

Spanish consumers prefer to buy sea bass, sea bream and cod

The study on five European markets carried out by researchers of PrimeFish project, in which Mar-CETMAR Foundation Technology Centre participates, shows that Spanish buyers choose sea bass, sea bream and cod as their favourite consumption options. These are the ones chosen by the consumers of the seven species the study is based on, also including salmon, trout, herring and pangasius.

The results of this study of PrimeFish project for the Spanish market were presented at the stand of Xunta de Galicia at CONXEMAR Fair, in a ceremony in which CETMAR director Paloma Rueda and Fisheries and Aquaculture Technological Innovation general director Mercedes Rodríguez participated.

In addition, the analysis reflects that Spanish consumers prefer wild, fresh fish without much processing, and are willing to pay more for seafood with claims of sustainability and health. Health is also a consumption lever in the rest of the European purchases analyzed by PrimeFish project -- France, Germany, Italy and the United Kingdom--, assessing nutrition, low calorie products and respect for the environment and animals' well-being.

According to the work developed by PrimeFish researchers, in Spain six consumer segments were identified. The most outstanding is that of buyers who are informed about the origin and traceability of seafood products and represents 29 per cent of respondents. This profile of buyers is also characterized by a high average consumption that is reflected in a relatively high expenditure in fish, mainly fresh sea bream and salmon.

Another important group of consumers that identifies the study is the one that relies on its brand, store or vendor when buying fish, choosing between a very limited range of species, and betting on the health benefits when choosing. This segment accounts for around 23 per cent of respondents.

All these results are the consequence of the compilation of the opinions expressed by some 1,300 Spanish consumers in online surveys and will now be integrated into a



tool developed by PrimeFish project. This tool is presented in different online seminars and will support companies in their decision-making on issues such as the launch of new products.

For this reason, it will offer information adapted to companies to define the ideal consumer profile or determine how much they would be willing to pay for their products, as well as indicators on competitiveness, value chain analysis or price trends.

Funded by the Horizon 2020 program of the European Union, PrimeFish project brings together experts from 16 research centres, companies and universities in Europe, Canada and Vietnam, which since 2015 have been working to strengthen the competitiveness of the European fishing and aquaculture sectors. The initiative will end in 2019 with the organisation of an international conference in Vigo.

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