

# SEAFOOD SUCCESS

*Powered  
by*

# ALASKA

Retail Consumer  
Research



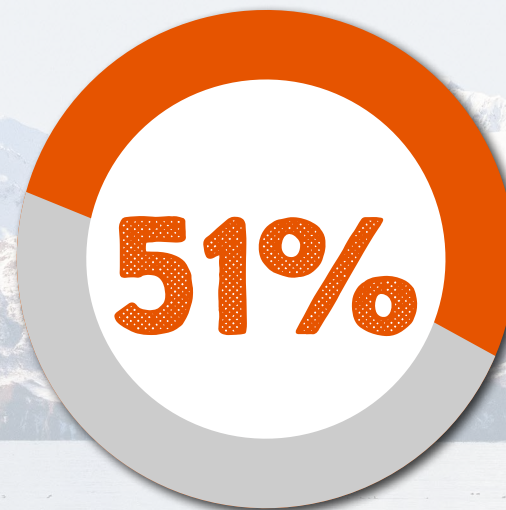


# SEAFOOD SUCCESS POWERED BY ALASKA

There's so much to the story of seafood from Alaska. Wild-caught by generations of dedicated families amid majestic snow-capped mountains, rugged coastal shores, and pristine icy waters. Alaska is where the best quality seafood thrive and according to Circana, calling out "Alaska seafood" increases shoppers' willingness to purchase. Read on to learn more about consumer seafood preferences and how Alaska is a call to action, empowering the retailers that promote it.



SEAFOOD SUCCESS – POWERED BY ALASKA



## OF HOUSEHOLDS PURCHASE SEAFOOD

### THE TOP 10% IS KEY

# 45%

**of all seafood  
is purchased by  
the top 10%**

# 4X

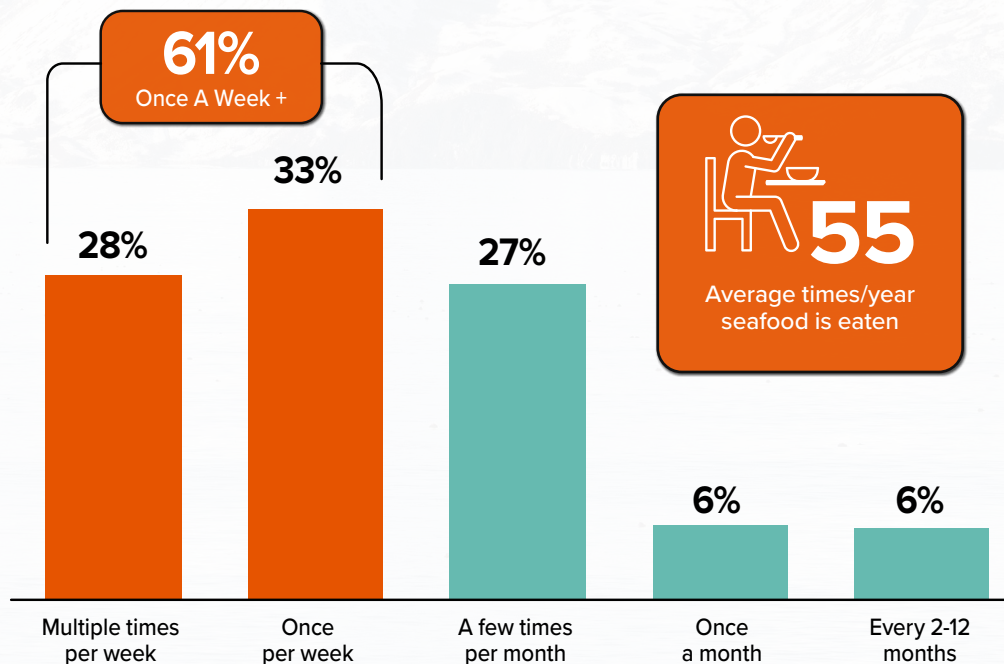
**more purchases  
are made per year by the  
top 10%**

# 2X

**as much is  
purchased by  
the top 10%**

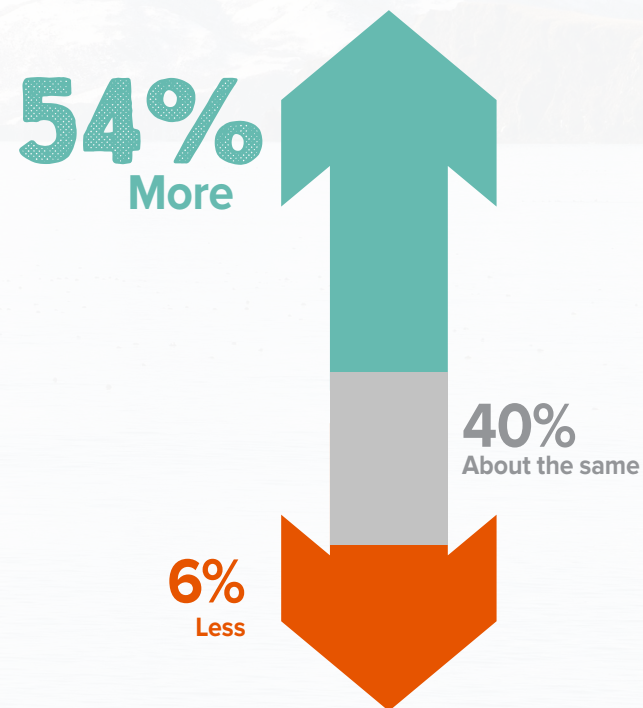


## 61% OF CONSUMERS SURVEYED EAT SEAFOOD AT LEAST ONCE A WEEK



Frequency of Eating Seafood at Home

54% of consumers surveyed are eating more seafood compared to two years ago





# SEAFOOD CONSUMPTION

↑ **27%**  
Refrigerated  
Finfish

↑ **10.2%**  
Refrigerated  
Shellfish

## TOTAL STORE SEAFOOD SALES

**+30.2%** 

**IN THE LAST 4 YEARS**

↑ **35.9%**  
Frozen Finfish

↑ **35.0%**  
Frozen  
Shellfish

↑ **67.8%**  
Sushi

↑ **14.3%**  
Shelf Stable  
Seafood





**CONSUMERS CITE HEALTH &  
ENJOYMENT AS THE TOP TWO FACTORS  
DRIVING INCREASED CONSUMPTION**

**60%**  
**HEALTHIER**

**9%**  
**CUT BACK ON RED MEAT**

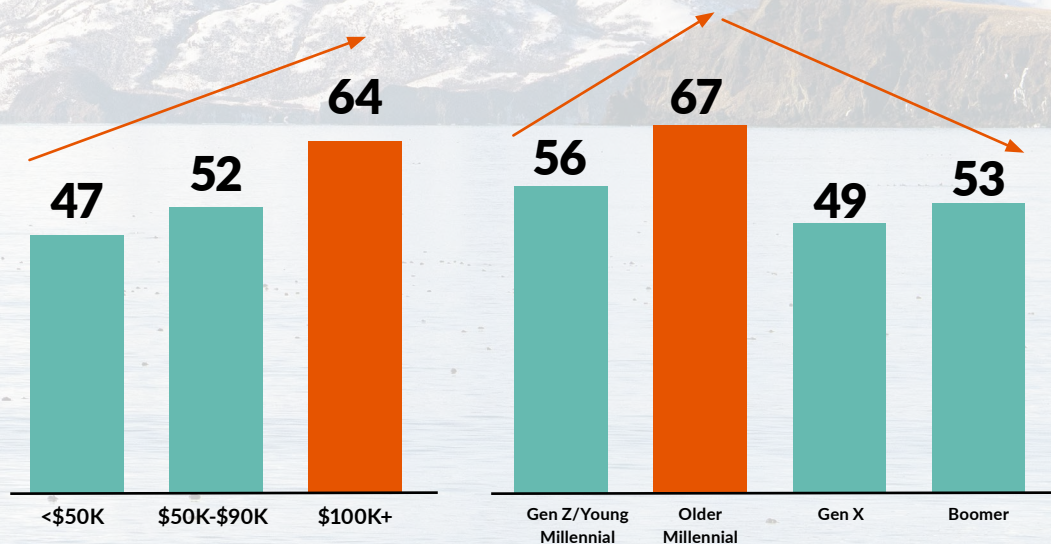
**6%**  
**PRICE**

**29%**  
**ENJOYMENT**

**8%**  
**PREPARATION**

**2%**  
**SUSTAINABILITY  
CONCERNS**

## **FREQUENCY OF SEAFOOD CONSUMPTION INCREASES WITH INCOME & PEAKS AMONG OLDER MILLENNIALS**



## **AVERAGE TIMES SEAFOOD EATEN PER YEAR**

**SEAFOOD SUCCESS – POWERED BY ALASKA**





# SEAFOOD IS PREFERRED AND POISED FOR GROWTH

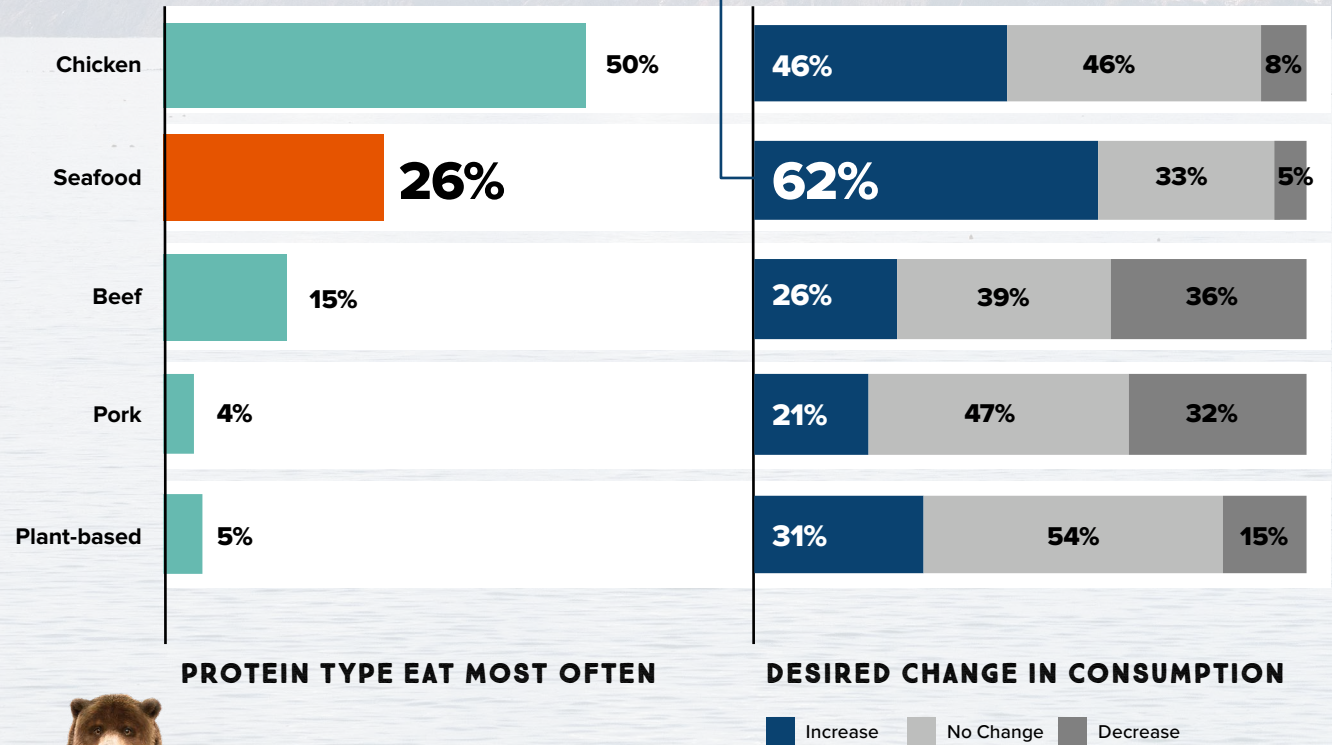


**6 IN 10**  
would like to eat  
more seafood

## TOP 3

Reasons Consumers Choose Seafood  
as Their Preferred Protein Choice

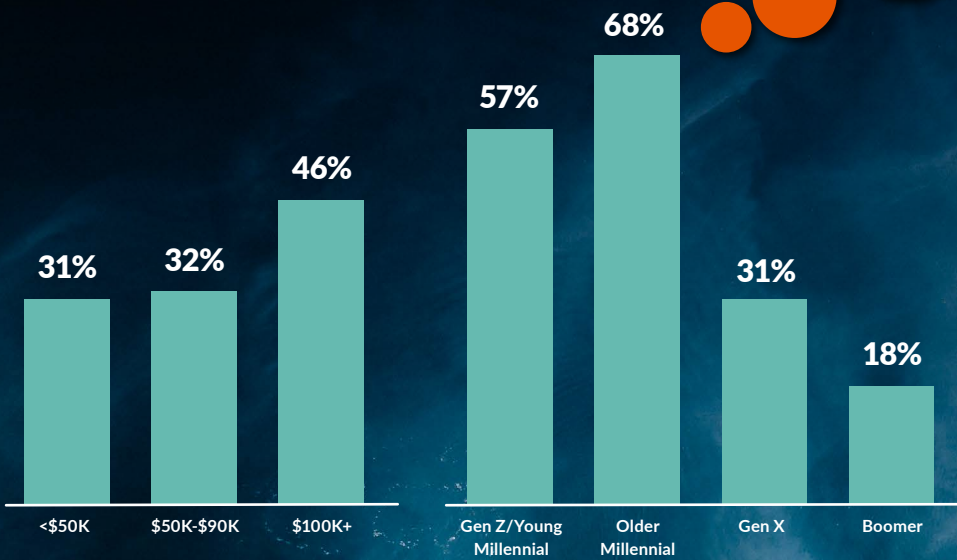
- HEALTHIER OVERALL
- PREFER THE TASTE
- IT HAS MORE PROTEIN





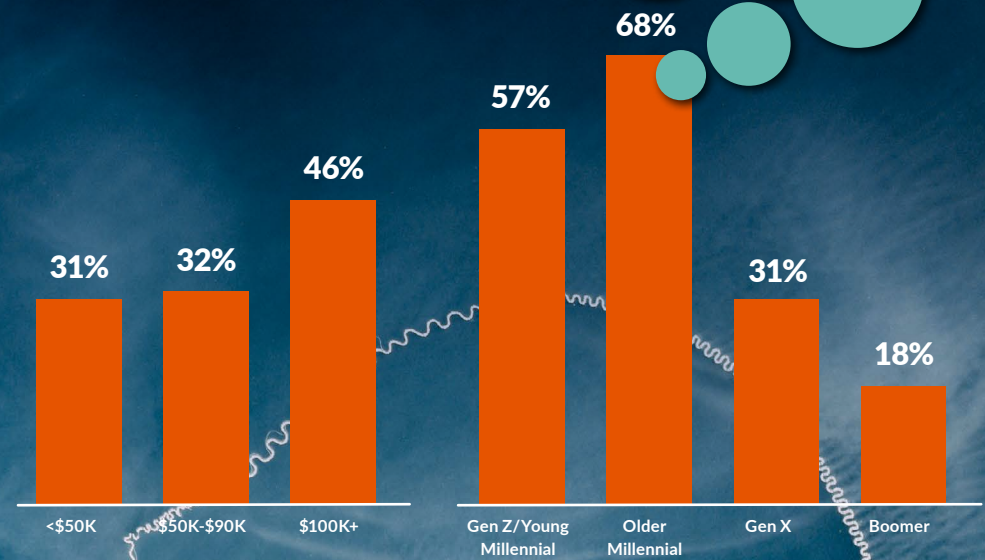
# FREQUENCY OF SEAFOOD PURCHASE FROM STORE AREAS

Use of online retailers is almost twice as high among Gen Z/Millennials than Gen X or Boomers.



ONLINE RETAILER

Use of online subscription services is 2-3 times higher among higher income and Gen Z/Millennials.



ONLINE SUBSCRIPTION

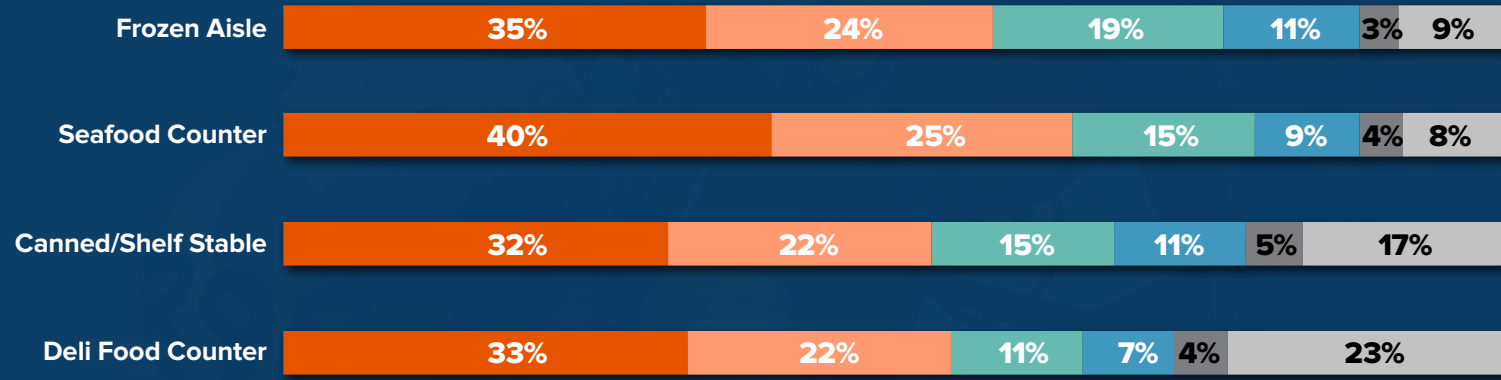




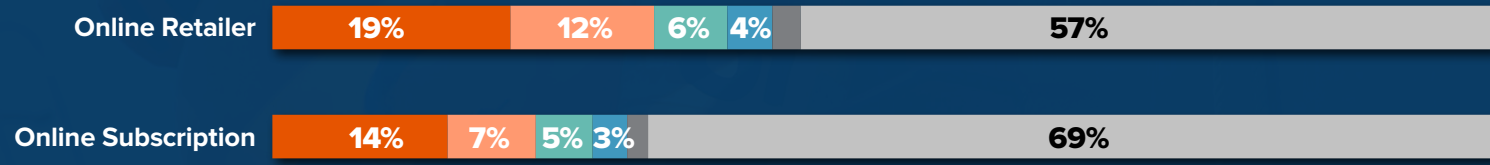
# MOST FREQUENTLY SHOPPED SOURCE OF SEAFOOD

## FREQUENCY OF SEAFOOD PURCHASE

### Physical Store



### Online Store



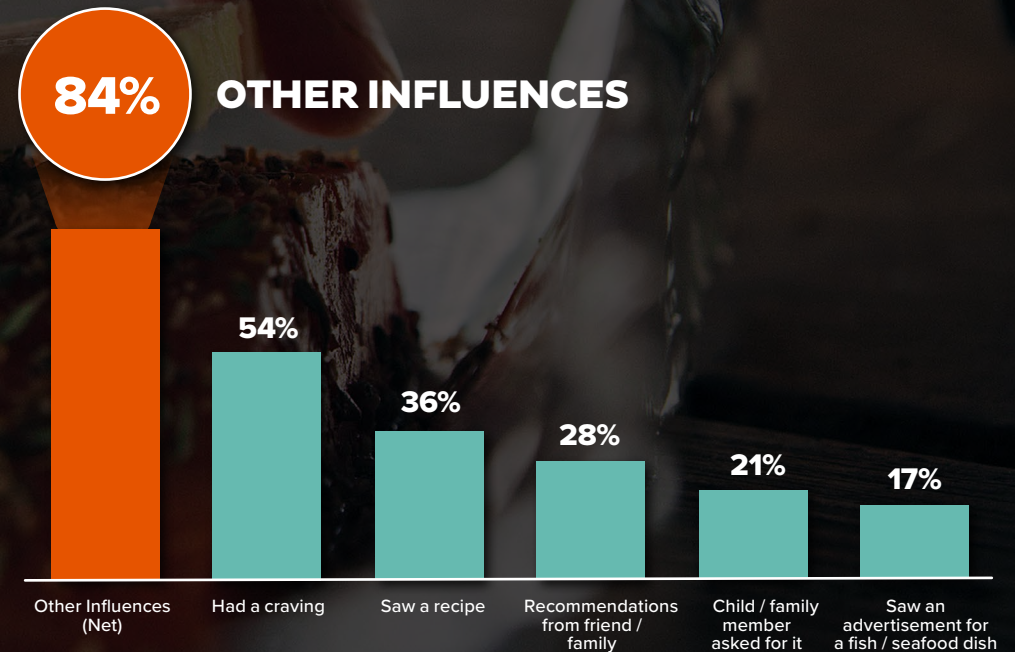
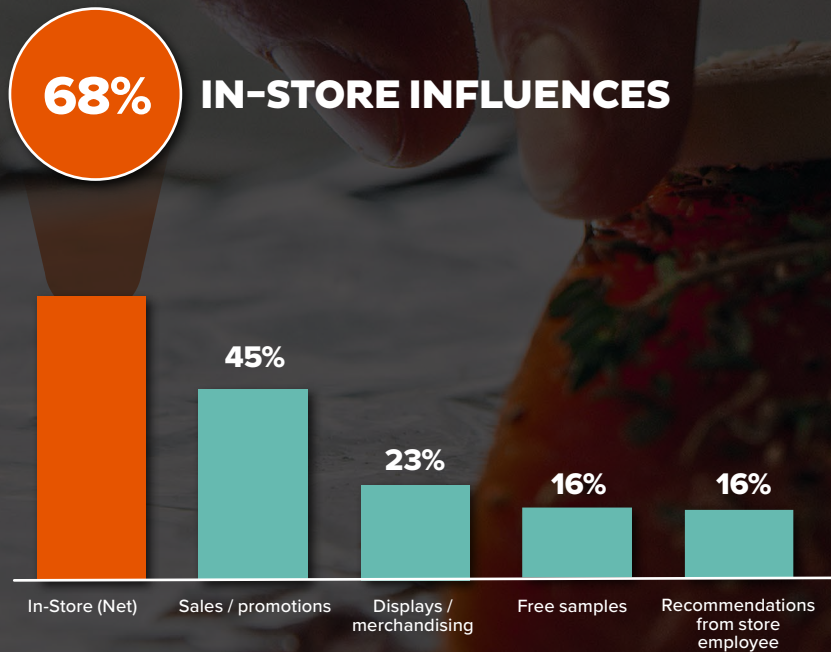
Once a week or more   A few times a month   Once a month   Every few months   Once or twice a year   Less often/ Never





# PROMOTIONS, CRAVINGS AND RECIPES DRIVE PURCHASE

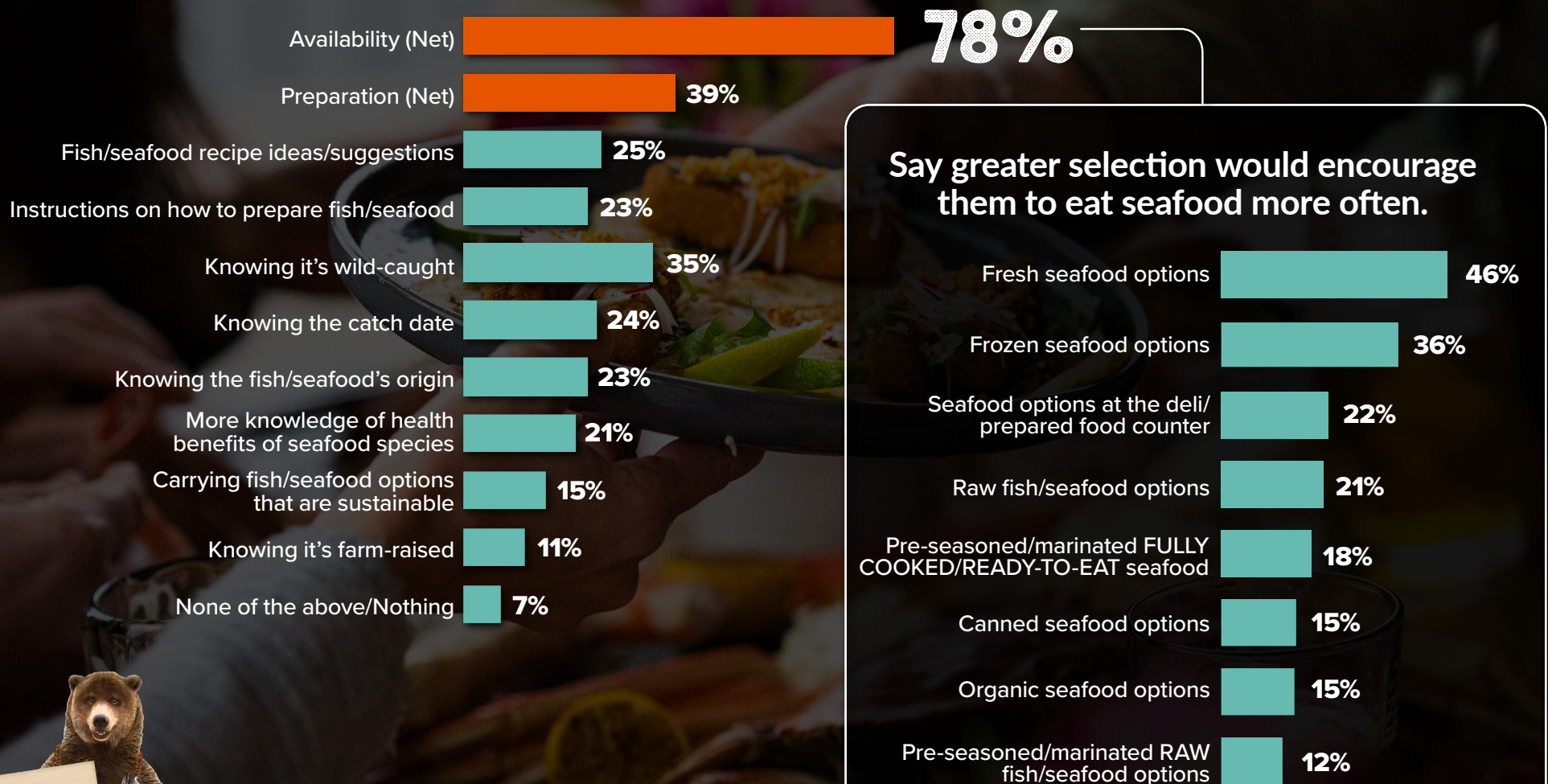
## INFLUENCES ON DECISION TO BUY SEAFOOD WHILE SHOPPING





## KEYS FOR ENCOURAGING MORE PURCHASE

### WHAT WOULD ENCOURAGE EATING MORE SEAFOOD





## WHERE SHOPPERS TYPICALLY GET INFORMATION ABOUT SEAFOOD PURCHASED

**49%** In-Store

40% Seafood person at store  
18% Materials/brochures at seafood counter

**41%** Websites

29% - Recipe/lifestyle website  
20% - Online retailer website

**26%** Traditional Media

16% - Television  
12% - Magazines  
7% - Newspapers

**32%** Social Media

23% - Social media  
16% - Food blog

**11%**

Environmental Groups

**40%**

Friends & Family

**44.8%**

of Gen Z/Young Millennials call out websites

**50.7%**

of those with an income >\$100K callout websites

**59.2%**

of Older Millennials callout websites

**#1  
RESOURCE**

consumers go to for seafood info are Seafood Sales Staff

Seafood





# TOP 5 MOST IMPORTANT ATTRIBUTES WHEN SELECTING SEAFOOD TO EAT AT HOME

Taste/Flavor

41%

58%

Freshness/Fresh

44%

56%

Healthy to eat

34%

53%

Safe to eat

31%

50%

Affordability

32%

45%

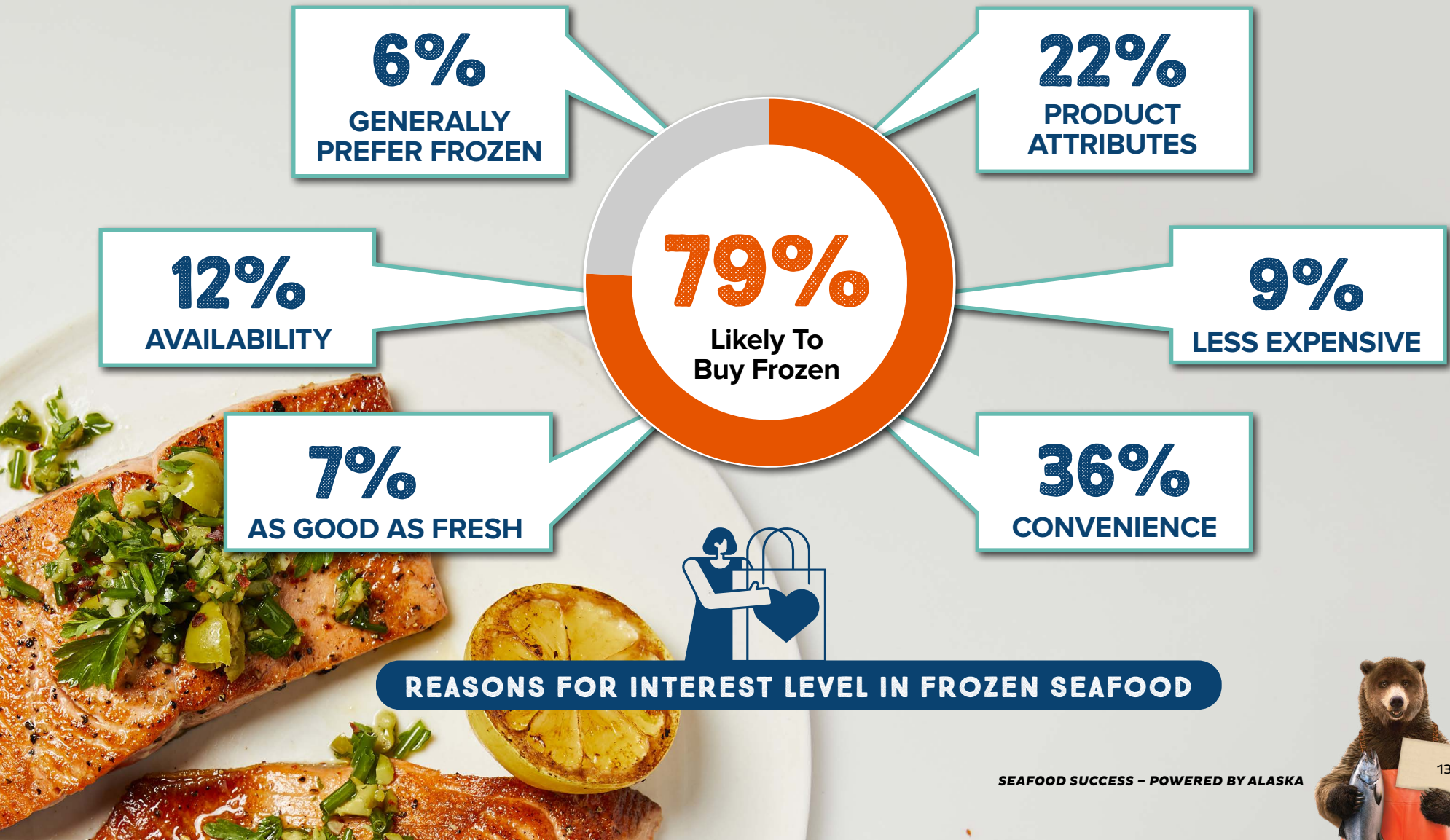
Important

Among Top 5 Most Important



# FROZEN TASTES GOOD & IS CONVENIENT & AVAILABLE

Some also see frozen seafood as less expensive/more affordable and as good as fresh.





## FROZEN SEAFOOD IS WIDELY ACCEPTED

### LIKELIHOOD TO PURCHASE FROZEN FISH/SEAFOOD



79%

8 IN 10

are very or somewhat likely to purchase frozen seafood

13%

8%

Very/Somewhat  
Likely

Neutral

Somewhat/Not  
at All Likely





## ATTRIBUTES CONSUMERS ASSOCIATE WITH FROZEN FISH





## WILD-CAUGHT WINS



Greater Availability of Wild-Caught  
**ENCOURAGES ONE-THIRD OF  
CONSUMERS** to Purchase More  
Frozen Seafood



## TOP 3

**REASONS CONSUMERS PREFER  
WILD-CAUGHT SEAFOOD:**

**TASTE**

**HEALTHIER**

**NATURAL**

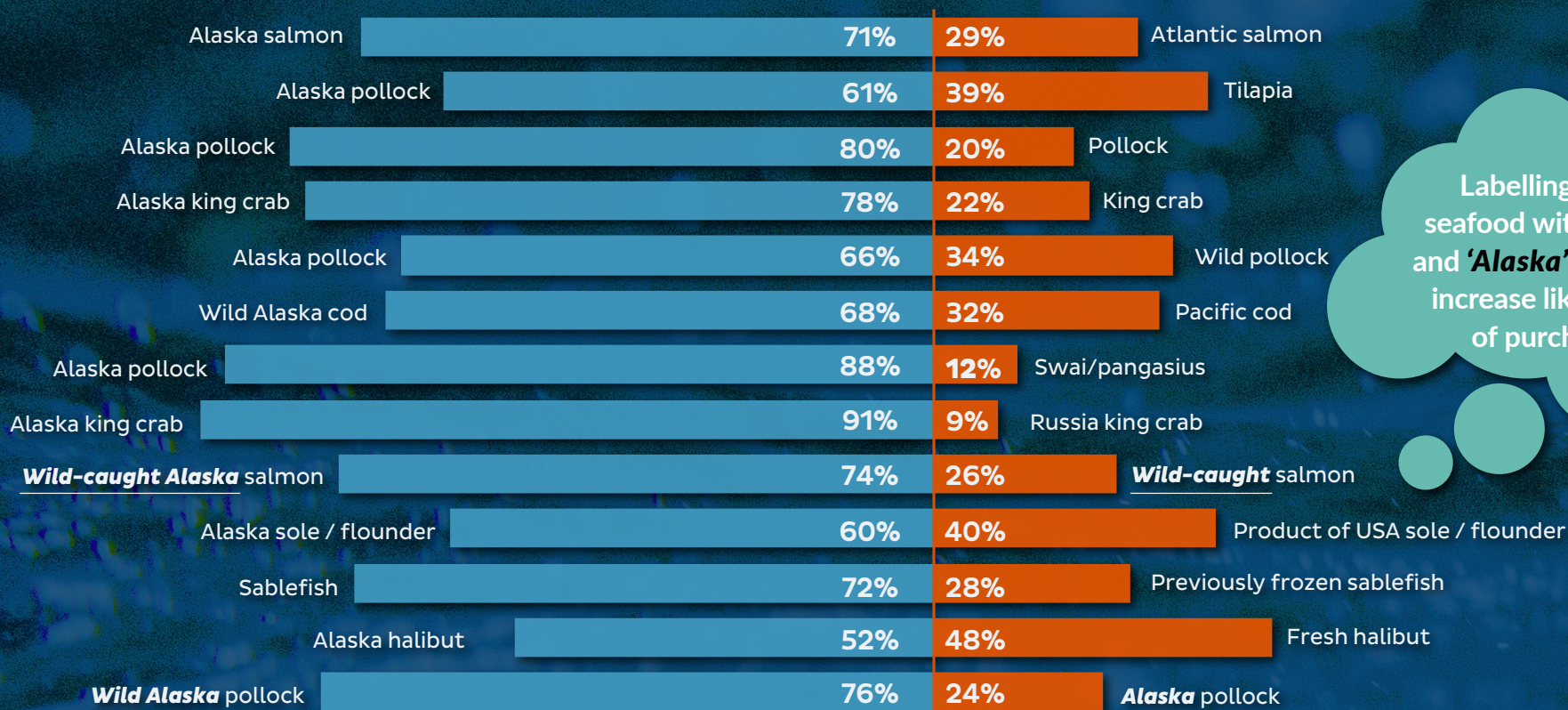


More Sustainable Seafood Options  
**ENCOURAGES 1 IN 3  
CONSUMERS** to Purchase More  
Frozen Seafood





# CONSUMERS PREFER ALASKA SEAFOOD BY A WIDE MARGIN



Labelling your seafood with '**Wild**' and '**Alaska**' together increase likelihood of purchase.





ALASKA IS POWERFUL AND DRIVES SALES

ALASKA SOURCED SEAFOOD DRIVES LARGER BASKET SIZES AND IS OUTPACING THE CATEGORY IN TERMS OF TRIP AND UNIT GROWTH

BASKET SIZE WITH SEAFOOD IN THE BASKET



RFG Seafood



RFG Alaska Seafood

In Basket \$  
Per Trip

\$100.84

\$105.89

Out Basket \$  
Per Trip

\$48.98

\$43.73

TRIPS, UNITS, BASKET SIZE

Trips per Buyer



7.8 ↓ 7%

RFG Seafood



3.0 ↑ 2%

RFG Alaska Seafood

Units per Trip



1.3 ↑ 1%

RFG Seafood



1.6 ↑ 5%

RFG Alaska Seafood

Annual Units per Buyer



RFG Seafood

10.4 ↓ 6%



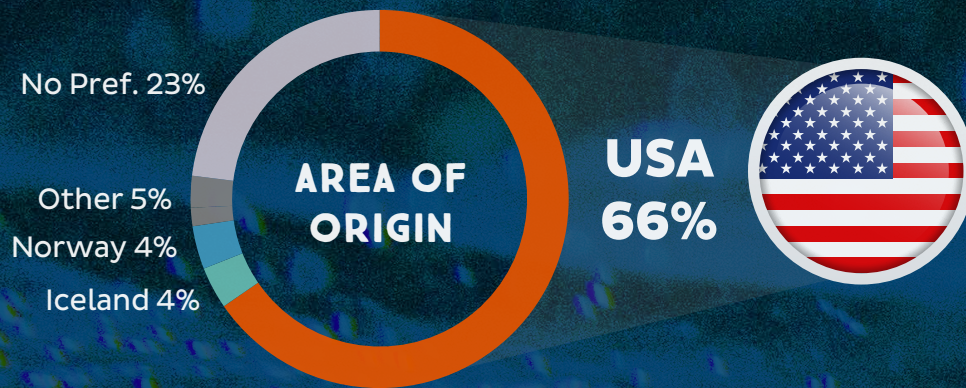
RFG Alaska Seafood

4.7 ↑ 7%

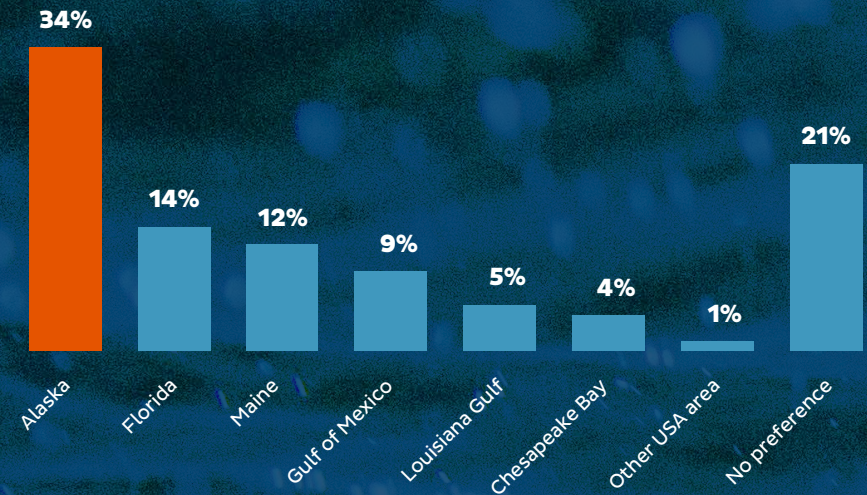


## ALASKA AND USA = PREFERRED ORIGINS

### U.S. DOMINATES COUNTRY PREFERENCE



### ALASKA DOMINATES U.S. PREFERENCE



**SEAFOOD FROM ALASKA IS PREFERRED 5:1**  
to Other Regions Outside of the U.S.

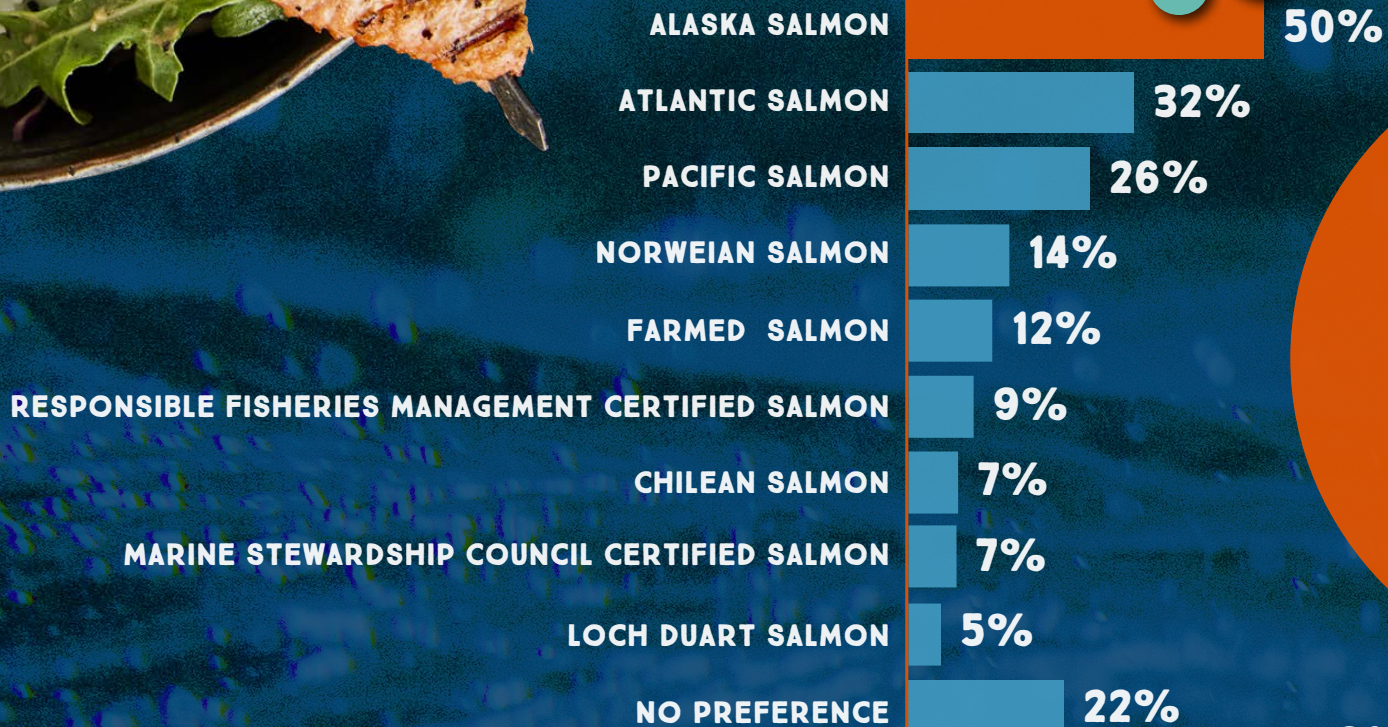




# ALASKA SALMON BEATS ALL THE SALMON

**58%**

of consumers say  
Alaska Salmon tastes better  
than Atlantic salmon



**64%**

Of those who have a preference,  
nearly two-thirds prefer  
Alaska salmon.



# TOP CONSUMER DESCRIPTORS OF SEAFOOD FROM ALASKA

## TOP 3

**UNAIDED** Consumer Descriptors  
of Seafood from Alaska:

**FRESH/FRESHER**

**GREAT TASTE**

**HIGH QUALITY**

## TOP 5

**AIDED** Descriptors Consumers Agree  
Describe Seafood from Alaska:

**PRODUCT OF USA**

**FRESH**

**WILD-CAUGHT**

**SAFE TO EAT**

**DELICIOUS TASTE/FLAVOR**





# ALASKA SEAFOOD LOGO DRIVES PURCHASE INTEREST

PERCENT WHO WOULD BE “A LOT MORE”  
OR “SOMEWHAT MORE” LIKELY TO  
BUY ALASKA SEAFOOD

*Alaska*

81%

“ALASKA” LABELLING



82%

ALASKA SEAFOOD LOGO DISPLAYED

85%

GenZ/Young  
Millennials

87.5%

Older Millennials

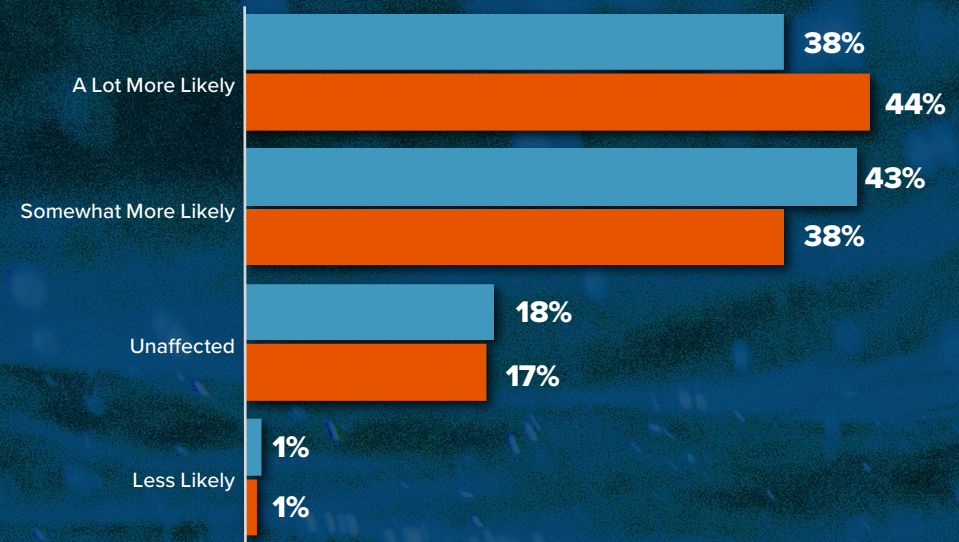
86%

GenZ/Young  
Millennials

87%

Older Millennials

IMPACT OF “ALASKA” LABELLING & ALASKA  
SEAFOOD LOGO ON LIKELIHOOD TO  
BUY ALASKA SEAFOOD



Seeing “Alaska”

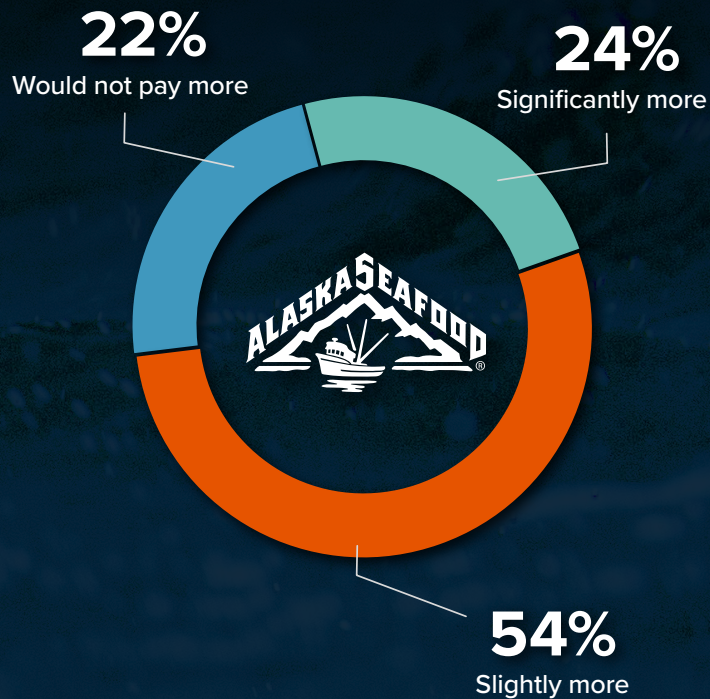
Seeing Alaska Seafood logo





**78%**

of Consumers Would Pay More  
for Seafood Displaying the Alaska  
Seafood logo



## PERCEPTIONS OF STORE THAT DISPLAYS ALASKA SEAFOOD LOGO





## Research Methodology:

Conducted by Circana at the end of 2023, this online study was conducted in the U.S. among 1,221 consumers across the U.S. All consumers were required to have purchased salmon to eat at home at least one time in a three-month time period.

## Available Resources:

The Alaska Seafood Marketing Institute (ASMI) has the tools and resources to make it easy for you to build successful promotions.

- Educational materials
- Recipes
- Consumer trends data
- Training in the selection, handling and uses of all varieties of wild Alaska seafood
- Promotional support
- Photographs, videos and artwork to customize your needs
- Ready access to seafood marketing consultants
- Directory of Alaska seafood suppliers
- Social media support

### For More Information:

Please contact us at 800-478-2903  
[alaskaseafood.org/retail](http://alaskaseafood.org/retail)



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