

Seafood and Spectra™ Lifestyle Profiles

***Salmon** is the largest dollar grossing Fresh Seafood category with almost **\$2 Billion more dollar sales** than the next largest category*

Fresh Seafood gains
+0.5 share points vs YA

From Frozen/Grocery Seafood

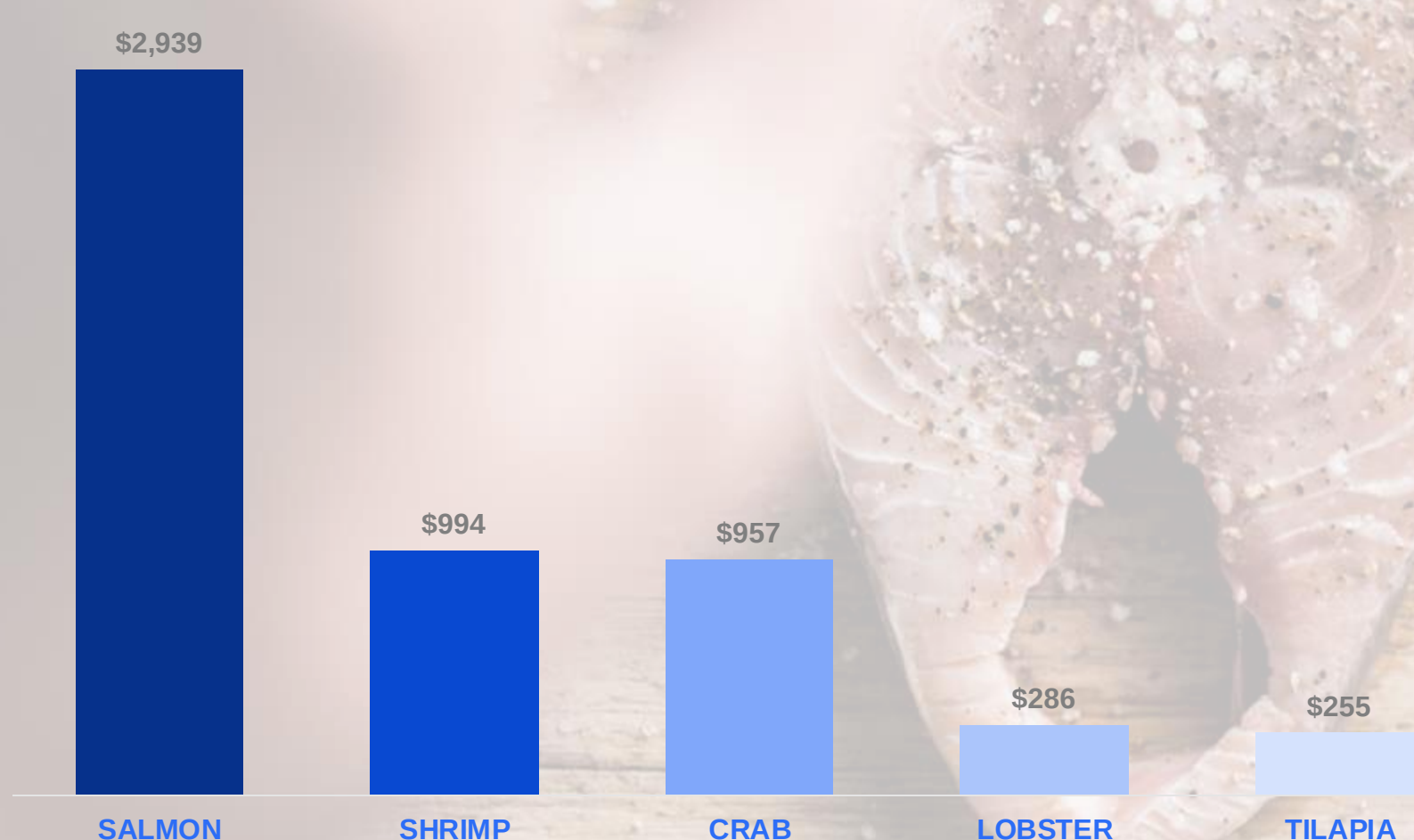
79.5% dollar share

Of salmon sales are from the fresh department

Wealthy Urban consumers are
18% more likely

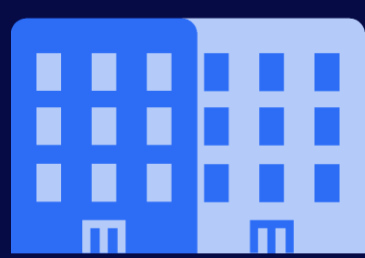
To prefer cooking with fresh food over frozen/canned food

Top 5 Fresh Seafood Categories by Dollar Volume (MM)



Salmon Buyer – Demographic Profile

Identifying your heavy buyer demographic is key to consumer targeting and activation



155% more likely

to belong to the Wealthy Urban spectra lifestyle group



60% more likely

to hold a post college degree



48% more likely

to have a household income of \$150k or more

Key Takeaways



1. With demand for Fresh Seafood outpacing Frozen and Shelf Stable, competition for space in the perimeter will only intensify. Understanding incrementality and assortment optimization from a total store perspective can help suppliers defend their placement at retail.
2. As seafood shopping dynamics evolve, it is more important than ever to identify your consumer and understand their shopping behaviors. Knowing the Seafood Buyer is likely to be more affluent, understand the claims and certifications your shoppers expect to stay relevant to your target consumer.

Reach out to your NIQ representative to learn how you can measure your consumers profile through the lens of NIQ's Spectra Insights!



Scan the QR code for more fresh and frozen insights