

MARKET INNOVATION OVERVIEW

CATEGORY: Canned Fish Products | **COUNTRY:** United States of America

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION: CANNED FISH PRODUCTS IN THE AMERICAS

Stand out from natural claims: While fish producers have stepped up their efforts to promote naturalness to negate health concerns, opportunities exist to take the natural concept a step further by focusing on free-from.

Added-value attributes: Despite tough economic conditions in some countries, Latin American brands could look to innovate around added-value products to drive further value growth in the market. One way of achieving this is to emphasise naturalness, artisanal production methods and animal welfare.



CANNED FISH PRODUCTS IN THE UNITED STATES OF AMERICA

Market Overview

The American canned fish sector is expected to grow from €2.63 billion in 2018 to €2.70 billion by 2023, at a CAGR of 0.5%. In volume terms, the sector is expected to decrease from 328.6 million kg in 2018 to 324.1 million kg by 2023, declining at a CAGR of -0.3%.

Per capita consumption of canned fish in the USA is expected to decrease from 1.00kg in 2018 to 0.95kg by 2023. Per capita expenditure in the USA stood at €7.99 in 2018 and is expected to decline to €7.89 by 2023.

THE AMERICAN CONSUMER

Which formats of fish or shellfish have you purchased in the past 6 months? (2018)

Which characteristics do you associate with each of the following fish and shellfish formats? (2018)

Shelf-stable



26%



Convenient
Affordable

55% of US adults who eat fish or shellfish at least once a week cite **health benefits** as a reason for frequent fish consumption (2018)

(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

Ethical and sustainability: Producers will be challenged to expand what it means to raise animals humanely. Consumers care about what goes into their food, and antibiotics and hormone avoidance has become an emerging free-from claim.

"Trash-fish": In recent years, fishermen have begun intentionally catching unlovely fish in order to reduce the strain on overfished species as well as to celebrate the fish native to certain areas. In the future, these so-called "trash fish" will serve as a new source for fish products that can be positioned as sustainable and environmentally friendly, luring in a new class of consumers looking to do good with their food purchases. Since consumers likely may not want to look at ugly fish in their whole forms, these trash fish could be a plentiful and useful source for upcycled fish-based products, such as fish "bars," flaked canned fish, and within frozen meals.

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