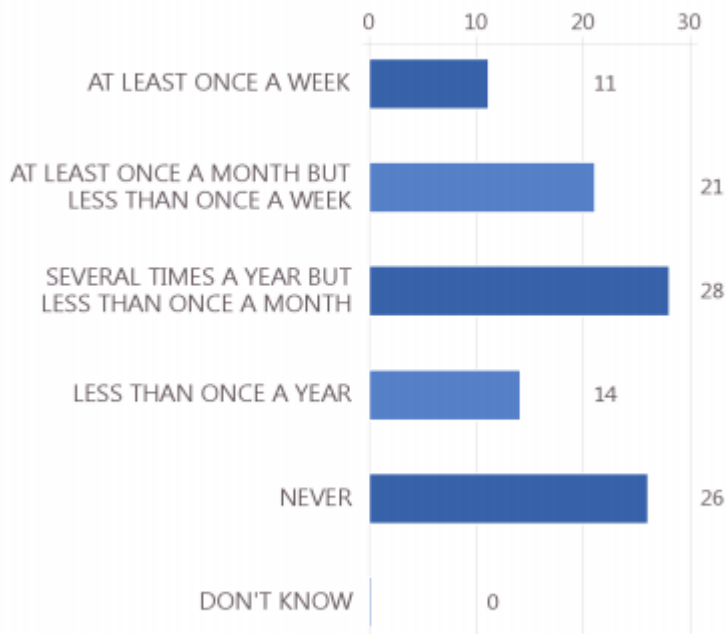


## Almost 50pct of Europeans consume seafood once a week

More than four out of ten Europeans eat seafood at least once a week at home, according to the Eurobarometer survey on EU consumer choices regarding fishery and aquaculture products.

**QB1.2** How frequently do you...  
**Eat fishery or aquaculture products at restaurants and other food outlets (canteens, bars, market stands etc.)**  
(% - EU)



*Base: All respondents (N=27,734)*

The study indicates that price and availability are the main barriers to increase consumption and that regional, national and EU products enjoy a very strong consumer preference.

The survey explains how EU policy helps building trust with consumers, mainly by reliable and useful consumer information.

“European consumers tell us they want to have fish on their menu. It is our responsibility, as policy makers, to secure that our citizens can enjoy these tasty products in the long term. This means ensuring the sustainability of our fisheries, and we have progressed a lot on that over the last years,” pointed out European Commissioner for the Environment, Maritime Affairs and Fisheries, Karmenu Vella.

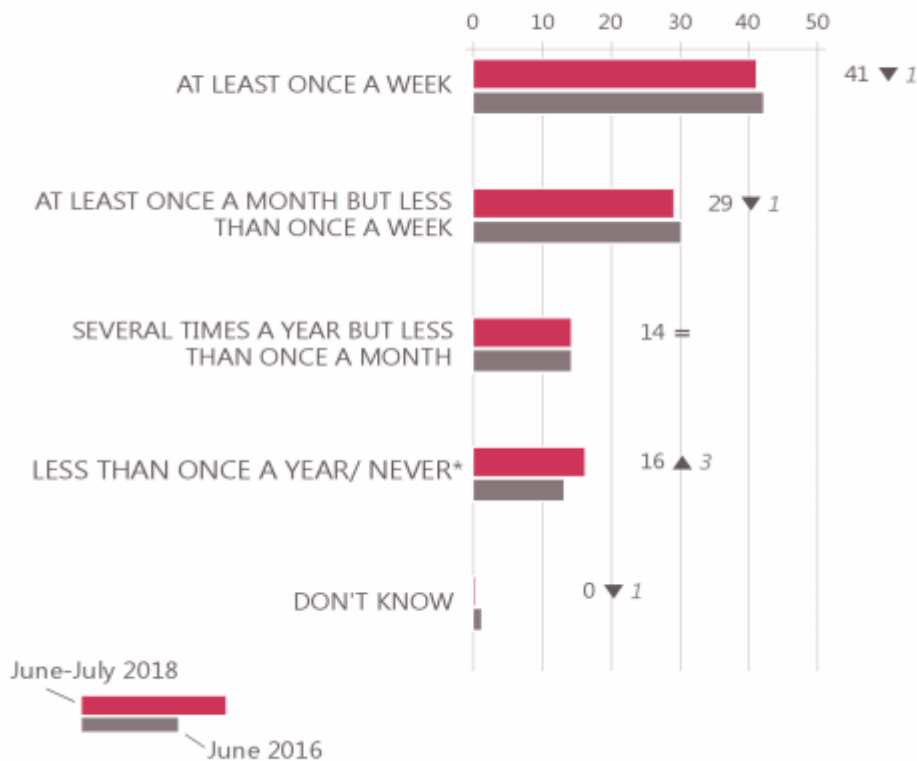


In the Commissioner’s view, aquaculture also plays an important role, since farmed fish from the EU is a sustainable source of protein and other nutrients. He also forecast that in a low-carbon society, its role will only increase.

The survey shows that the EU is the world’s largest market for fishery and aquaculture products. Twice the amount of money is spent on fish per capita there compared to US consumers. It reveals the reason for this fact is that it is considered healthy (74 per cent) and tasty (59 per cent).

**QB1.1** How frequently do you...

**Eat fishery or aquaculture products at home (% - EU)**



*Base: All respondents (N=27,734)*

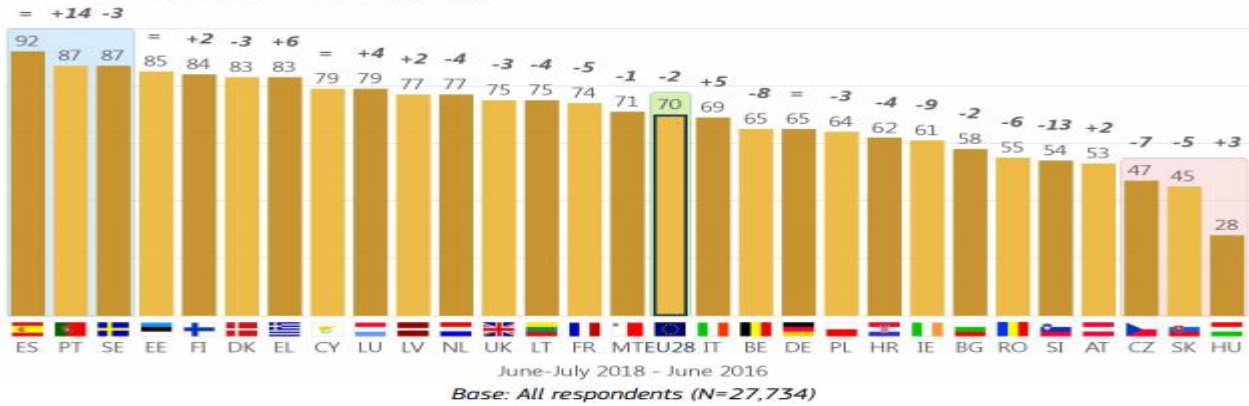
The supermarket or grocery store is where most of Europeans get their seafood although many of them (40 per cent) also prefer the local fishmonger.

The products bought are fresh or frozen and nearly 60 per cent of shoppers avoids breaded fish products or ready meals. Only 27 per cent of seafood consumers are brave enough to buy the whole fish, not cleaned or filleted.

Everywhere in the EU, consumers show a strong preference for regional, national or EU products. Preference for products from the European Union has increased in almost every country compared to the previous study (2016), with the highest increases in Hungary and Slovakia.



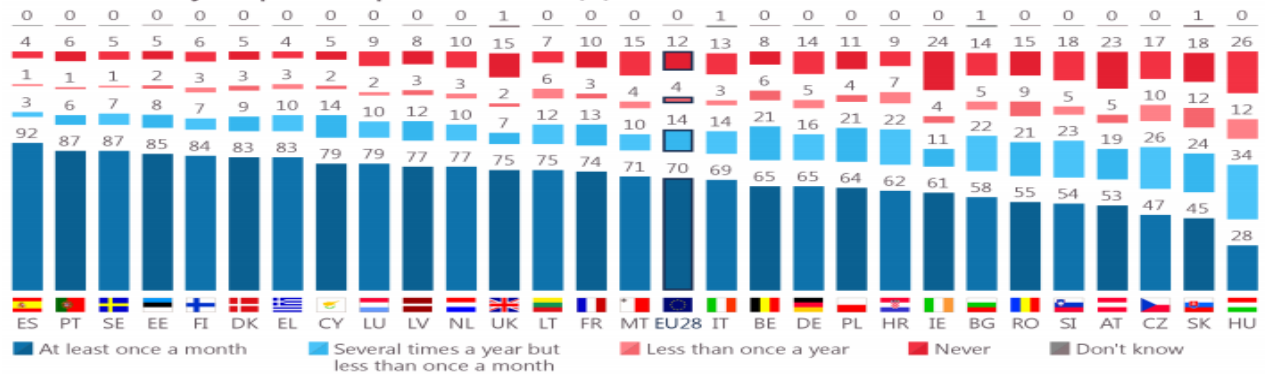
**QB1.1** How frequently do you...  
**Eat fishery or aquaculture products at home**  
 (% - AT LEAST ONCE A MONTH)



In reference to aquaculture, the study explored whether consumers make a distinction between wild fish, caught at sea or in rivers, and farmed fish. While more than a third of European fish consumers prefer wild products (35 per cent), nearly one-third (32 per cent) makes no distinction. Only 9 per cent indicates a strong preference for aquaculture products.

Most consumers (61 per cent) like trying new products and species. However, the limited offer (53 per cent) and, especially, too high prices (70 per cent) remain a barrier for consumers who would like to eat more seafood.

**QB1.1** How frequently do you...  
**Eat fishery or aquaculture products at home (%)**



This shows the importance of helping consumers discover lesser-known species, which can be much cheaper than the most common ones. This in turn can help to reduce pressure on the most exploited stocks, as it creates an outlet for 'less traditional' fish brought ashore because of the landing obligation.





The study confirms the high level of trust (83 per cent) that consumers have in the information they receive as result of EU regulations. No less than 75 per cent of consumers finds the product information clear and easy to understand. With 94 per cent indicating its importance, the use-by-date, which says until when the product can be safely consumed, is the number one type of information shoppers look for.

Rapport complet :

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