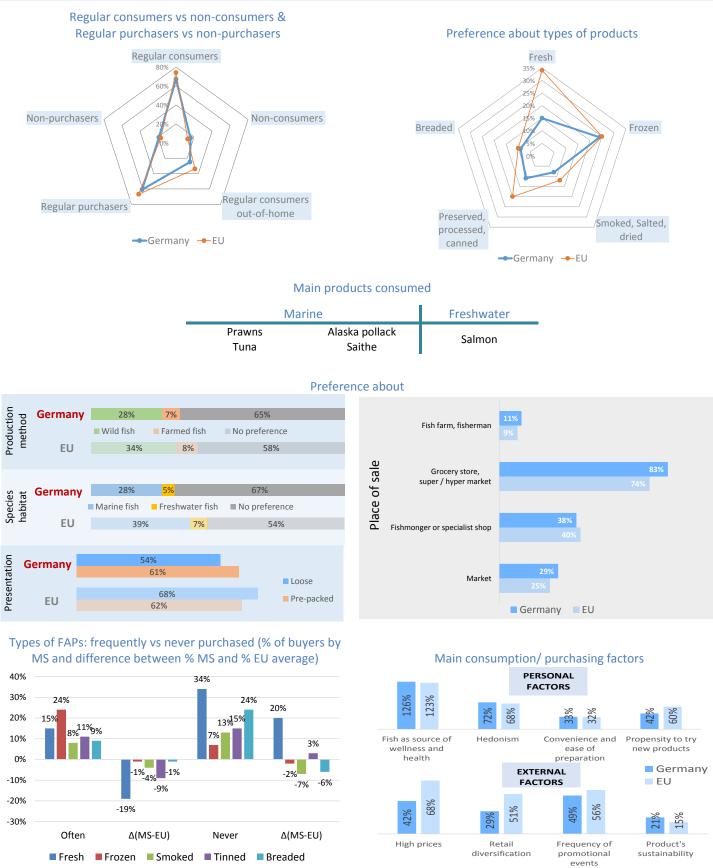
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



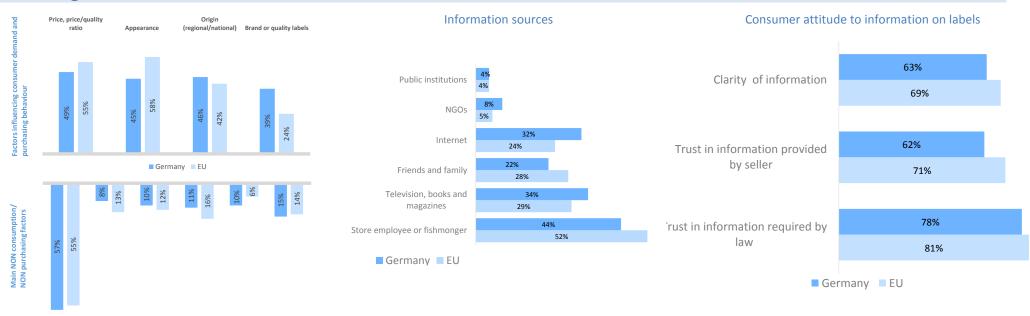
Regular consumers¹¹ by socio-demographic group



¹¹ Regular consumers are those who eat fishery and aquaculture products at least once a month



34



Purchasing factors and use of information

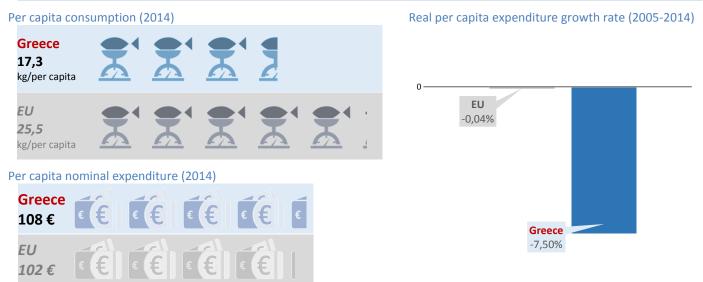
Taste, smell or Health No habit of Environmental Vegetarian or High prices buving fish appearance concerns concerns vegan



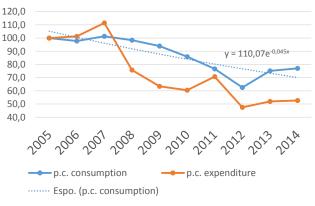
Consumer interest in information on labels

GREECE

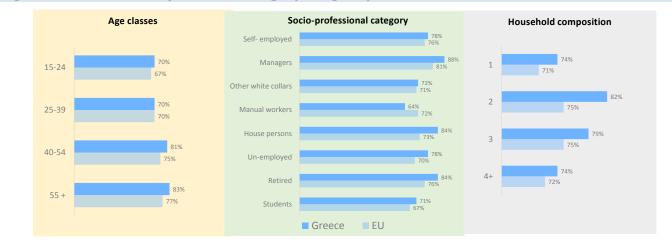
Consumption and expenditure



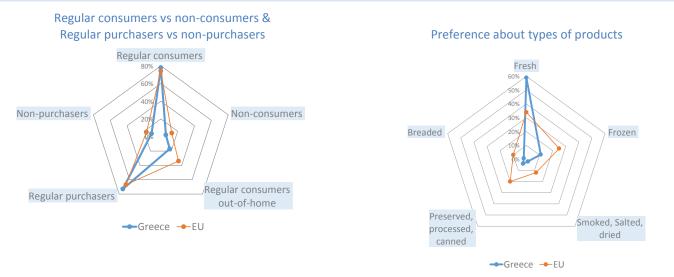
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



Regular consumers¹² by socio-demographic group



¹² Regular consumers are those who eat fishery and aquaculture products at least once a month

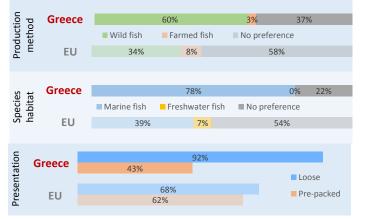


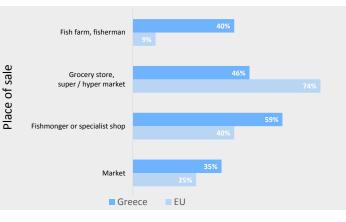
Main products consumed

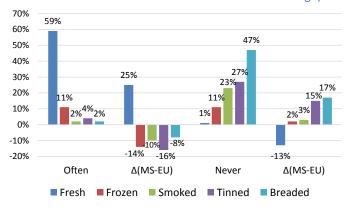
Marine

Gilthead seabream Seabass

Preference about







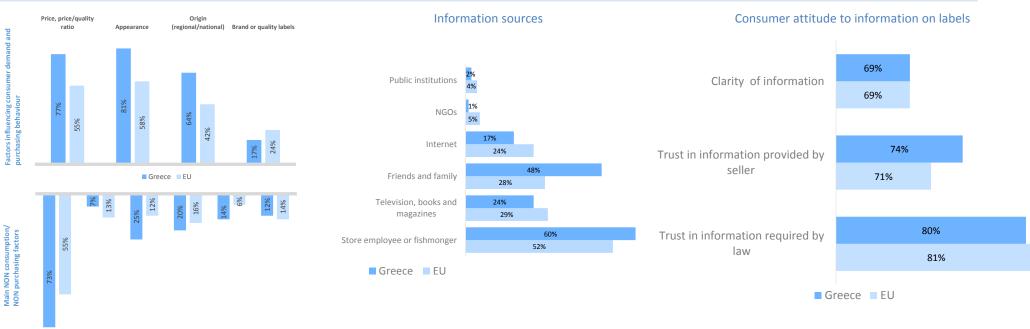
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

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

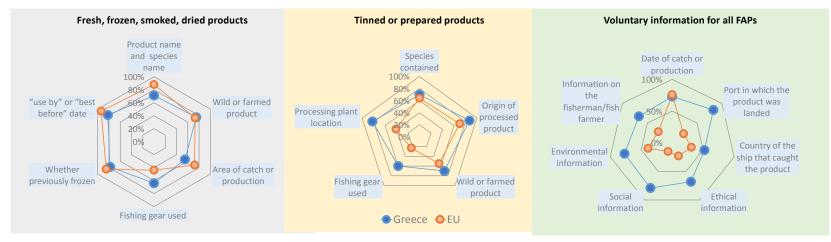
Purchasing factors and use of information



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

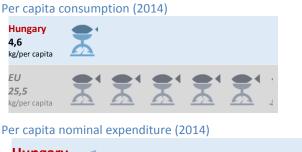
h No habit of Environmental Vegetarian or ns buying fish concerns vegan

Consumer interest in information on labels



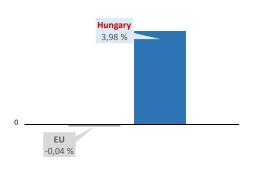
HUNGARY

Consumption and expenditure

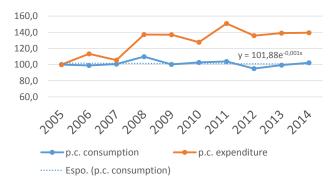




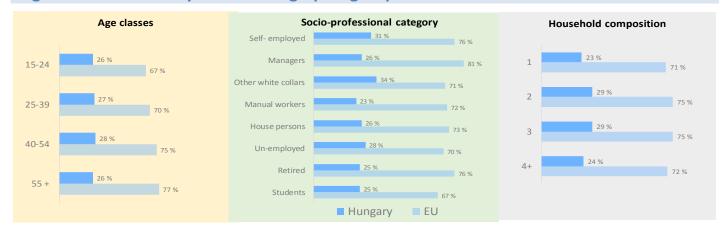




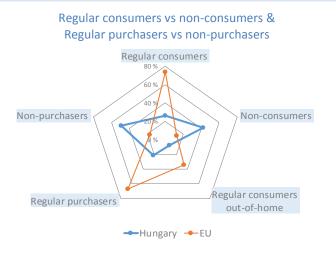
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

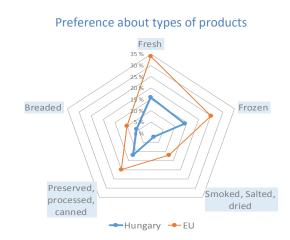


Regular consumers¹³ by socio-demographic group



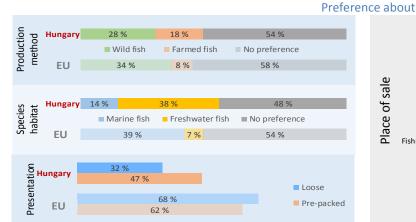
¹³ Regular consumers are those who eat fishery and aquaculture products at least once a month

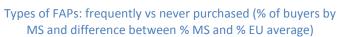


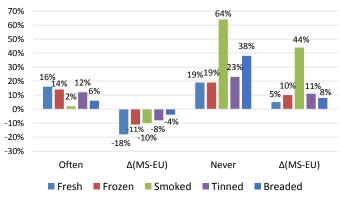


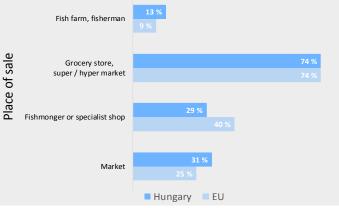
Main products consumed

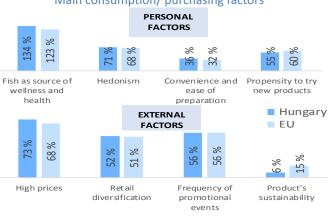
Freshwater carp





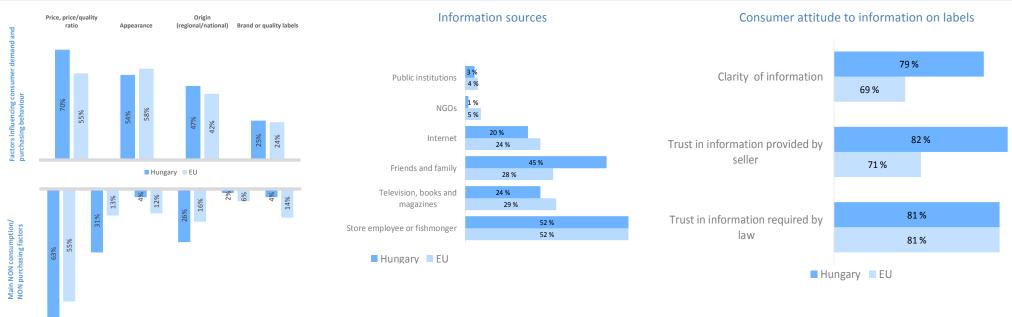






Main consumption/ purchasing factors





Taste, smell or High prices appearance

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

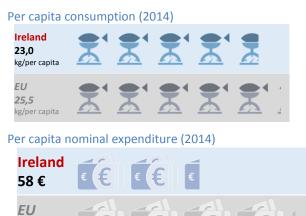




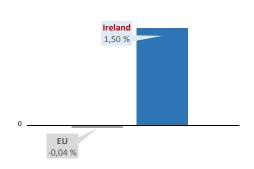
IRELAND

Consumption and expenditure

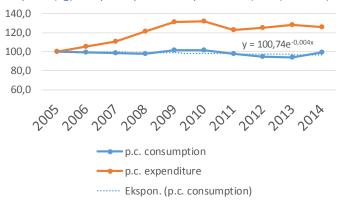
102 €



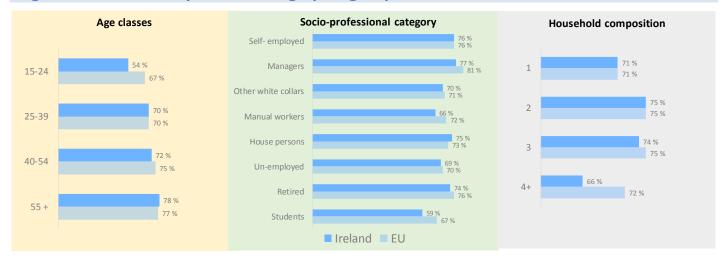
Real per capita expenditure growth rate (2005-2014)



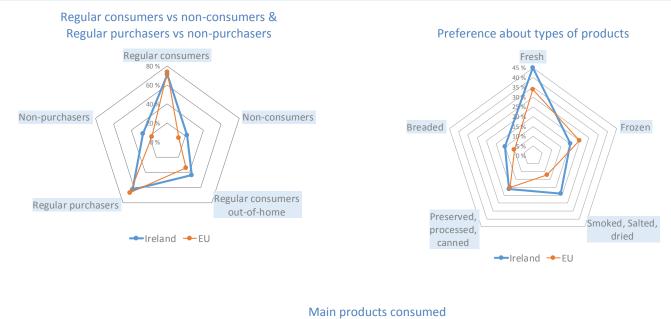
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



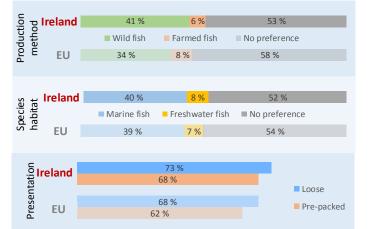
Regular consumers¹⁴ by socio-demographic group



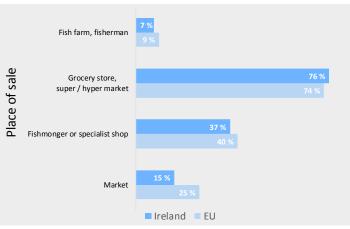
¹⁴ Regular consumers are those who eat fishery and aquaculture products at least once a month

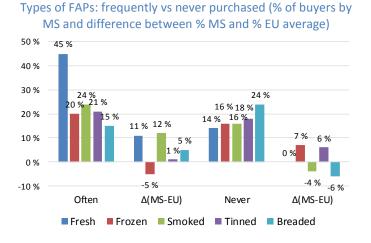


Marine Freshwater haddock cod salmon prawns hake

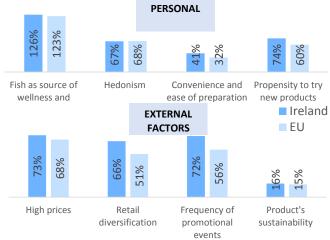


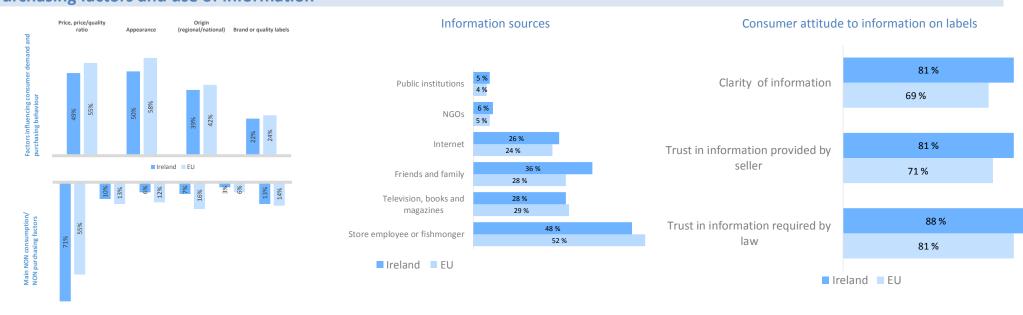
Preference about





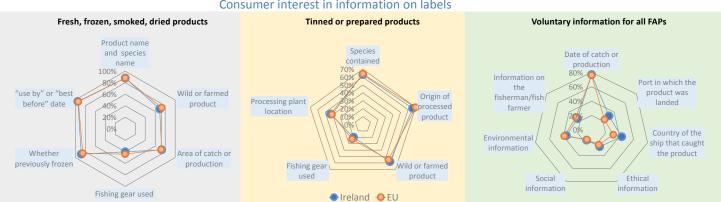
Main consumption/ purchasing factors





Purchasing factors and use of information

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



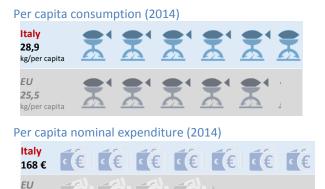
Consumer interest in information on labels

ITALY

Consumption and expenditure

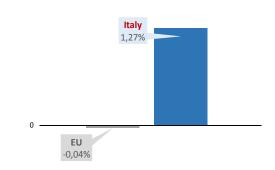
€

102 €

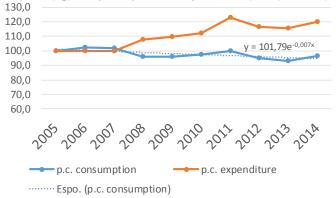


£

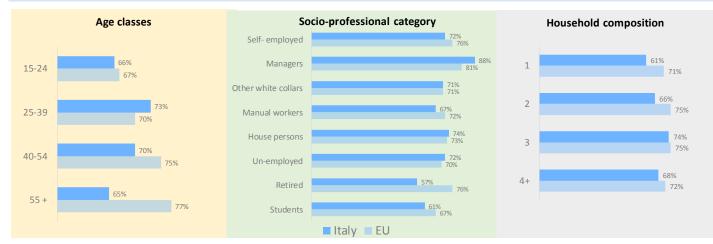
Real per capita expenditure growth rate (2005-2014)



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



Regular consumers¹⁵ by socio-demographic group



¹⁵ Regular consumers are those who eat fishery and aquaculture products at least once a month



High prices

Retail

diversification

Frequency of

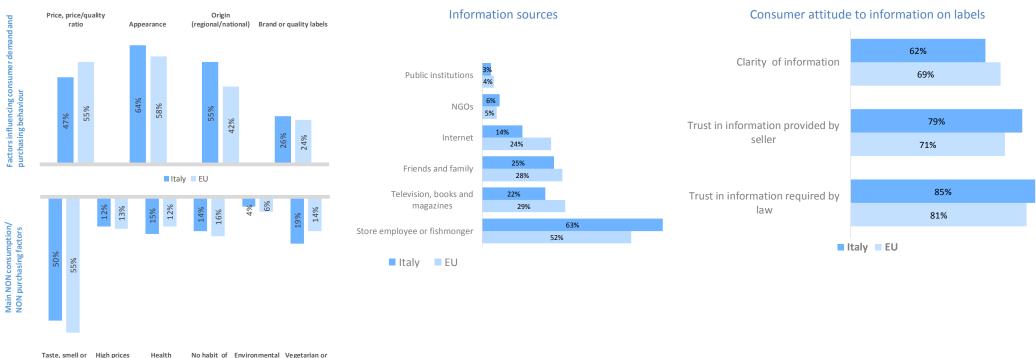
promotional

events

sustainability

46





Taste, smell or High prices appearance

concerns buying fish concerns

vegan



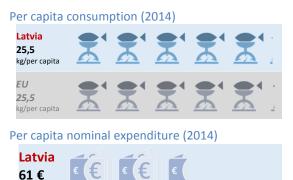


LATVIA

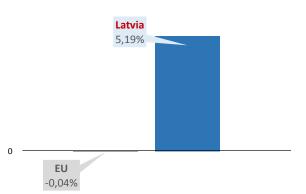
Consumption and expenditure

EU

102 €



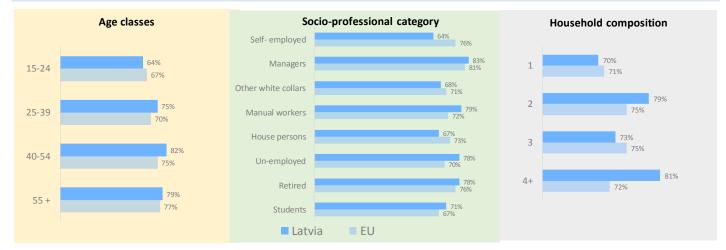
Real per capita expenditure growth rate (2005-2014)



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



Regular consumers¹⁶ by socio-demographic group



¹⁶ Regular consumers are those who eat fishery and aquaculture products at least once a month

-6%^{4%}

Fresh Frozen Smoked Tinned Breaded

Never

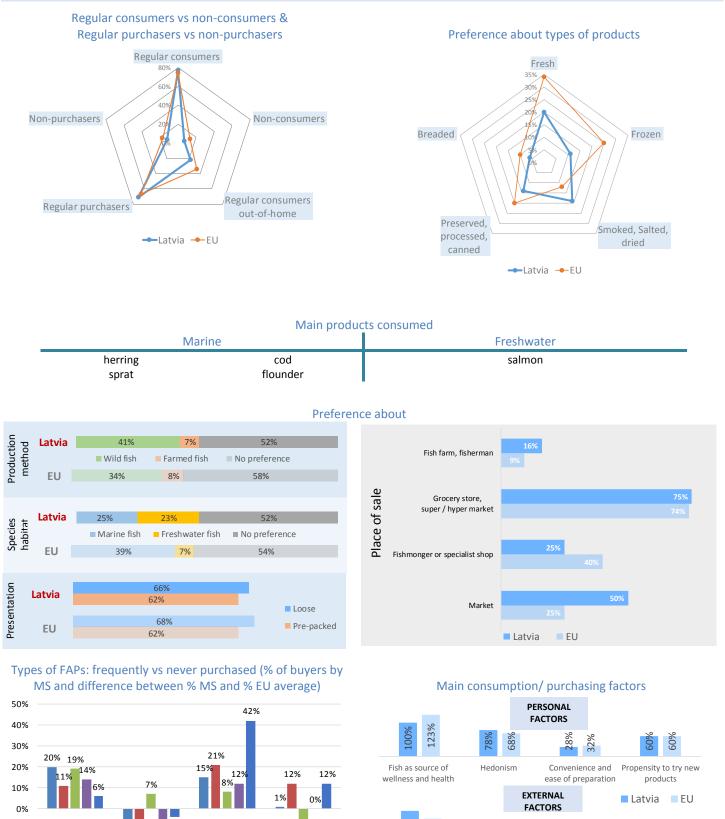
-14%-14%

Δ(MS-EU)

-10%

-20%

Often



81% 58%

-12%

Δ(MS-EU)

56%

51%

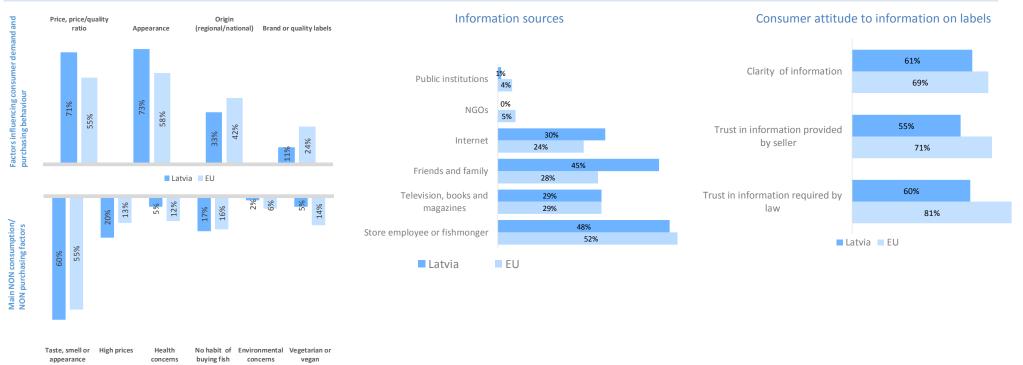
58%

49

15%

4%



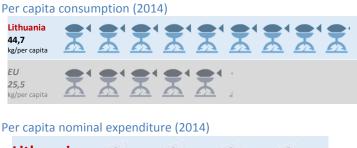


Consumer interest in information on labels

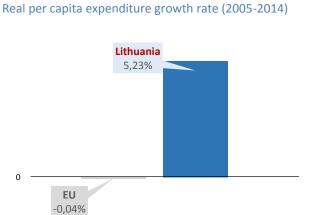


LITHUANIA

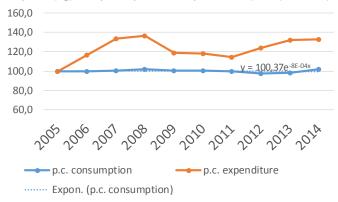
Consumption and expenditure



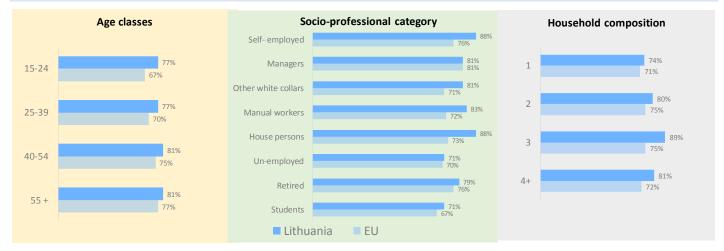




Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

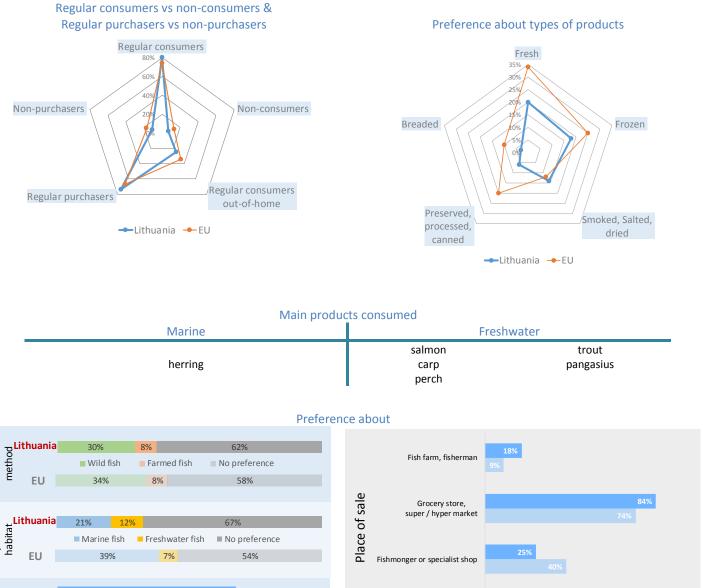


Regular consumers¹⁷ by socio-demographic group

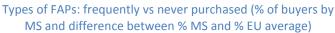


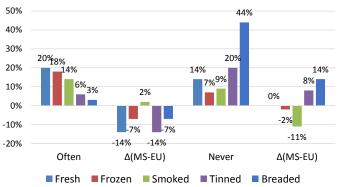
¹⁷ Regular consumers are those who eat fishery and aquaculture products at least once a month

Production



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

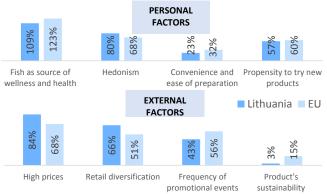




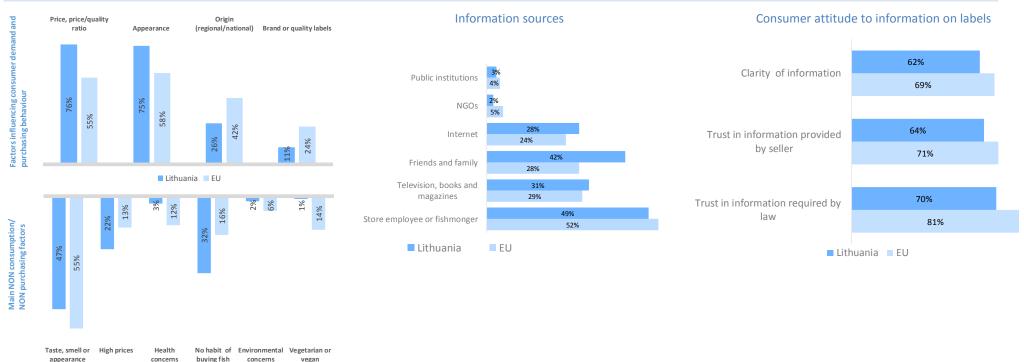
Main consumption/ purchasing factors

🗖 Lithuania 🛛 🗖 EU

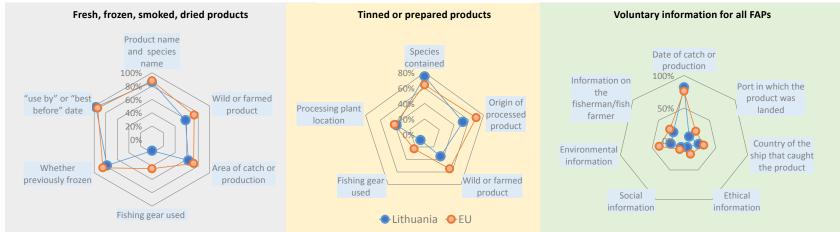
Market







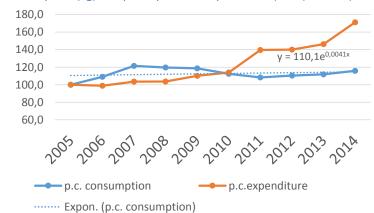




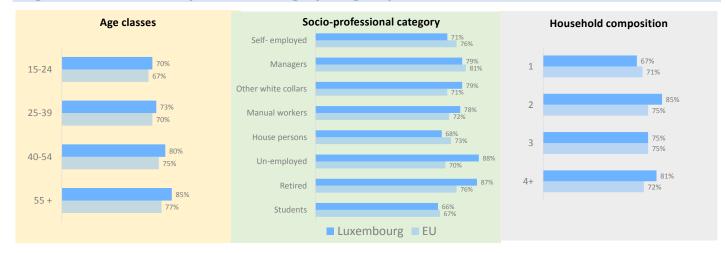
LUXEMBOURG

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 €

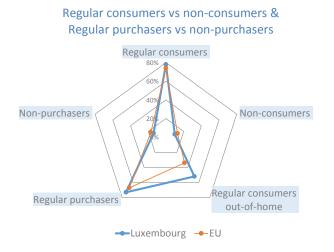
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

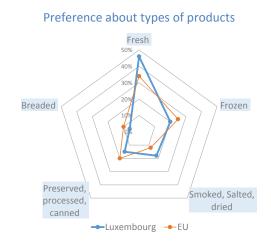


Regular consumers¹⁸ by socio-demographic group

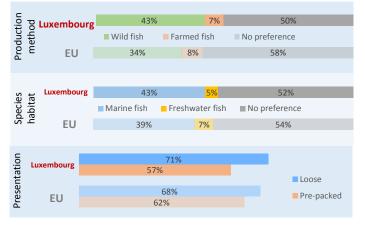


¹⁸ Regular consumers are those who eat fishery and aquaculture products at least once a month

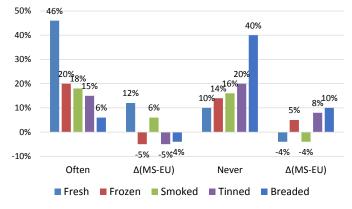


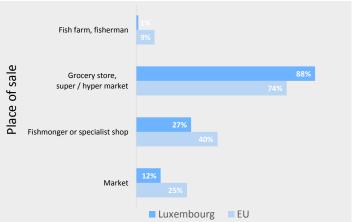


Preference about

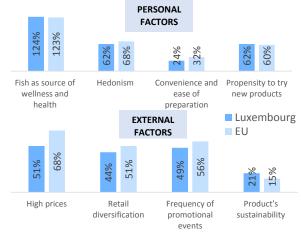


Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

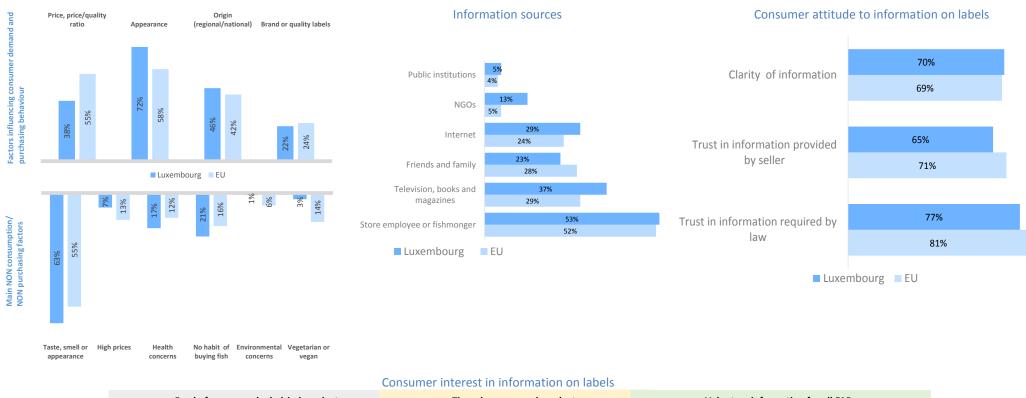


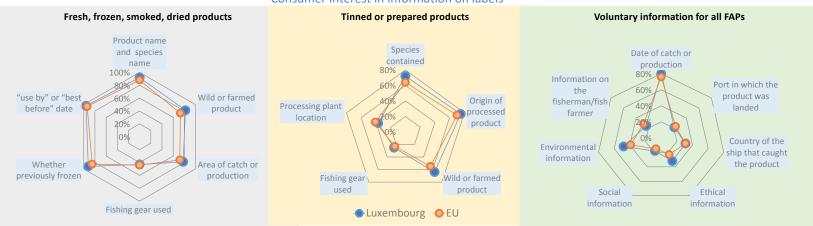




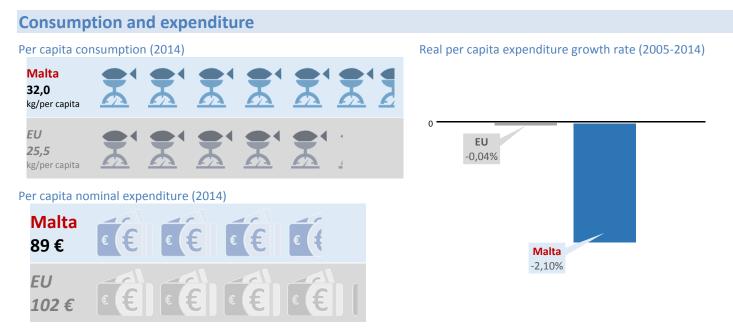




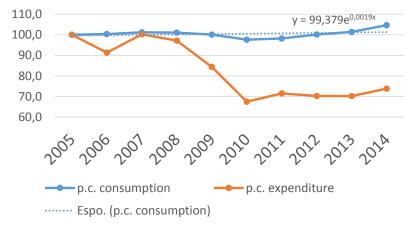




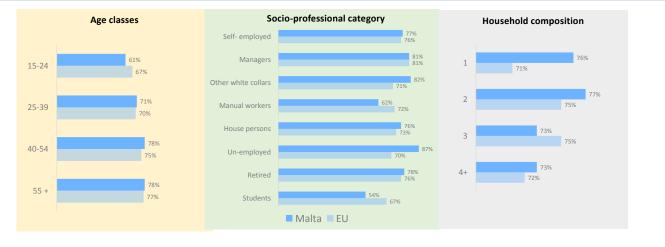
MALTA



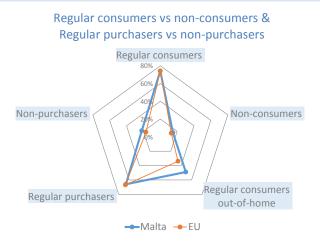
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



Regular consumers¹⁹ by socio-demographic group

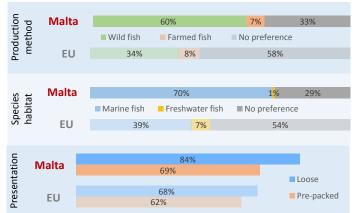


¹⁹ Regular consumers are those who eat fishery and aquaculture products at least once a month

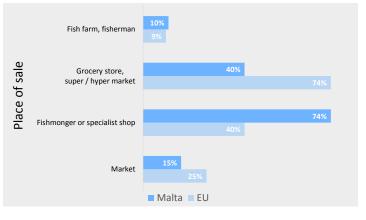


Preference about types of products

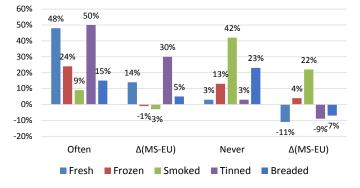
←Malta ←EU

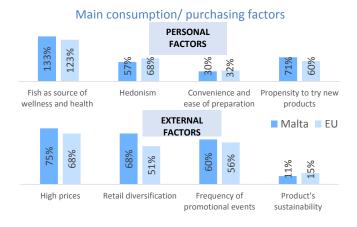


Preference about



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%

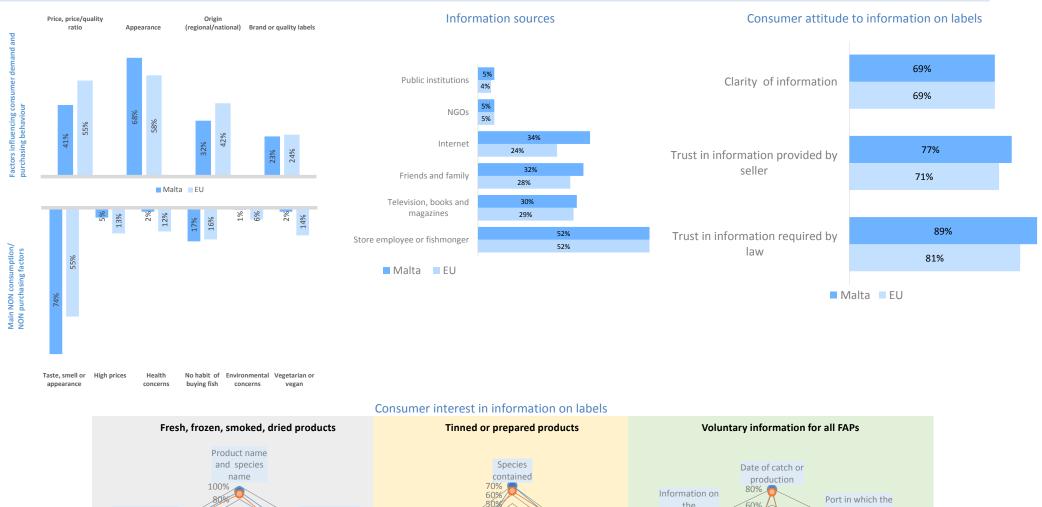
Fishing gear used

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

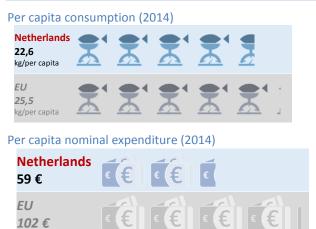
Ethical

information

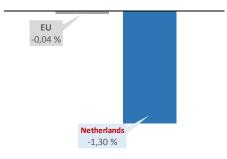
NETHERLANDS

0

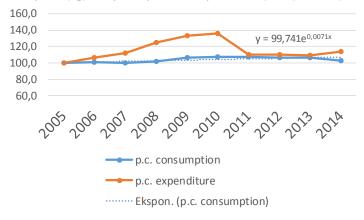
Consumption and expenditure



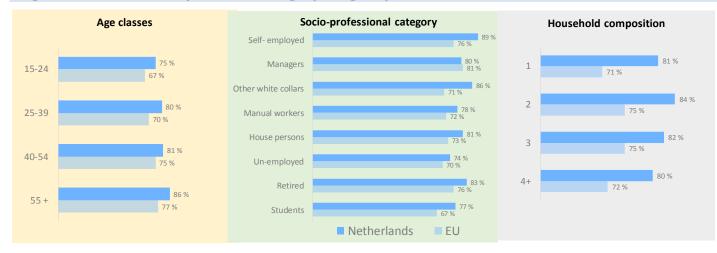
Real per capita expenditure growth rate (2005-2014)



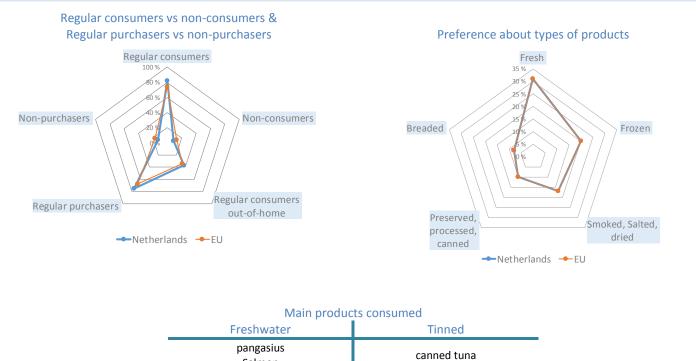
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



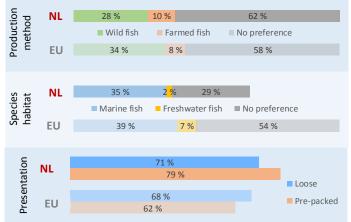
Regular consumers²⁰ by socio-demographic group

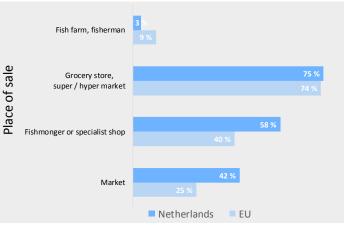


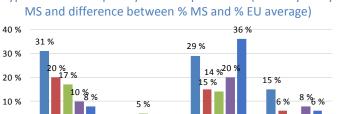
²⁰ Regular consumers are those who eat fishery and aquaculture products at least once a month



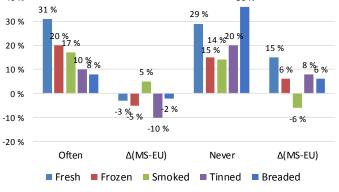
Preference about



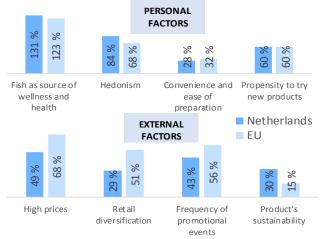




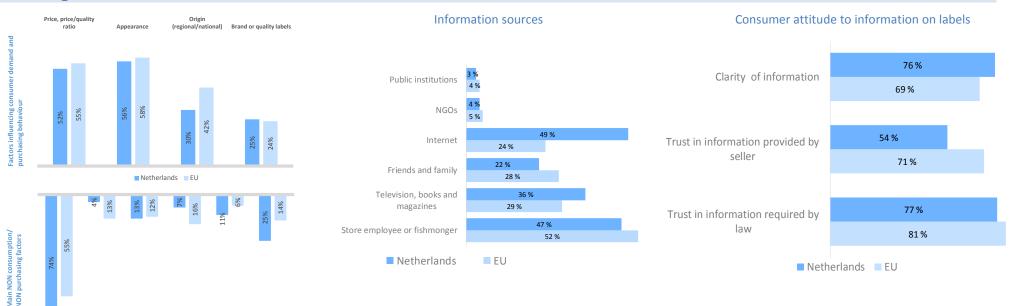




Main consumption/ purchasing factors

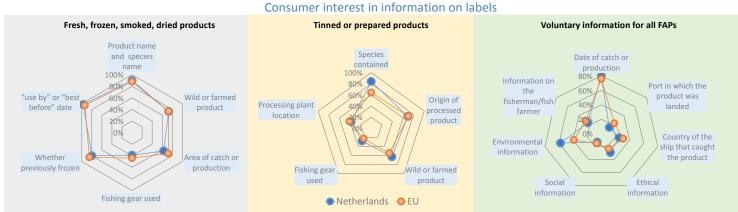


Salmon



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

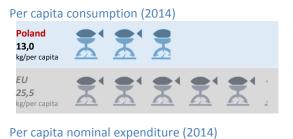
Poland

24 €

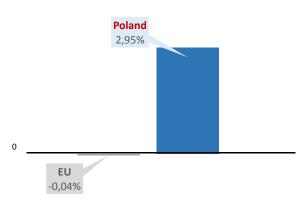
EU

102 €

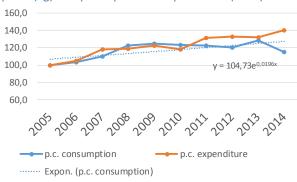
£



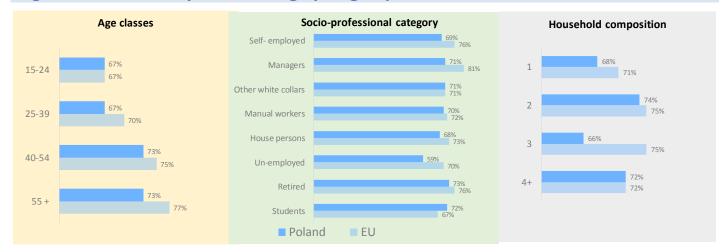
Real per capita expenditure growth rate (2005-2014)



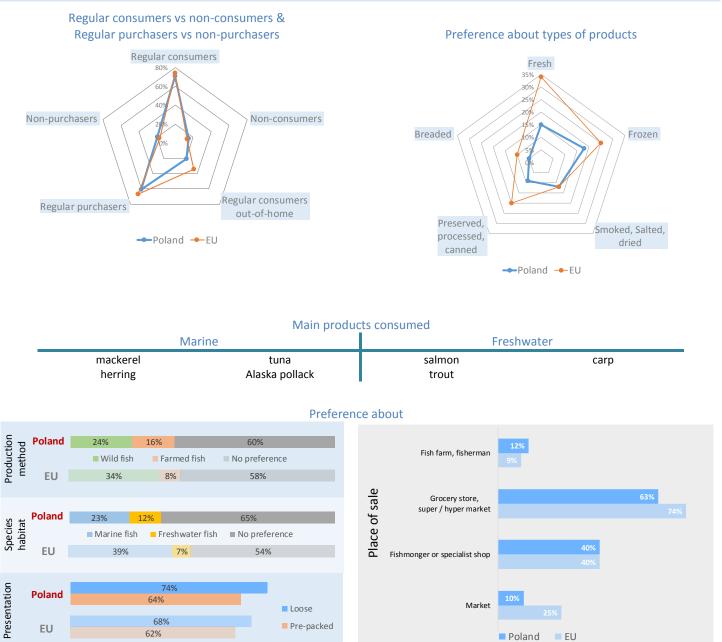
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



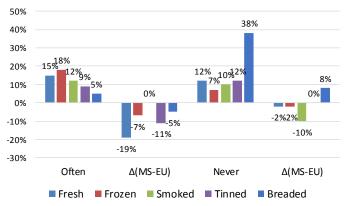
Regular consumers²¹ by socio-demographic group



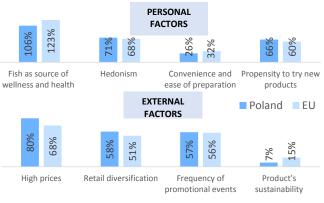
²¹ Regular consumers are those who eat fishery and aquaculture products at least once a month



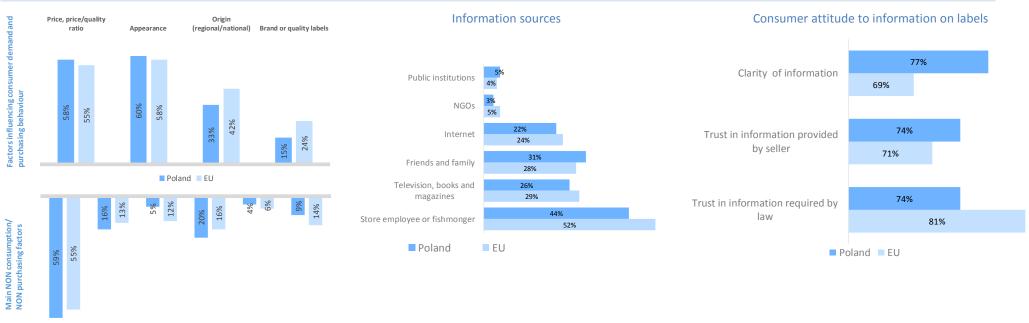
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)

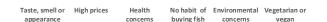










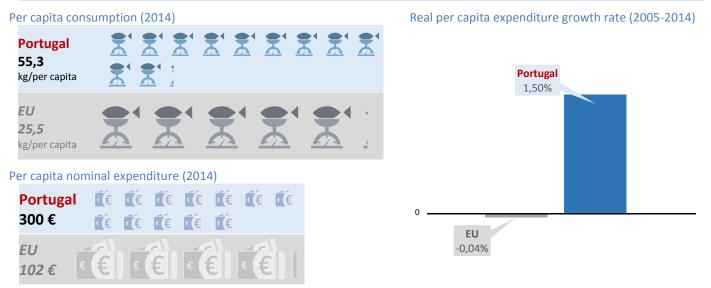


Consumer interest in information on labels

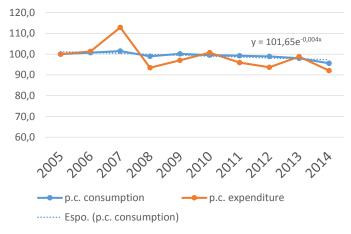


PORTUGAL

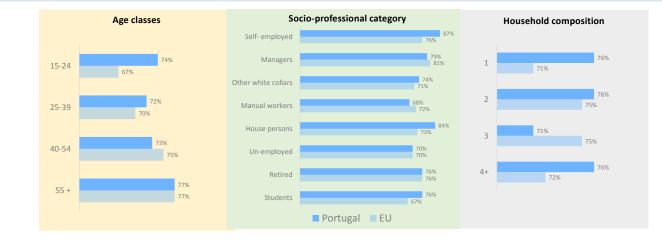
Consumption and expenditure



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

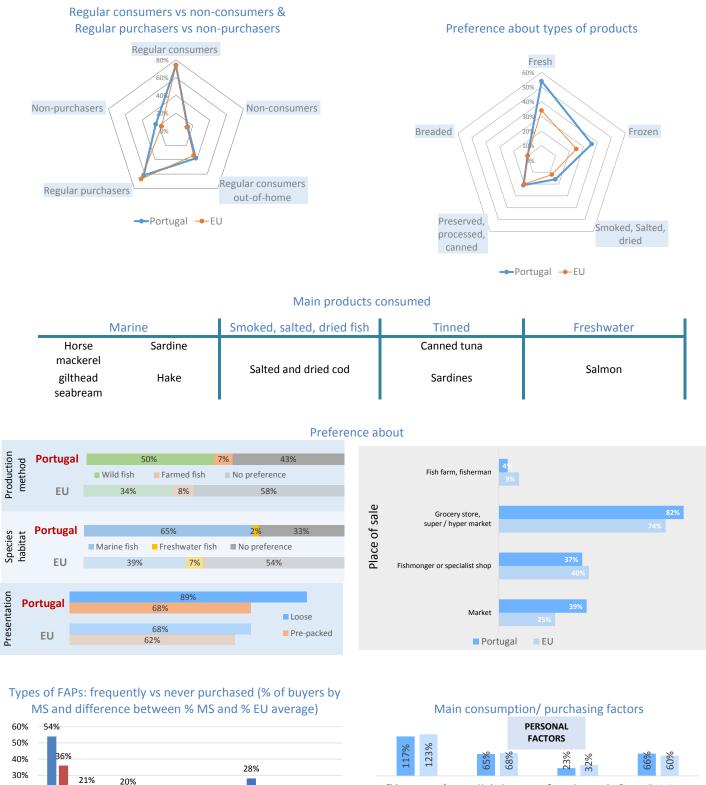


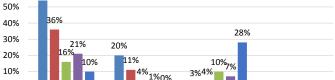
Regular consumers²² by socio-demographic group

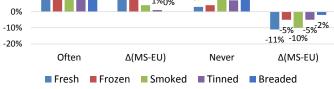


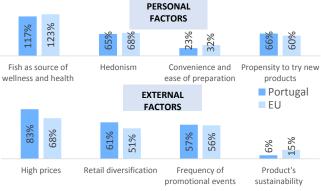
²² Regular consumers are those who eat fishery and aquaculture products at least once a month

Presentation

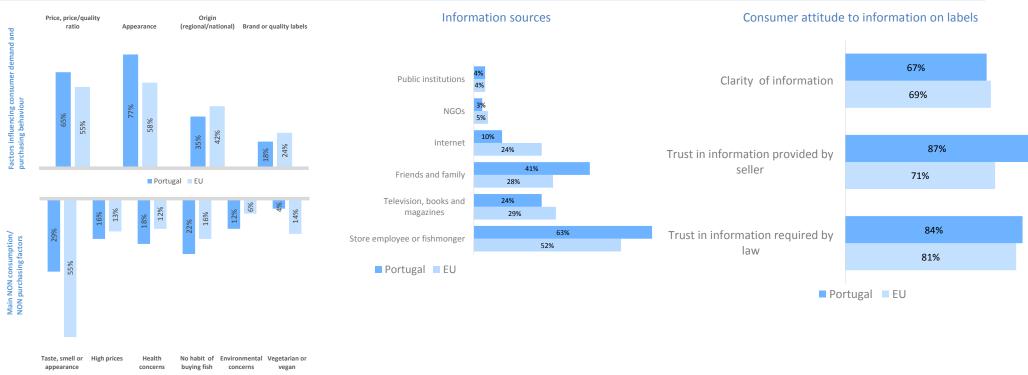




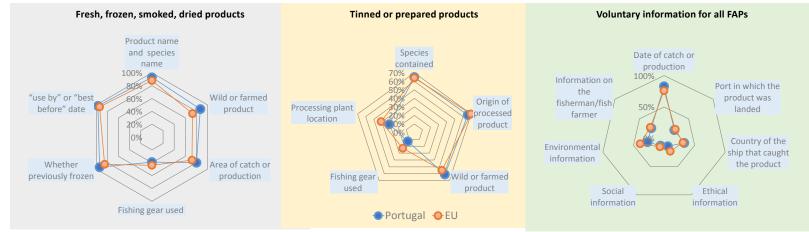






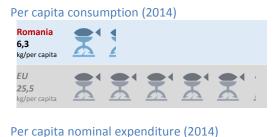


Consumer interest in information on labels



ROMANIA

Consumption and expenditure



£

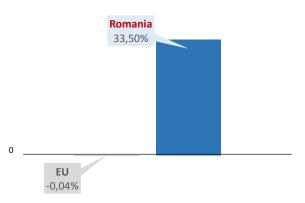
Romania

87 €

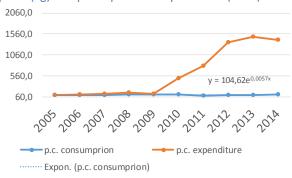
EU

102 €

Real per capita expenditure growth rate (2005-2014)

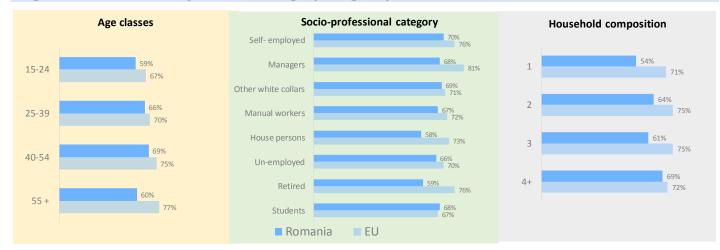


Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

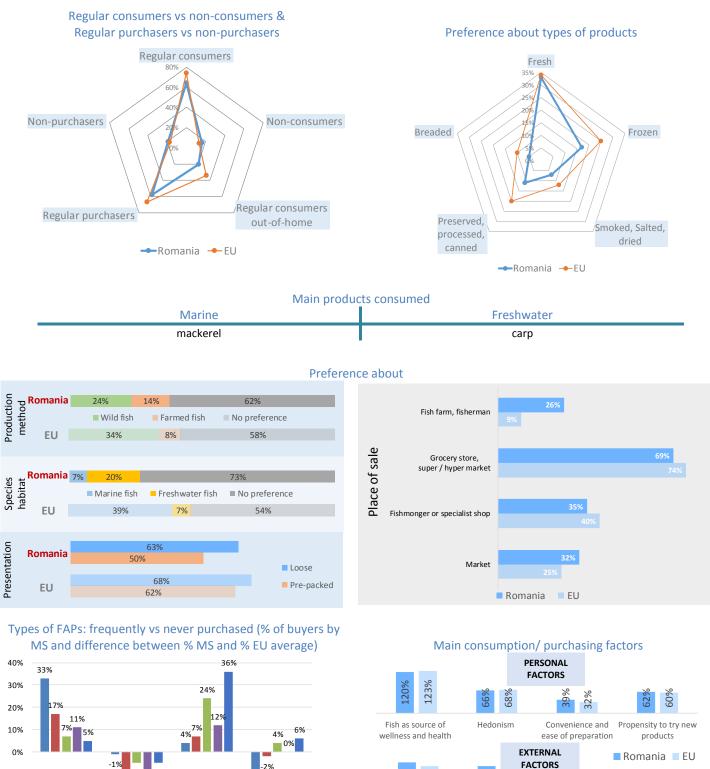


Regular consumers²³ by socio-demographic group

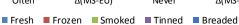
£



²³ 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



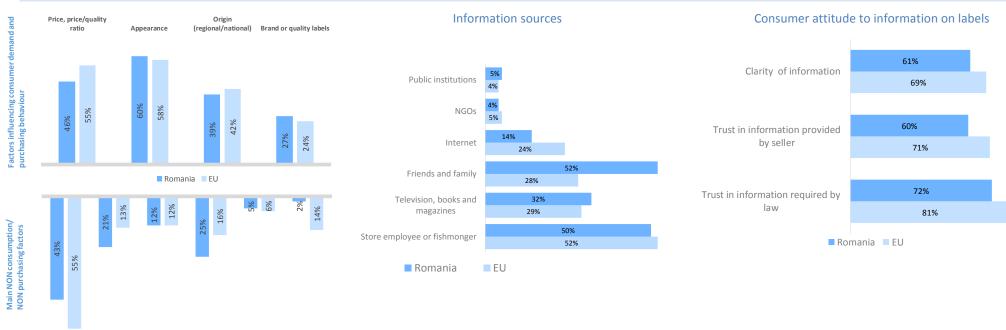
-5%

-10%

-20%



Purchasing factors and use of information



Taste, smell or High prices Health appearance concerns

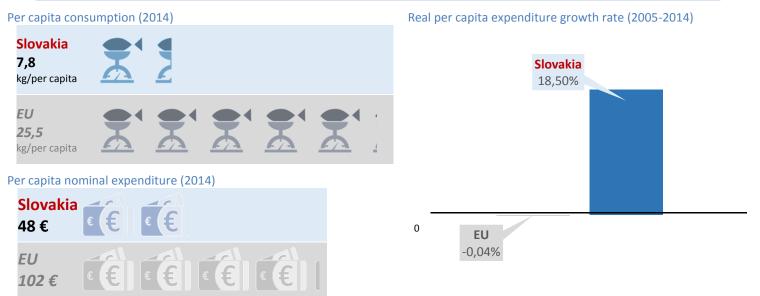
No habit of Environmental Vegetarian or buying fish concerns vegan

Consumer interest in information on labels

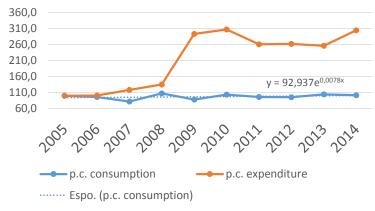


SLOVAKIA

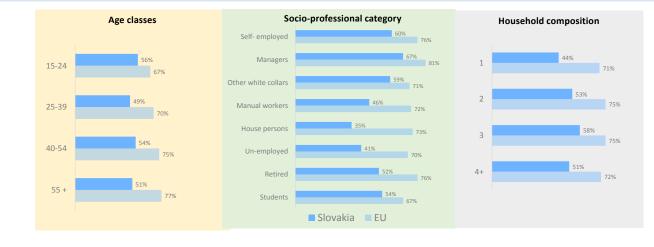
Consumption and expenditure



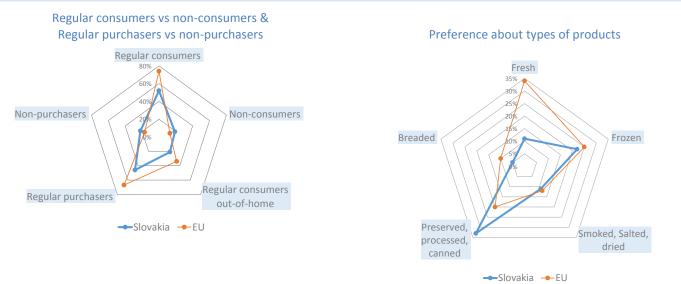
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



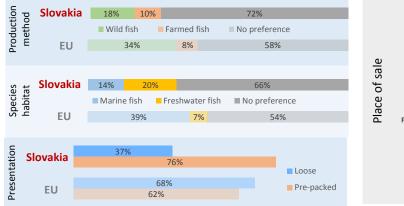
Regular consumers²⁴ by socio-demographic group

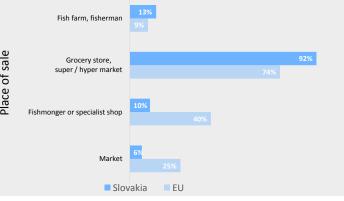


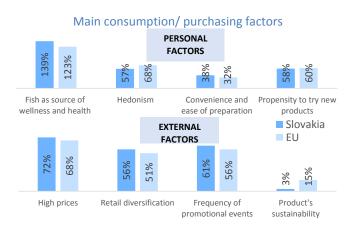
²⁴ Regular consumers are those who eat fishery and aquaculture products at least once a month



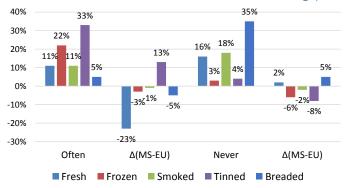
Preference about



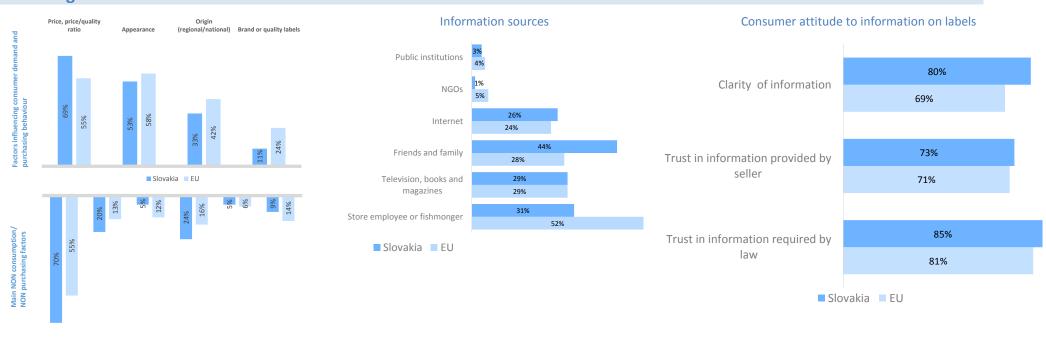




Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



73



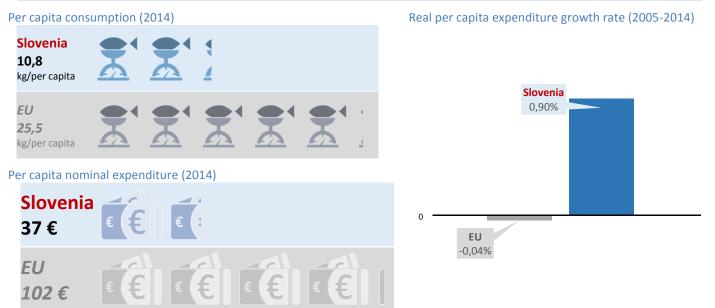
Purchasing factors and use of information



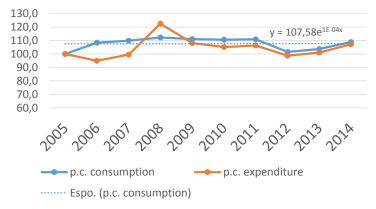


SLOVENIA

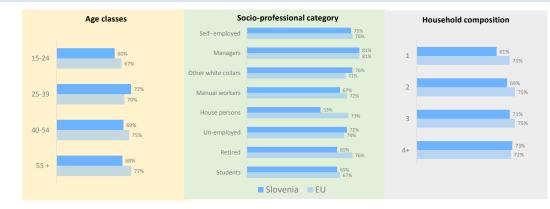
Consumption and expenditure



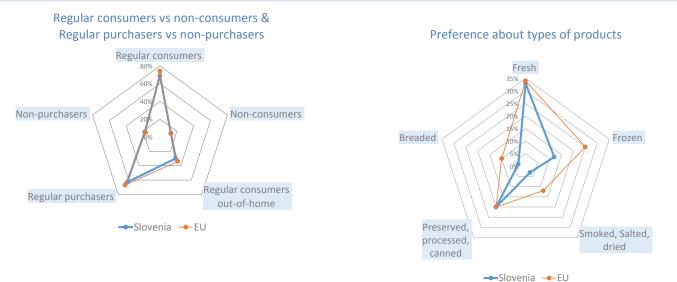
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



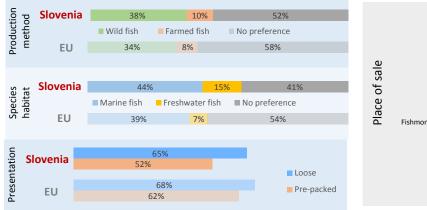
Regular consumers²⁵ by socio-demographic group



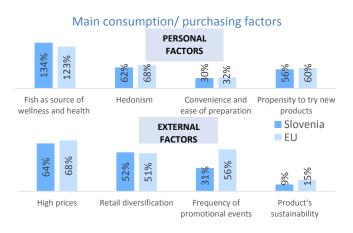
²⁵ Regular consumers are those who eat fishery and aquaculture products at least once a month



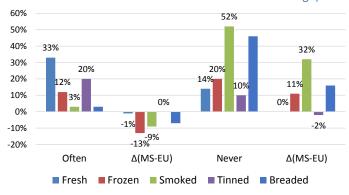






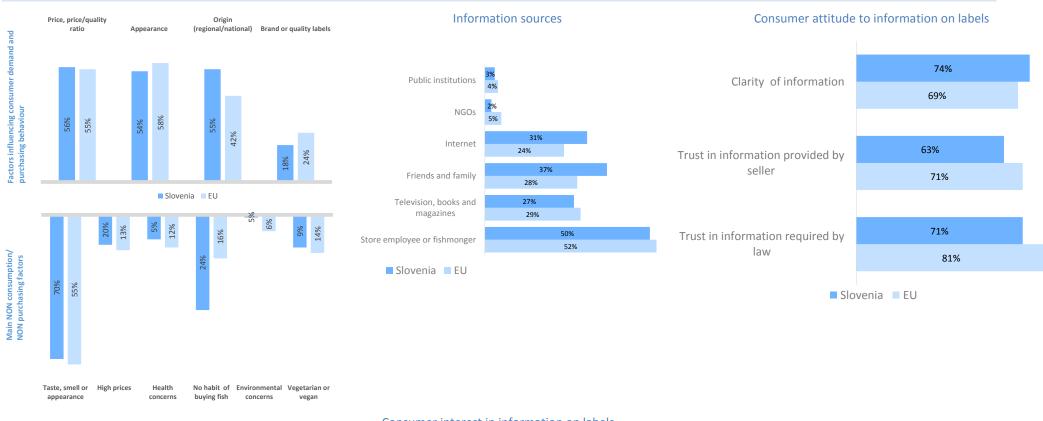


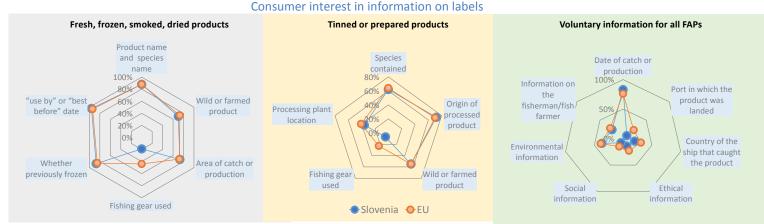
Types of FAPs: frequently vs never purchased (% of buyers by MS and difference between % MS and % EU average)



76

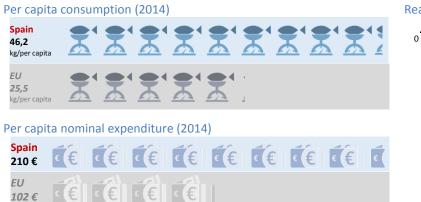




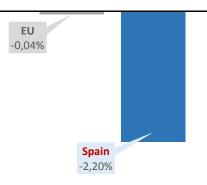


SPAIN

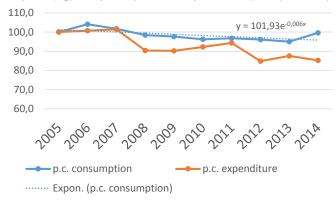
Consumption and expenditure



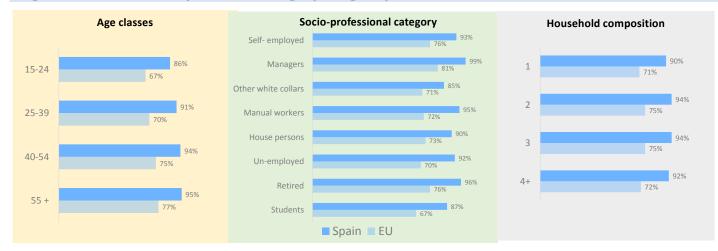
Real per capita expenditure growth rate (2005-2014)



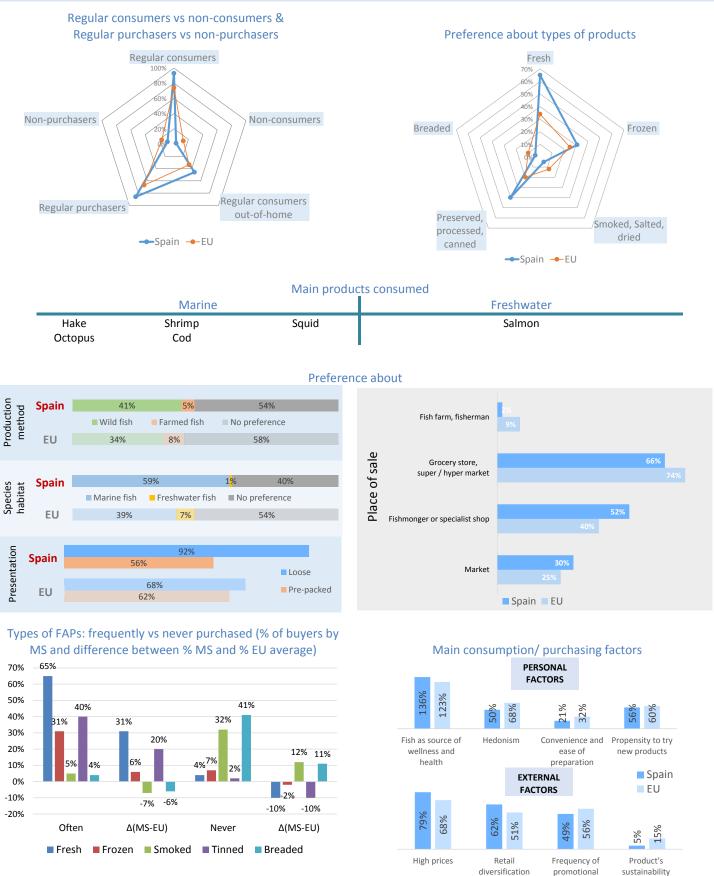
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



Regular consumers²⁶ by socio-demographic group



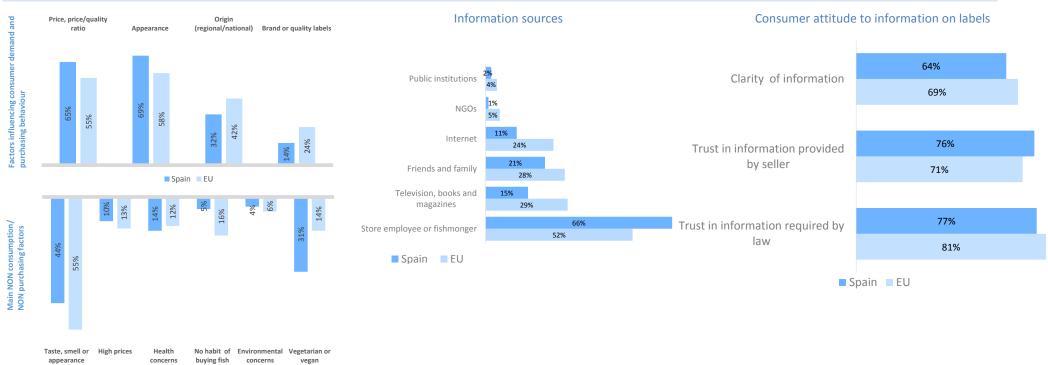
²⁶ Regular consumers are those who eat fishery and aquaculture products at least once a month



79

events







SWEDEN

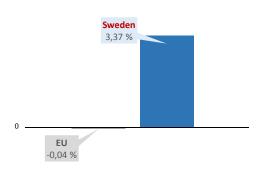
Consumption and expenditure



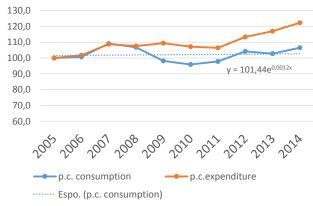


<mark>Sweden</mark> 143 €	€€	€€	€€	€€	€€	€ €
EU 102 €	E	E	E	E	[

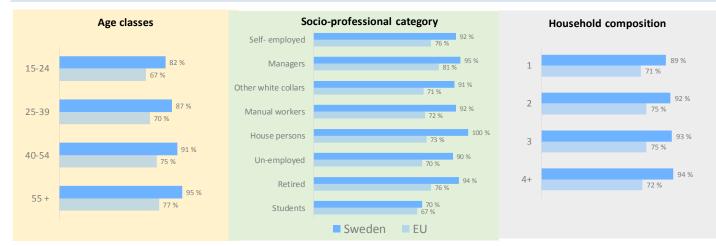
Real per capita expenditure growth rate (2005-2014)



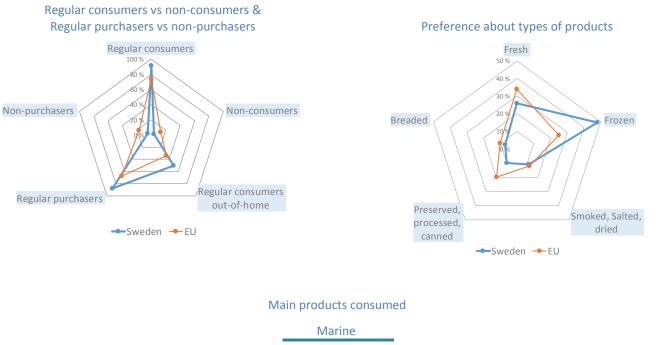
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)



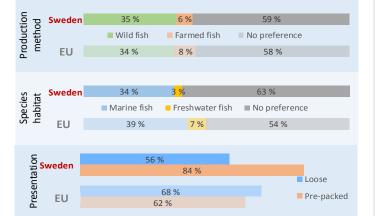
Regular consumers²⁷ by socio-demographic group

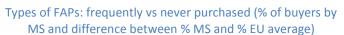


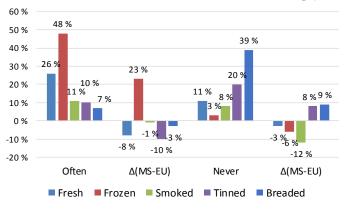
²⁷ Regular consumers are those who eat fishery and aquaculture products at least once a month





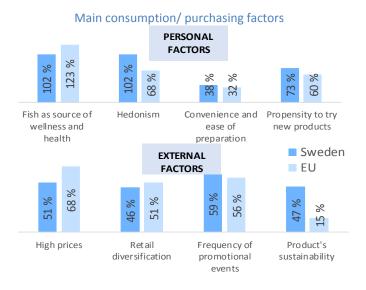


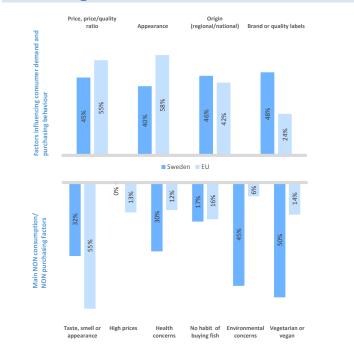




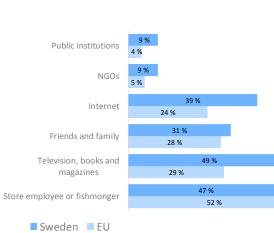


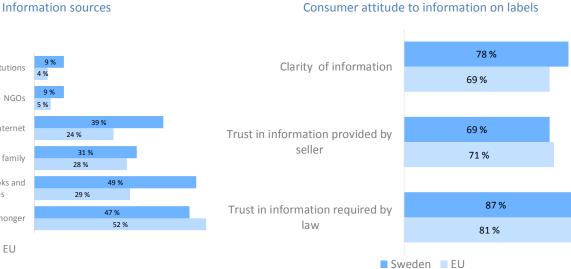


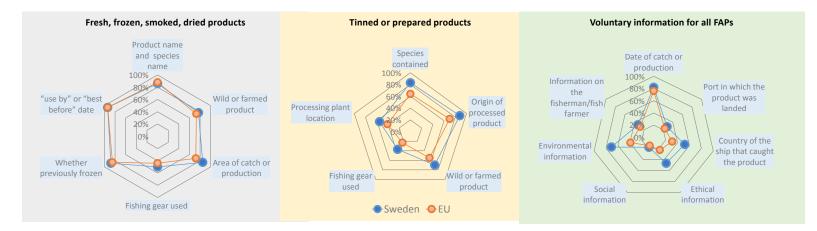




Purchasing factors and use of information

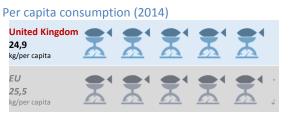






UNITED KINGDOM

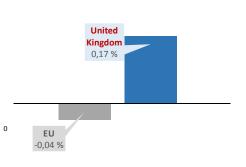
Consumption and expenditure



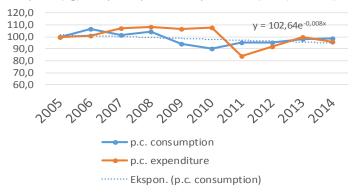
Per capita nominal expenditure (2014)

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

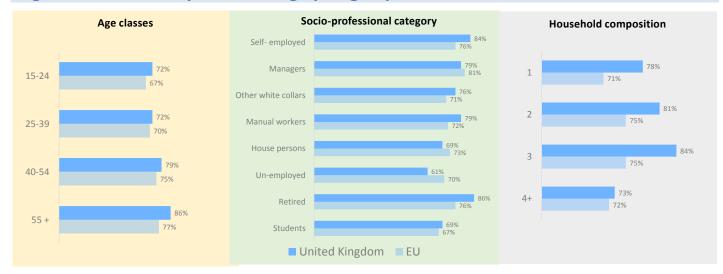
Real per capita expenditure growth rate (2005-2014)



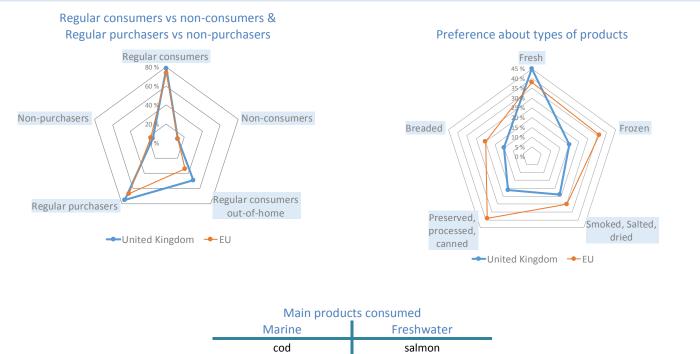
Per capita consumption (kg) and per capita real expenditure (PPPs) trends (Index 2005 =100)

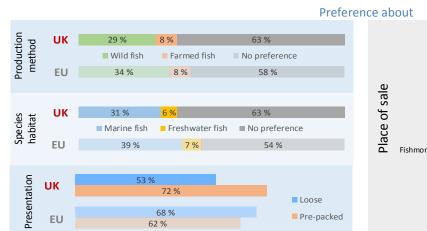


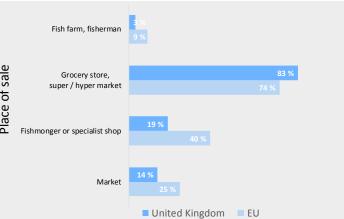
Regular consumers²⁸ by socio-demographic group

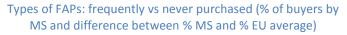


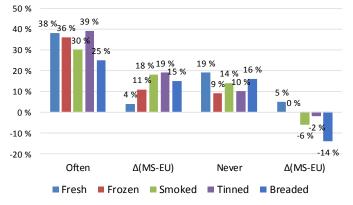
²⁸ Regular consumers are those who eat fishery and aquaculture products at least once a month



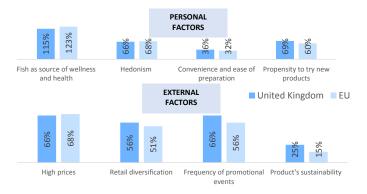








Main consumption/ purchasing factors



Purchasing factors and use of information

Taste, smell or High prices

appearance

Health

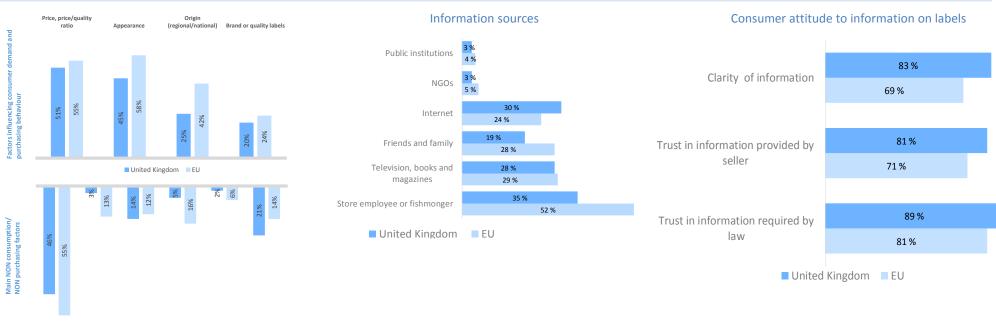
concerns

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

