SEAFOOD INDUSTRY **FACTSHEET**

FEBRUARY 2015

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Segments

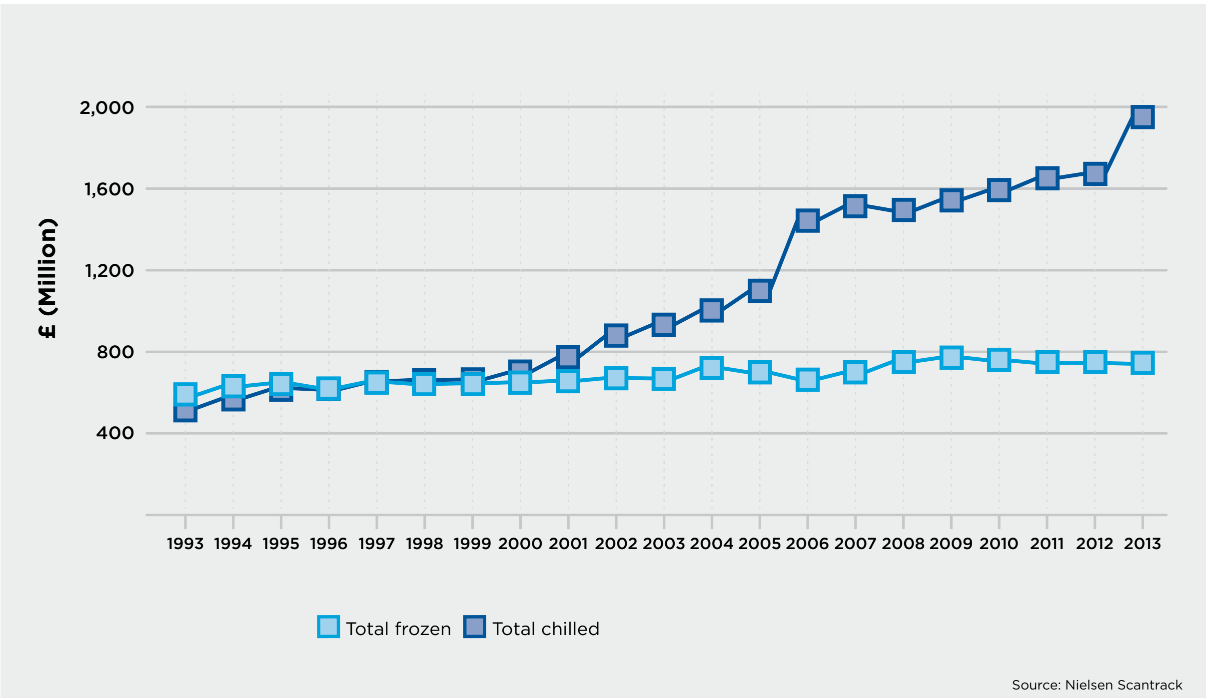
1. Seafood Industry Overview

Four out of five households consume seafood at least once a month and total purchases of seafood in the UK are estimated to have been around £6.2 billion in 2013. Here are some key statistics.

2. UK Retail Sector

- In 2013, we purchased 351,000 tonnes of seafood products worth £3.2 billion. That's a 120 million pounds more spent on seafood products than in 2012.
- In 2013, the value of the UK retail seafood market grew by 3.9%, whilst volume fell by 1.9%. This growth in value reflects significant increases in the price of seafood; the average price grew by 6% to £8.01/kg. In 2013, chilled seafood continued its long term growth, whilst frozen seafood continued in decline, despite showing lower average price increases than chilled seafood.
- In 2013, the most popular species of seafood (by value) in retail were salmon, followed closely by tuna, cod, haddock and warm-water prawns and then cold-water prawns.

Chilled vs frozen seafood retail sales 1993 - 2013



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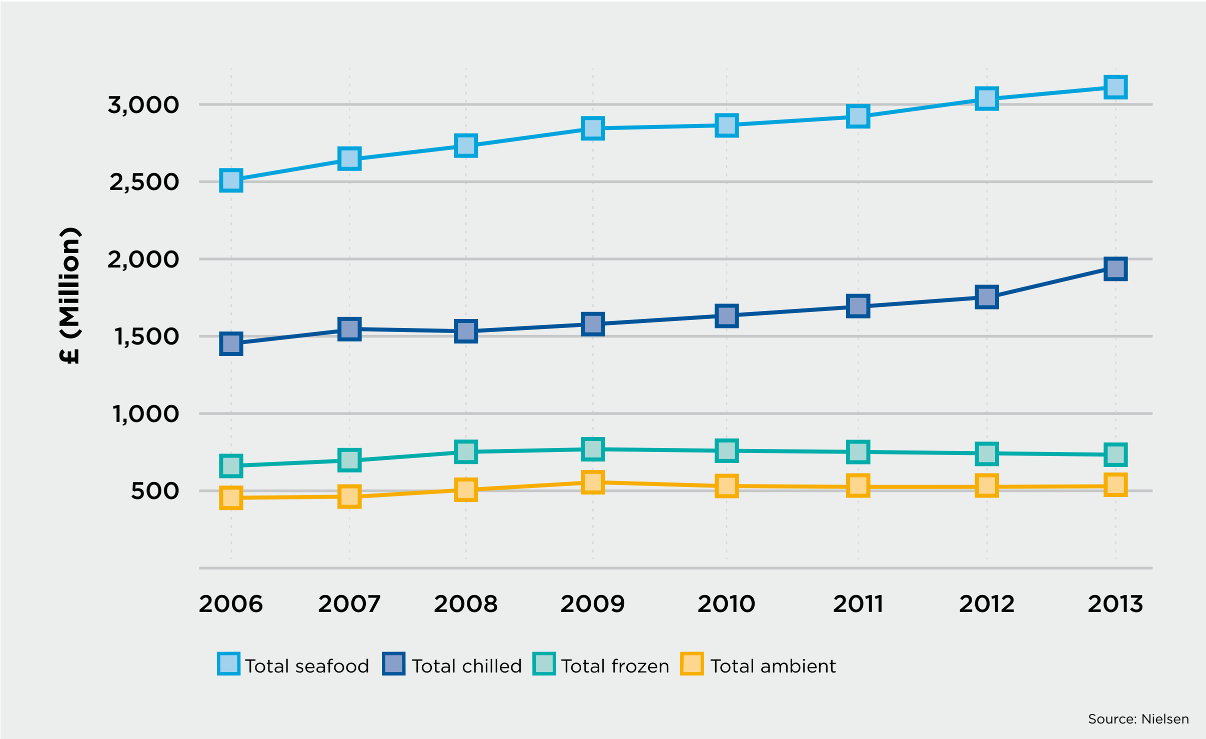
Top 35 species by value and volume Data to 13 September 2014

		VALUE (£000s)			VOLUME (000s kg)			MAT (% change)	
	Rank	MAT 2YA	MAT YA	MAT TY	MAT YA	MAT YA	MAT TY	Value	Volume
Total seafood		3,033,584	3,125,652	3,166,125	363,034	354,595	340,541	1.3	-4
Salmon	1	715,924	770,681	837,115	49,520	50,229	51,097	8.6	1.7
Tuna	2	358,688	369,016	362,241	63,061	55,973	53,914	-1.8	-3.7
Cod	3	320,546	323,083	342,573	40,608	39,770	41,069	6	3.3
Haddock	4	232,087	225,833	193,013	25,471	24,232	19,026	-14.5	-21.5
Warm-water prawns	5	226,795	219,070	192,303	16,842	16,092	11,772	-12.2	-26.8
Cold-water prawns	6	152,083	159,927	176,202	14,550	14,478	15,227	10.2	5.2
Other	7	115,775	120,864	134,694	19,022	20,570	21,578	11.4	4.9
Pollock	8	128,094	133,088	126,874	27,195	28,157	25,563	-4.7	-9.2
Mackerel	9	116,375	116,765	116,137	15,378	14,812	14,781	-0.5	-0.2
Scampi	10	51,573	48,392	46,125	5,322	4,842	4,457	-4.7	-7.9
Sea bass	11	28,863	34,926	38,394	2,050	2,488	2,674	9.9	7.5
Trout	12	33,588	33,881	34,566	3,470	3,617	3,304	2	-8.6
Sardines	13	34,211	33,984	33,034	6,106	6,028	5,796	-2.8	-3.9
Sole	14	27,040	30,315	30,148	2,063	2,411	2,474	-0.6	2.6
Basa	15	13,989	19,258	27,425	1,708	2,468	3,538	42.4	43.4
Plaice	16	31,249	29,309	27,174	3,110	2,907	2,829	-7.3	-2.7
Crabstick	17	21,084	22,133	23,198	4,690	4,850	4,950	4.8	2.1
Mussels	18	25,157	23,029	21,487	4,466	3,923	3,604	-6.7	-8.1
Crab	19	16,402	18,870	19,525	960	1,053	1,014	3.5	-3.7
Scallops	20	13,617	13,924	15,334	634	594	667	10.1	12.3
Kipper	21	17,228	16,941	15,206	2,694	2,455	2,031	-10.2	-17.3
Anchovy	22	11,166	11,594	11,031	624	638	605	-4.9	-5.1
Herring	23	7,767	9,047	9,835	1,187	1,296	1,414	8.7	9.1
Sea bream	24	7,328	8,540	9,256	634	773	740	8.4	-4.3
Squid (calamari)	25	7,473	7,222	8,617	452	444	552	19.3	24.5
Pilchards	26	8,469	8,825	8,117	2,914	2,944	2,480	-8	-15.8
Cockles	27	4,579	5,251	6,289	657	652	647	19.8	-0.8
Hake	28	2,603	5,087	5,314	150	457	487	4.5	6.7
Whiting	29	3,414	4,478	4,397	464	795	821	-1.8	3.3
Monkfish	30	4,769	5,256	4,374	96	110	89	-16.8	-18.6
Lobster	32	2,112	2,635	3,862	65	101	160	46.6	58.3
Crayfish	33	2,338	2,976	3,553	130	158	162	19.4	2.1
Halibut	34	3,138	5,908	2,885	86	173	80	-51.2	-53.7
Swordfish	35	2,176	2,251	2,609	70	70	82	15.9	16.3

MAT = Moving Annual Total = 52 weeks
MAT TY = 52 weeks to 17 August 2014
MAT YA = 52 weeks to 17 August 2013
MAT 2YA = 52 weeks to 17 August 2012

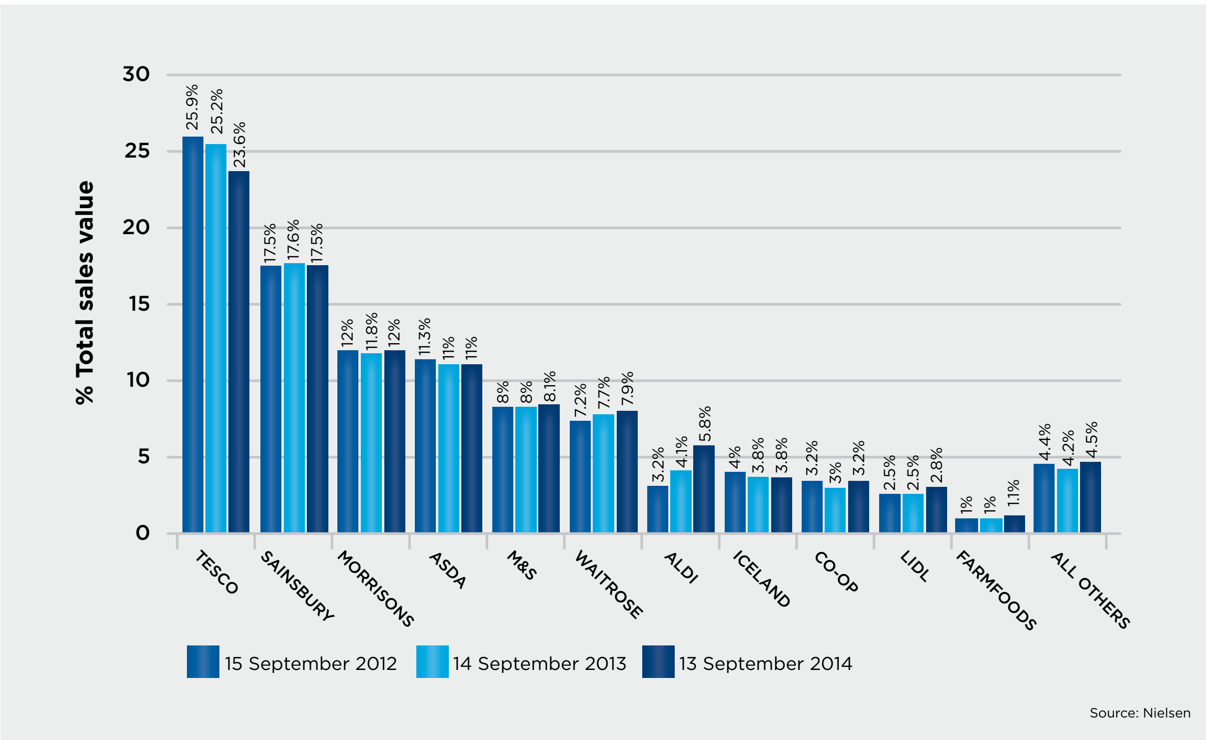
Source: Nielsen

Seafood sales 2006 - 2013



Share of trade between major retailer – total fish

Total fish – 52 week - share of trade by value



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3. Consumers and Consumption

- 73% of British adults don't know that they should eat two portions of fish per week, one of which should be an oil-rich fish[1].
- Only 15% of British adults know that 140grams is the correct cooked weight for a single portion of fish[1].
- 75% of British adults know omega-3 is linked to health benefits such as helping to keep normal blood pressure, maintaining good brain function and helping our bodies as a whole[1].
- Older and wiser when it comes to oil-rich fish, 36% of 18–24 year olds were unable to identify an oil-rich fish but this figure was only 13% amongst 55+ year olds[1].
- Household consumption of fish fell again in 2012, continuing the steady decline since 2006[2].
- Consumer expenditure on fish rose in 2012 to £3,998 million compared with £3,866 million in 2011[2].
- In 2012, the UK average weekly expenditure on fish and fish products was £4.90 equating to a total weekly expenditure of £131 million[3].
- Older Consumers eat Fish & Seafood disproportionately, with a 37% share of the total market by value despite accounting for 29% of the population[4].
- Men account for a 57% value share of the Raw Packaged Fish & Seafood – processed pieces market in the UK, despite accounting for only 49% of the population[4].
- While the UK has a developed private label market, private label penetration is relatively low in the Frozen Fish & Seafood category, where only 25% of the volume of products distributed are private label[4].
- The average time it takes to prepare the main meal has reduced from 60 minutes two decades ago (1993) to 32 minutes in 2013[4].
- In 2012 the average UK household purchased 144g of fish per person (a fall of 8.9% since 2009), per week for consumption in the home and 14g of fish out of home per person, per week[5].
- In 2012 ready meals, accounted for about one third of purchases, have been relatively stable, up by 4.5 per cent on 2009[5].

Source:
[1] YouGov survey for Seafish September 2014

[2] Source Page 89 www.gov.uk/government/uploads/system/uploads/attachment_data/file/358342/UK_Sea_Fisheries_Statistics_2013_online_version.pdf

[3] ONS: Table A1: Components of household expenditure, 2012

[4] Kantar Worldpanel: Appetite for Change 040913

[5] www.gov.uk/government/uploads/system/uploads/attachment_data/file/265243/familyfood-2012report-12dec13.pdf

Trends in UK household purchases of fish Data from 1974 - 2012

4. UK Seafood Industry

- In 2013, there were 6,399 registered fishing vessels, a reduction of 10% since 2003. Of these vessels 1,959 are classified as inactive and 1,708 are classified as 'low activity', referring to vessels with average landings of less than £10,000 per year.
- The fleet in 2013 comprised 5,036 vessels under 10m in length and 1,363 over 10m. Part-time fishermen accounted for 15 percent of the total, down 7 percent over the last 10 years.
- There were around 12,150 fishermen in the UK in 2013, down 7% since 2003. Of these, 5,600 were based in England, 730 in Wales (down 37% from 2012), 5,000 in Scotland and 810 in Northern Ireland.

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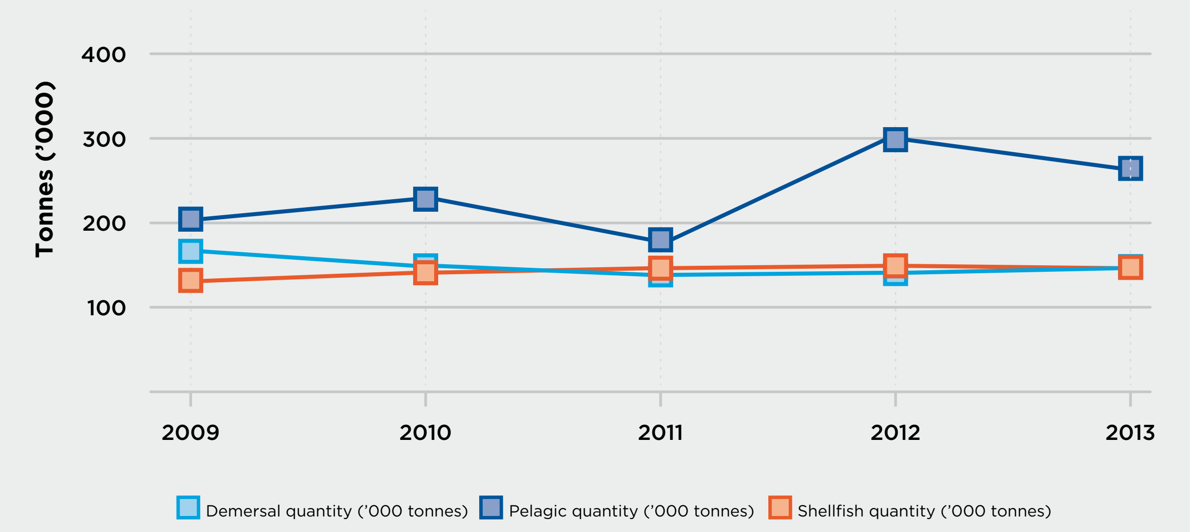
5. UK Landings

- In 2013, UK vessels landed 624,000 tonnes of seafood into the UK and abroad with a value of £718 million. Compared with 2012, this represents a 1% decrease in volume but a 7% decrease in value. Falls in average prices have been seen across all species groups.
- 65% of fish caught by the UK fleet was landed in the UK. Landings in the UK made up 76% of fishing income for UK vessels.
- By volume, pelagic species accounted for around half of all landings by UK boats in 2013, with whitefish and shellfish making up around a quarter each. The volume of demersal fish landed increased by 10% between 2012 and 2013. Historically, however, the volume has fallen by 12% since 2003. Pelagic and shellfish landings decreased by 3% and 6% respectively between 2012 and 2013.
- By value, demersal fish accounted for 42% of total landings in 2003, but by 2013, this had fallen to 38%, with pelagic and shellfish comprising 25% and 37% respectively. This is the first year since 2010 that the value of demersal fish has both exceeded that of shellfish and held the largest share in terms of value of sales.

UK landings by UK and foreign vessels 2009 - 2013



Source: MMO: The Fishing Industry In 2013 - Landings

Landings into the UK by UK vessels: 2008 - 2013[a]

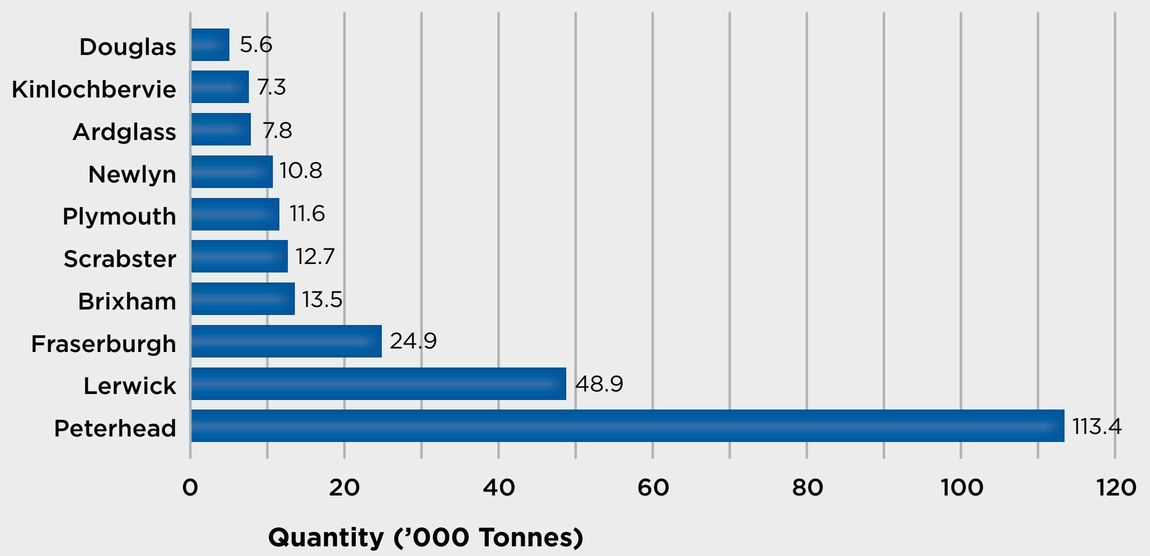
	QUANTITY ('000 TONNES)					VALUE (£ MILLION)				
	2009	2010	2011	2012	2013	2009	2010	2011	2012	2013
Bass	0.7	0.7	0.8	0.8	0.8	4.3	4.9	5.4	5.6	5.6
Brill	0.2	0.3	0.3	0.3	0.3	1.4	1.6	1.7	1.6	1.6
Cod	11.6	14.7	12.7	12.7	13.0	20.7	28.6	27.5	24.9	25.8
Dogfish	1.0	0.6	0.5	0.6	0.7	0.8	0.2	0.1	0.1	0.2
Gurnard	1.1	1.3	1.5	1.8	1.8	0.6	0.8	1.1	1.2	1.2
Haddock	34.8	31.7	28.3	34.0	38.7	34.2	36.2	34.6	35.7	43.5
Hake	6.4	5.6	6.7	6.5	6.4	11.8	10.2	12.5	13.5	16.2
Halibut	0.2	0.2	0.1	0.1	..	1.5	1.3	0.9	0.6	0.5
Lemon sole	2.0	1.9	1.6	2.5	2.5	5.3	6.3	5.9	6.7	7.6
Ling	3.9	4.1	4.2	4.1	4.0	4.6	5.7	6.2	5.6	5.5
Megrim	3.9	3.6	3.2	3.3	4.0	10.7	10.1	10.5	8.7	9.1
Monks or anglers	12.9	11.7	11.8	10.3	10.1	40.1	38.5	39.5	31.9	30.3
Plaice	3.0	2.9	3.0	3.4	4.1	3.4	3.3	3.6	3.7	4.0
Pollack (lythe)	1.9	1.7	1.9	1.8	1.6	3.8	3.5	4.4	3.9	3.3
Saithe	14.4	13.6	12.7	11.0	12.9	10.1	12.4	13.4	11.3	10.9
Sand eels	..	..	..	..	..	..	..	..	..	..
Skates and rays	2.5	2.7	2.7	2.6	2.6	3.2	3.8	3.9	3.5	3.2
Sole	1.9	1.7	1.9	1.7	1.8	13.9	14.0	16.3	13.9	12.7
Turbot	0.3	0.4	0.4	0.5	0.4	2.7	3.4	4.2	3.6	3.7
Whiting	10.1	8.9	9.7	10.8	12.0	9.3	9.4	11.3	10.9	11.7
Witch	1.0	0.8	0.8	0.9	0.8	1.4	1.2	1.1	1.1	0.8
Other demersal (b)	5.0	5.7	3.9	3.4	3.9	6.4	7.7	5.8	4.8	5.5
TOTAL DEMERSAL	119.9	114.9	108.5	112.9	122.5	190.1	203.0	209.8	193.0	203.0
Blue whiting	..	5.0	1.3	6.4	8.2	..	1.0	0.6	1.8	1.8
Herring	31.6	35.6	31.3	38.2	37.3	9.5	10.3	15.3	18.6	13.6
Horse mackerel	6.4	5.8	8.9	8.9	2.5	1.8	1.8	3.1	2.8	0.9
Mackerel	100.3	99.9	94.4	67.8	78.2	84.5	82.0	106.8	63.8	70.1
Sardines	2.5	2.3	3.5	4.3	3.7	0.7	0.6	0.9	1.1	1.0
Other pelagic	4.3	5.5	4.8	6.8	4.8	1.5	1.2	1.1	1.5	1.0
TOTAL PELAGIC	145.1	154.0	144.3	132.3	134.6	98.1	96.8	127.7	89.5	88.3
Cockles	2.6	1.4	3.2	2.2	10.1	7.7	1.5	2.7	1.5	5.3
Crabs	24.7	26.9	28.8	29.6	28.8	30.7	35.5	38.3	38.5	38.5
Cuttlefish	2.2	3.8	3.3	5.3	3.7	3.5	7.5	8.8	10.7	6.5
Lobsters	2.8	2.7	3.2	3.1	3.0	26.7	26.8	32.4	30.9	29.8
Mussels	2.0	2.0	1.9	0.7	0.5	0.3	0.3	0.2	0.4	0.2
Nephrops	42.5	38.2	34.3	32.6	28.3	96.0	95.3	111.1	110.4	85.9
Scallops	34.1	43.2	53.0	53.6	48.7	47.0	54.8	62.8	67.4	62.5
Shrimps and prawns	1.1	0.9	0.4	1.0	0.9	2.2	2.1	0.7	2.4	2.4
Squid	2.5	3.6	2.9	1.8	1.8	6.1	10.2	11.6	6.4	7.0
Whelks	12.9	14.5	13.9	16.4	20.0	7.4	9.4	8.9	11.1	13.7
Other shellfish	2.0	2.2	2.5	2.4	1.8	4.4	4.8	5.6	6.1	5.3
TOTAL SHELLFISH	129.4	139.4	147.3	148.6	147.5	232.1	248.2	283.2	285.8	257.1
TOTAL ALL SPECIES	393.4	408.3	400.1	393.1	404.6	520.3	547.9	620.8	568.3	548.3

(a) Landings data include transhipments and Islands figures.
(b) Includes fish roes and livers.

Source: MMO: The Fishing Industry In 2013 - Landings

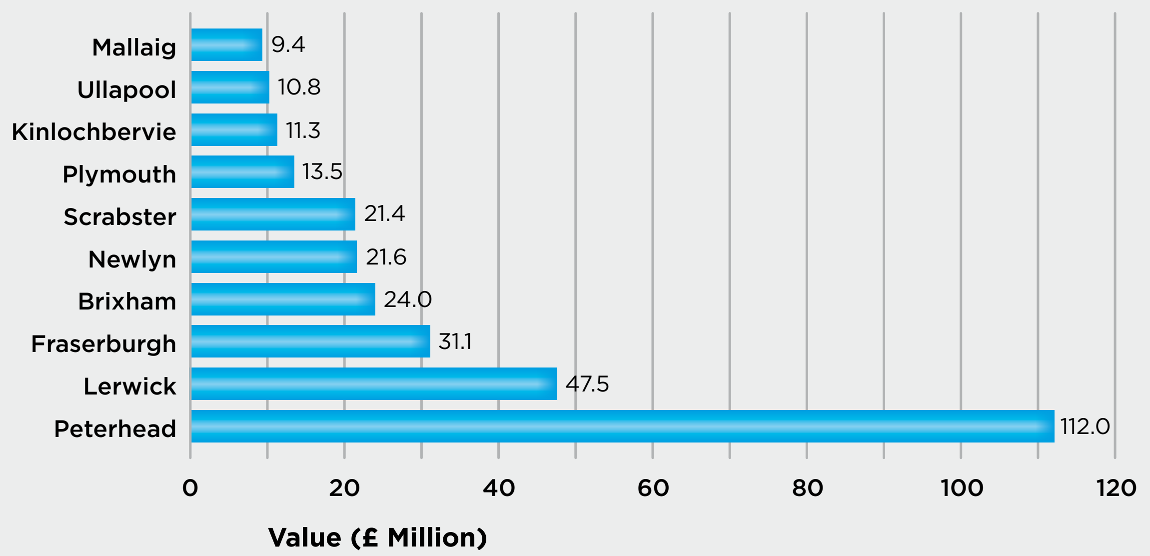
6. UK Ports

Top 10 UK ports – landings by UK vessels: 2013 By volume



Source: MMO: The Fishing Industry In 2013 - Landings

Top 10 UK ports – landings by UK vessels: 2013 By value



Source: MMO: The Fishing Industry In 2013 - Landings

7. UK Seafood Imports

- Here in the UK we import most of the seafood we eat. In 2013, a total of 739,000 tonnes of seafood worth £2.76 billion was imported into the UK.
- The average price of imported seafood increased by 10% from 2012 to 2013.
- Salmon imports grew by 29.4%, whilst whiting imports showed the highest growth at 77.7%. The value of blue whiting imports showed the biggest change with an 82.5% reduction. (Salmon imports grew by 6.7%, whilst whiting showed the largest increase at 164.7%. The quantity of blue whiting imports showed the greatest reduction at 77.4%.)
- China was top exporter to the UK for volume, but Iceland was the top exporter in terms of value.
- The seafood imported by the UK reflects the traditional and evolving tastes of the UK market:
    - ✦ Cod, haddock and other whitefish from Iceland, Norway, China and the Faroe Islands.
    - ✦ Warm-water prawns from Thailand, India, Bangladesh and Vietnam.
    - ✦ Tuna from Mauritius, Thailand and the Seychelles.
    - ✦ Salmon from the Faroe Islands and Sweden.
    - ✦ Cold-water prawns from Canada, Denmark and Iceland.

Top import species 2012 - 2013

	2012 IMPORTS		2013 IMPORTS		% CHANGE 2012-2013		2013	
Species	Value (£000s)	Volume (Tonnes)	Value (£000s)	Volume (Tonnes)	Value	Volume	Avg price (£/kg)	Avg price change % 2012-2013
Tuna	375,434	115,394	453,137	125,346	21	9	3.62	11
Salmon	326,528	75,738	419,915	82,062	29	8	5.12	19
Cod	394,007	101,113	400,355	116,344	2	15	3.44	-12
Shrimps and prawns*	503,337	85,698	536,766	85,023	7	-1	6.31	7
Warm-water	..	..	268,897	40,117	..	..	6.70	..
Prepared and preserved	..	..	255,459	43,059		..	5.93	..
Cold-water	..	..	12,410	1,847	..	..	6.72	..
Haddock	159,082	59,770	124,507	44,910	-22	-25	2.77	4
Pollack and pollock	59,468	31,524	74,415	38,971	25	24	1.91	1
Mackerel	77,870	49,021	57,344	29,858	-26	-39	1.92	21
Scallops	15,860	1,524	20,806	1,929	31	27	10.79	4
Crabs	16,530	2,738	20,123	2,756	22	1	7.30	21
Lobster	13,532	1,420	19,286	1,845	43	30	10.45	10
Herring	23,768	19,829	17,182	11,963	-28	-40	1.44	20
Plaice	16,632	5,255	13,584	4,559	-18	-13	2.98	-6
Nephrops	11,625	3,212	10,257	2,647	-12	-18	3.87	7
Coley	9,941	3,308	8,056	2,718	-19	-18	2.96	-1
Monkfish	9,780	2,655	7,061	1,762	-28	-34	4.01	9

*Shrimps and Prawns are now split into three codes, previous splits were estimated based upon the country of import

Source: BTS Trade Statistics

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Top 20 import countries 2012 - 2013

Country	2012 IMPORTS Value (£000s)	2012 IMPORTS Volume (Tonnes)	2013 IMPORTS Value (£000s)	2013 IMPORTS Volume (Tonnes)	% CHANGE 2012-2013 Value	% CHANGE 2012-2013 Volume	2013 Avg price (£/kg)	2013 Avg price change % 2012-2013
Iceland	267,779	60,789	263,190	63,767	-2	5	4.13	-6
Faroe Islands	146,687	43,727	211,757	51,172	44	17	4.14	23
Thailand	198,279	44,675	189,528	41,865	-4	-6	4.53	2
China	164,456	60,058	186,472	69,836	13	16	2.67	-2
Germany	167,181	54,596	177,466	56,161	6	3	3.16	3
Denmark	168,917	57,813	172,665	54,346	2	-6	3.18	9
Sweden	78,302	22,971	105,377	25,158	35	10	4.19	23
U.S.A.	87,880	19,952	97,187	22,190	11	11	4.38	-1
Mauritius	76,719	23,530	87,653	24,236	14	3	3.62	11
Canada	88,849	15,288	87,060	15,168	-2	-1	5.74	-1
Netherlands	81,821	21,859	85,869	20,788	5	-5	4.13	10
Vietnam	65,860	20,942	80,478	24,563	22	17	3.28	4
India	56,818	13,307	79,278	15,254	40	15	5.20	22
Norway	124,017	74,013	70,892	31,852	-43	-57	2.23	33
Seychelles	46,296	13,414	70,616	15,684	53	17	4.50	30
Poland	67,053	17,023	68,466	17,192	2	1	3.98	1
Indonesia	45,901	11,408	63,971	13,665	39	20	4.68	16
Bangladesh	53,855	8,659	61,041	9,671	13	12	6.31	1
Russia	70,568	22,755	56,934	19,200	-19	-16	2.97	-4
France	46,687	8,897	55,441	10,332	19	16	5.37	2
TOP 20 TOTAL	2,103,926	615,678	2,271,341	602,100	8	-2	3.77	10
% SHARE OF EXPORTS	82%	82%	82%	82%	..	..	..	..

Source: BTS Trade Statistics

8. UK Seafood Exports

- The UK exports most of the seafood we catch. Foreign seafood markets greatly value UK species such as langoustine, crab and mackerel, while domestic consumers continue to focus mainly on a smaller range of species such as cod, salmon and haddock.
- In 2013, just under 453,000 tonnes of seafood worth £1.46 billion was exported from the UK.
- The total value of UK seafood exports increased by 8.8% despite a 2.8% decrease in volume.
- The main export markets for the UK (France, Spain, USA and the Irish Republic) remain unchanged. The value of seafood exported to France, USA and the Irish Republic increased in 2013, although exports to Spain decreased in both value and volume in 2013.
- USA is the fastest growing market with export value greater than both Spain and the Republic of Ireland.
- Salmon remains the key species with USA the fastest growing market. Pelagic species were destined mainly for the Dutch, Russian, Nigerian and Ukrainian markets.

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Top export species 2012 - 2013

Species	2012 EXPORTS		2013 EXPORTS		% CHANGE 2012-2013		2013	
	Value (£000s)	Volume (Tonnes)	Value (£000s)	Volume (Tonnes)	Value	Volume	Avg price (£/kg)	Avg price change % 2012-2013
Salmon	464,018	103,592	584,634	113,011	26	9	5.17	15
Mackerel	96,089	75,023	99,816	80,907	4	8	1.23	-4
Scallops	90,022	13,618	93,075	11,685	3	-14	7.97	20
Nephrops	102,464	14,239	93,070	12,863	-9	-10	7.24	1
Shrimps and prawns*	72,714	13,628	85,619	16,150	18	19	5.30	-1
Warm-water	..	..	61,250	9,632	..	..	6.36	..
Prepared and preserved	..	..	16,512	5,018		..	3.29	..
Cold-water	..	..	7,857	1,500	..	..	5.24	..
Cod	55,605	20,237	55,764	16,697	0	-17	3.34	22
Crabs	47,970	14,206	55,425	14,889	16	5	3.72	10
Lobster	32,229	2,862	37,171	3,479	15	22	10.68	-5
Herring	51,458	63,880	36,977	52,935	-28	-17	0.70	-13
Tuna	24,390	8,203	24,508	7,827	0	-5	3.13	5
Monkfish	14,202	2,446	12,243	2,145	-14	-12	5.71	-2
Pollack and pollock	9,515	3,030	11,859	3,945	25	30	3.01	-4
Coley	9,099	4,531	8,576	4,991	-6	10	1.72	-14
Haddock	3,816	1,720	2,975	1,045	-22	-39	2.85	28
Plaice	556	349	623	476	12	36	1.31	-18

*Shrimps and Prawns are now split into three codes, previous splits were estimates

Source: BTS Trade Statistics

Top 20 export countries 2012 - 2013

Country	2012 EXPORTS		2013 EXPORTS		% CHANGE 2012-2013		2013	
	Value (£000s)	Volume (Tonnes)	Value (£000s)	Volume (Tonnes)	Value	Volume	Avg price (£/kg)	Avg price change % 2012-2013
France	313,923	75,061	345,296	72,896	10	-3	4.74	13
U.S.A.	178,737	35,425	215,661	41,456	21	17	5.20	3
Irish Republic	125,543	37,938	129,923	42,038	3	11	3.09	-7
Spain	123,283	29,331	120,289	29,029	-2	-1	4.14	-1
Italy	88,097	15,728	87,655	15,289	-1	-3	5.73	2
Germany	96,185	45,206	71,579	22,530	-26	-50	3.18	49
China	49,363	18,748	68,997	16,506	40	-12	4.18	59
Netherlands	67,244	76,268	67,220	65,144	0	-15	1.03	17
Poland	34,536	14,620	43,008	16,248	25	11	2.65	12
Belgium	35,595	6,664	36,007	7,837	1	18	4.59	-14
Nigeria	24,570	30,956	20,729	31,773	-16	3	0.65	-18
South Korea	17,144	3,312	20,641	3,287	20	-1	6.28	21
Russia	19,700	16,129	18,093	13,264	-8	-18	1.36	12
Denmark	19,005	9,864	17,514	10,776	-8	9	1.63	-16
Taiwan	9,605	2,151	15,380	3,341	60	55	4.60	3
Vietnam	6,552	2,133	14,485	4,365	121	105	3.32	8
Hong Kong	10,432	1,813	14,134	2,069	35	14	6.83	19
UAE	13,636	4,540	13,230	2,035	-3	-55	6.50	116
Switzerland	9,902	1,201	11,544	1,341	17	12	8.61	4
Ukraine	9,781	6,969	10,439	8,894	7	28	1.17	-16
TOP 20 TOTAL	1,252,832	434,056	1,341,825	410,119	7	-6	3.27	13
% SHARE OF EXPORTS	93%	92%	92%	91%	..	..	..	..

Source: BTS Trade Statistics

9. UK Processing Sector

- In 2014 the UK sea fish processing industry provides around 14,305 full-time jobs across 333 units.
- Humberside and the Grampian region of Scotland dominate the processing industry.
- Concentrations of secondary processing units are found in the Humberside, North England and South/Midlands/Wales regions.
- Processors sell seafood products to wholesale, retail, foodservice and export markets, and demands vary depending on who they supply.

10. UK Foodservice Sector

- To year end September 2014, GB consumers spent £50.6 billion on eating out of home (an increase of +2.0% on the previous year). This is a continuing positive trend for the market, with growth not just being inflation related, as visits grew by 0.9% to year end.
- An estimated £1.1 billion was spent in the quick-spend fish and chip channel, up 0.5% from 2013.
- Fried fish continues to dominate the foodservice sector with a 36% market share, followed by fish and seafood sandwiches that maintain their 30% share of servings.
- Cod is by far the most popular species for eating out of home with a 27% share of servings, haddock is number two with a 13% share and salmon is third with a 9% share of servings.

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11. UK Fish and Chip Sector

- There are approximately 10,500 takeaway fish and chip shops in the UK, collectively serving around 380 million meals per annum. Annual spend on fish and chips in the UK is around £1.1 billion.
- It is estimated that in the region of 80,000 people are employed in the takeaway fish and chip shop sector.
- The most popular species of fish consumed via the fish and chip shop sector are cod and haddock, followed by other species such as plaice, hake, coley, whiting, and lemon sole. Haddock is the usual fish of choice in Scotland, Yorkshire, other parts of northern England and many parts of the Midlands – while cod is the usual fish of choice in most other parts of the UK.
- Most (around 95%) of cod sold by UK fish and chip shops is caught in the Arctic waters of the Barents Sea and Iceland. In England, most of the haddock eaten again comes from the Barents Sea and Iceland, while in Scotland haddock is much more likely to come from the North Sea.
- The largest ever portion of fish and chips weighed 47.75 kg and was served by Fish and Chips@London Road, Enfield, Middlesex, London on 30 July 2012.
- It is estimated that 80% of the UK population visit fish and chip shops at least once a year, while 22% of people visit a fish and chip shop every week.
- 56% of UK consumers buy fish and chips to eat in the home as a family meal.
- A serving of fish and chips provides a third of the recommended daily allowance of vitamins for a man and nearly half for a woman.
- Fish and chips comprise less than 10% fat if cooked properly, and an average sized portion contains approximately 900 calories.

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