EU consumer habits regarding fishery and aquaculture products

Special Eurobarometer 558

MAC – WG3 – 28 March 2025

DG MARE – Unit A4

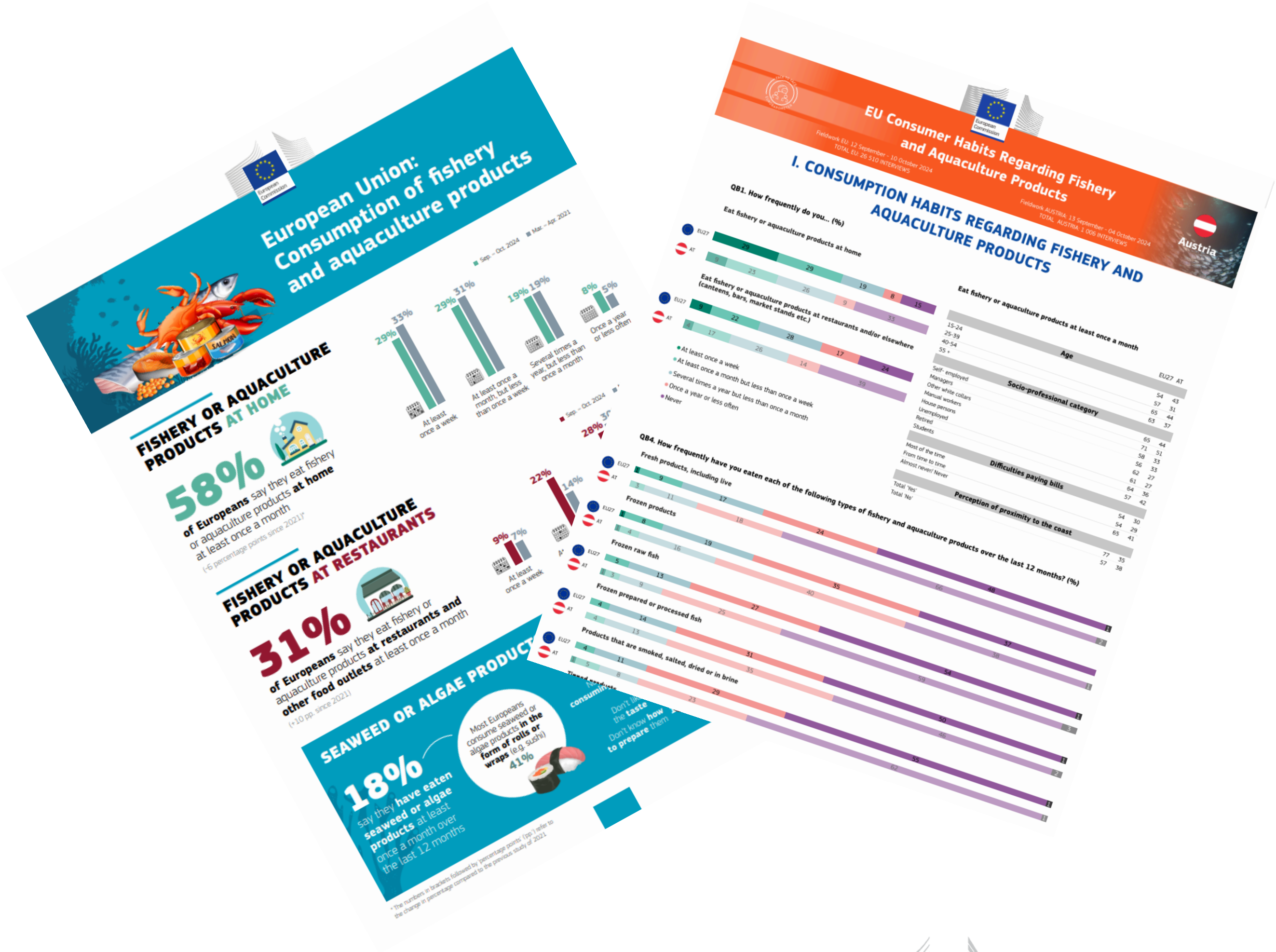
Methodology

27	12/09/24 - 10/10/24	Face-to-face and video*	26510	15+	Based on the population share of each Member State
EU Member States covered	Fieldwork dates	Data collection method	Total number of interviews completed	Population targeted	Weighting applied

* CAVI interviews in Czechia, Denmark, Malta, Netherlands, Finland and Sweden

Publication and communication material

- Available online: [EU Consumer habits regarding fishery and aquaculture products - February 2025 - - Eurobarometer survey]
- 27 country factsheets in national languages
- 1 infographics
- 1 main reports
- Dataset publically available



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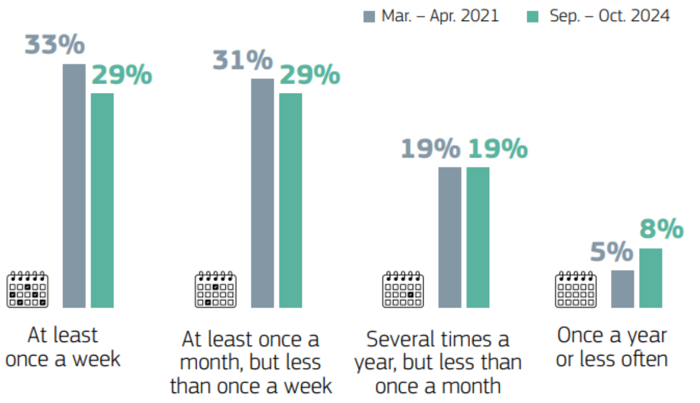
Frequency of consumption

FISHERY OR AQUACULTURE PRODUCTS AT HOME

58%

of Europeans say they eat fishery or aquaculture products **at home** at least once a month

(-6 percentage points since 2021)*

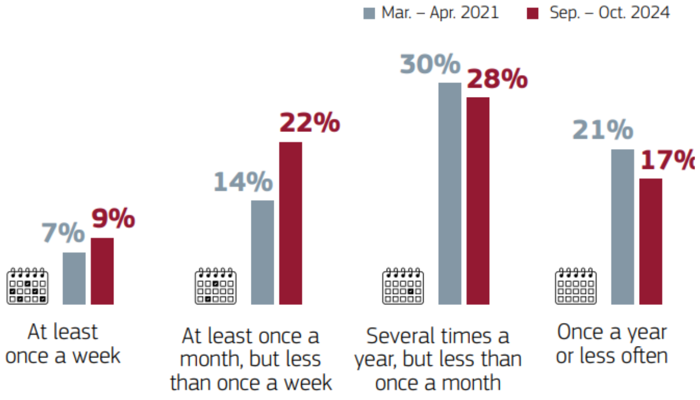


FISHERY OR AQUACULTURE PRODUCTS AT RESTAURANTS

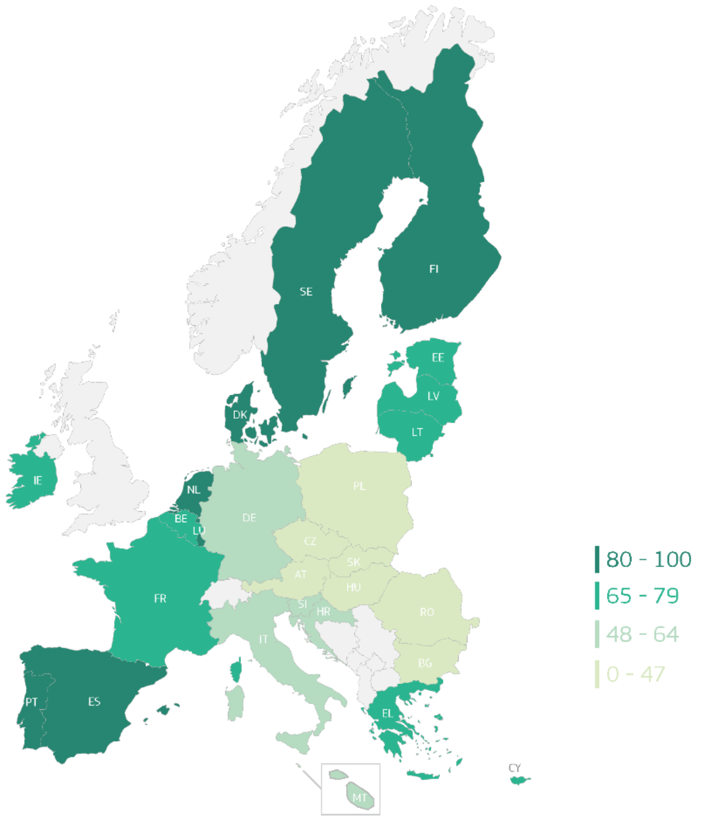
31%

of Europeans say they eat fishery or aquaculture products **at restaurants and other food outlets** at least once a month

(+10 pp. since 2021)



QB1T. How frequently do you...at least once a month – Eat fishery or aquaculture products at least once a month (%)



Sept/Oct 2024

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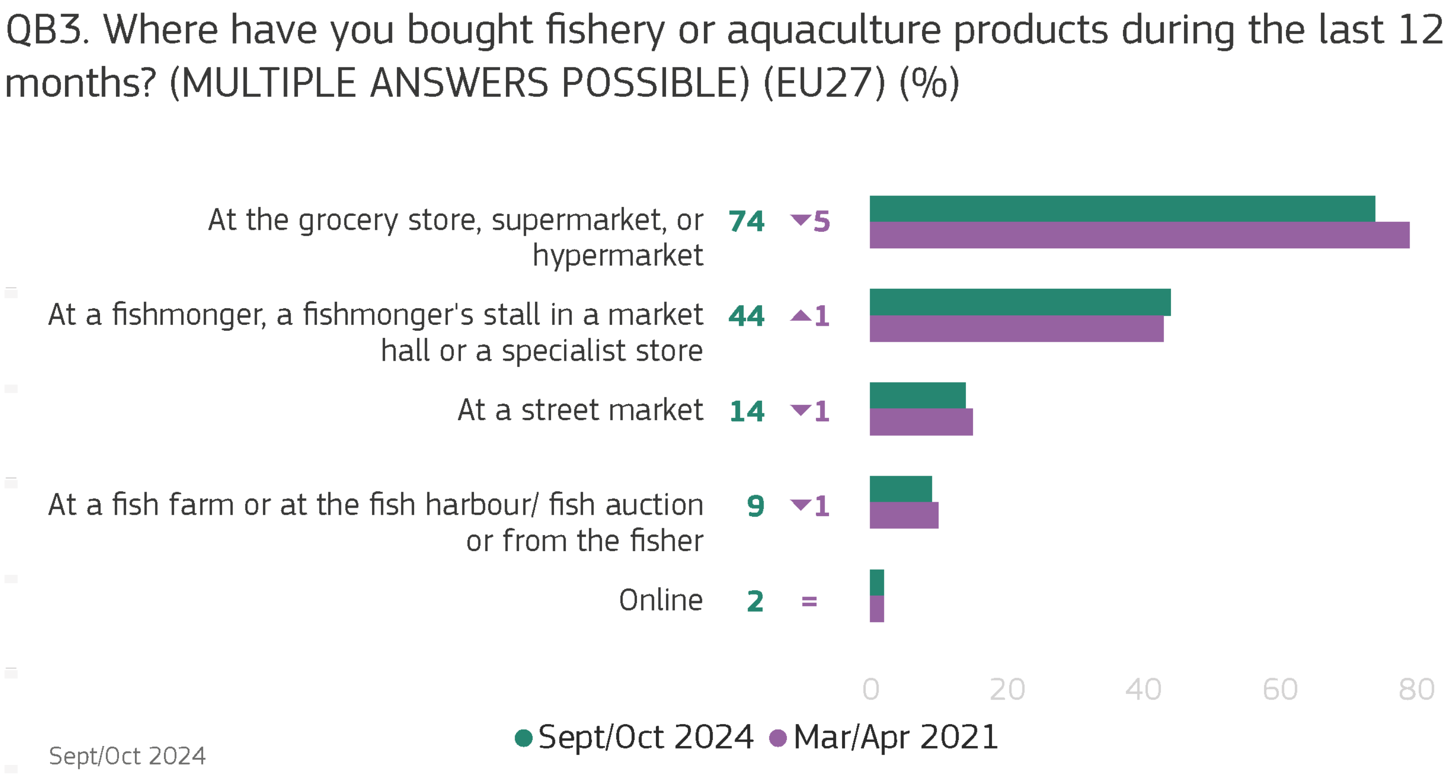
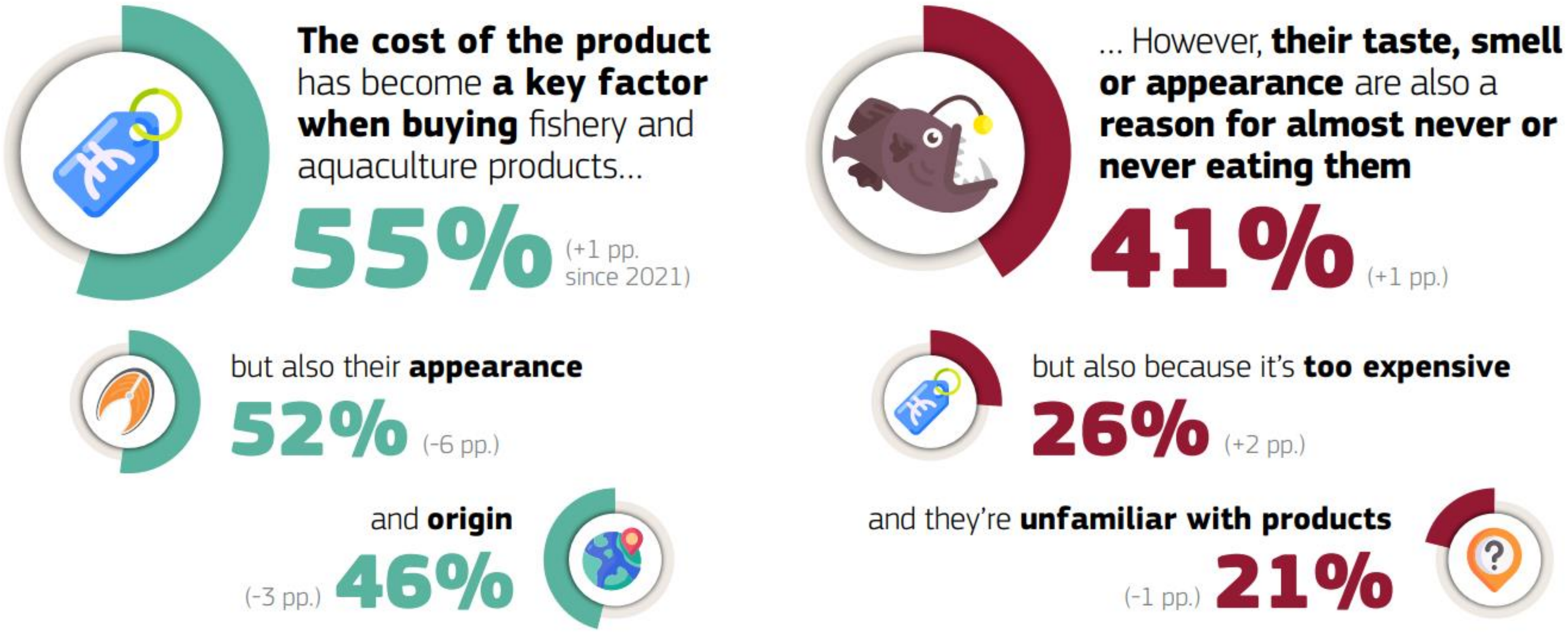
Place of purchase



Base: Respondents who have bought FAP's in the last 12 months

Nearly three quarters of respondents buy FAPs at the grocery stores, supermarket or hypermarket

Key aspects when buying aquatic products

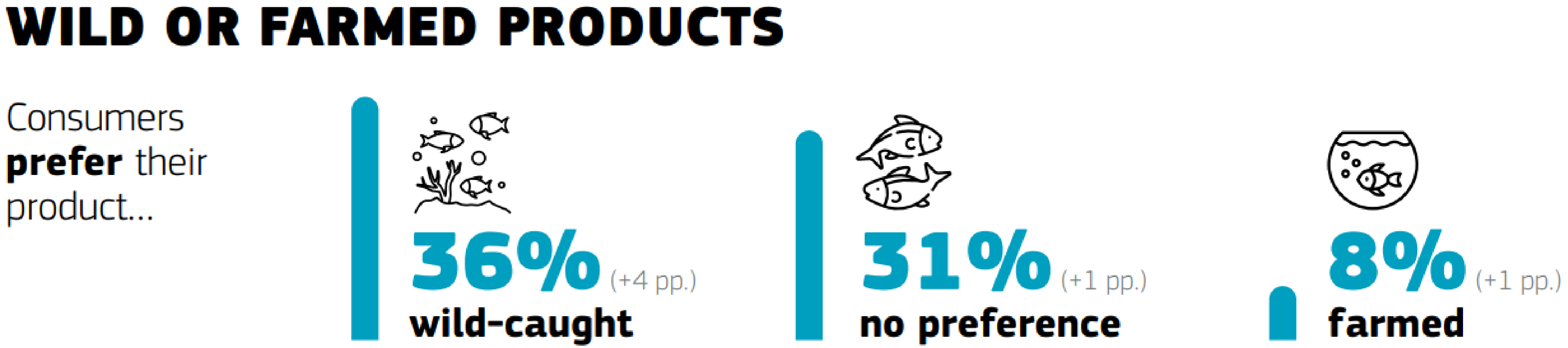


Type of products

Over the last 12 months, respondents eat frozen (28%), tinned (28 %) and fresh products (27%) at least once a week

Base: Respondents who eat FAPs at least several times a year

Preference for fishery or aquaculture products



Key information on the label

PRODUCT LABELS

Depending on the type of product, Europeans think that **the following information should appear on the label**:

FRESH, FROZEN, SMOKED AND DRIED FISHERY PRODUCT LABELS:

"Use by" or "best before" date
63% (-6 pp.)

The name of the product and the species
48% (-5 pp.)

Whether it is a wild-caught or farmed product
48% (-5 pp.)

TINNED OR PREPARED PRODUCT LABELS:

The species that the product contains
58% (-8 pp.)

Whether it is a wild-caught or farmed product
40% (-4 pp.)

Catch or production areas
47% (-5 pp.)

Considering all fishery and aquaculture products, Europeans say the **most important information to be provided on their labels** is...

The date of catch or production
69% (-7 pp.)

Environmental information
36% (-8 pp.)

The country where the ship that caught the product is registered
34% (+1 pp.)

Source: Eurobarometer 102.1 - EU Consumer Habits Regarding Fishery and Aquaculture Products, September - October 2024

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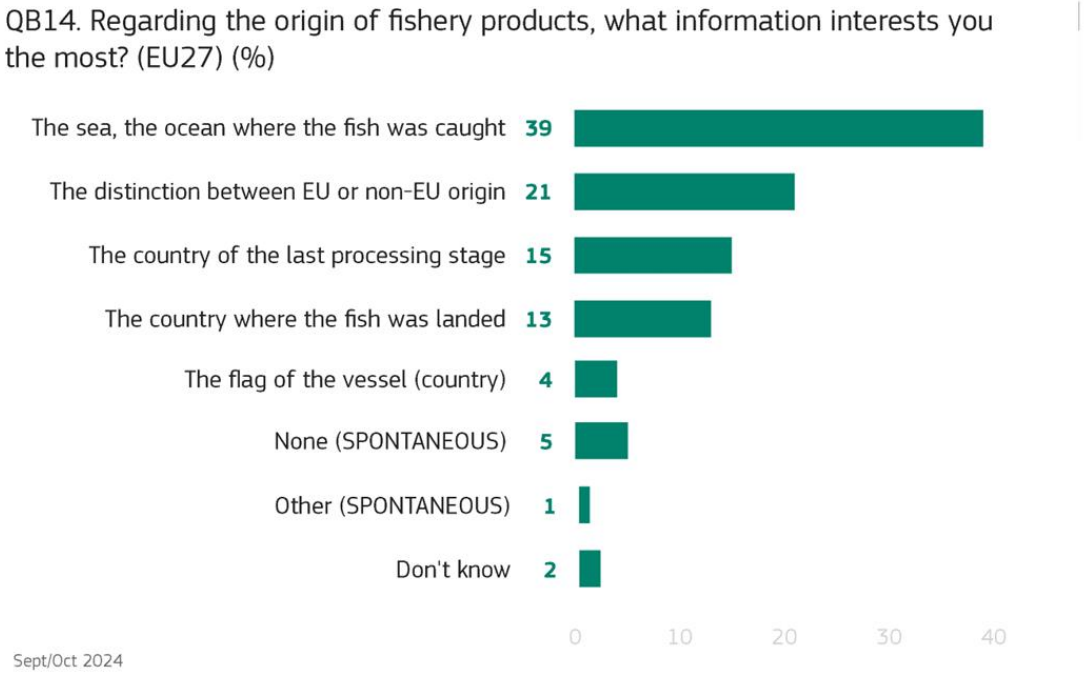
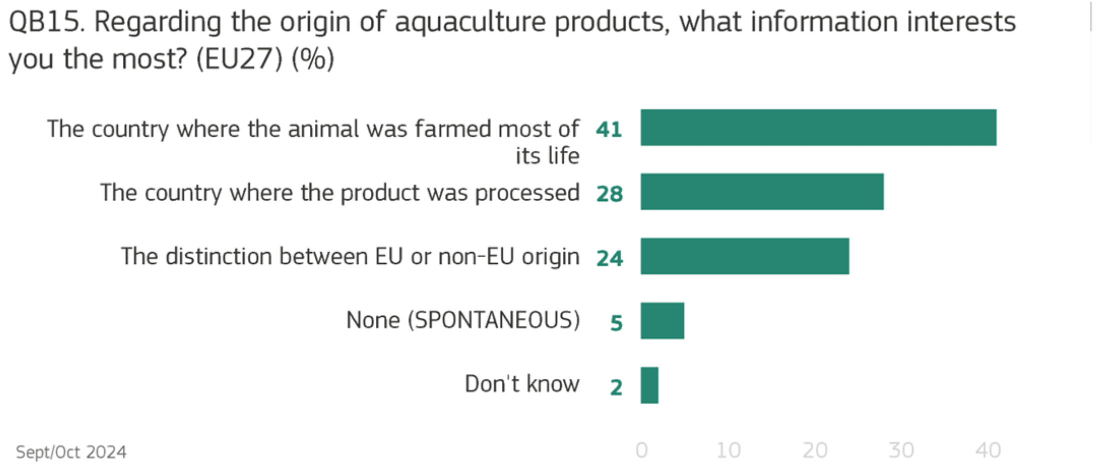
Focus on the information on origin

The most important information about the origin fishery products is the sea/ocean where fish was caught (39%)

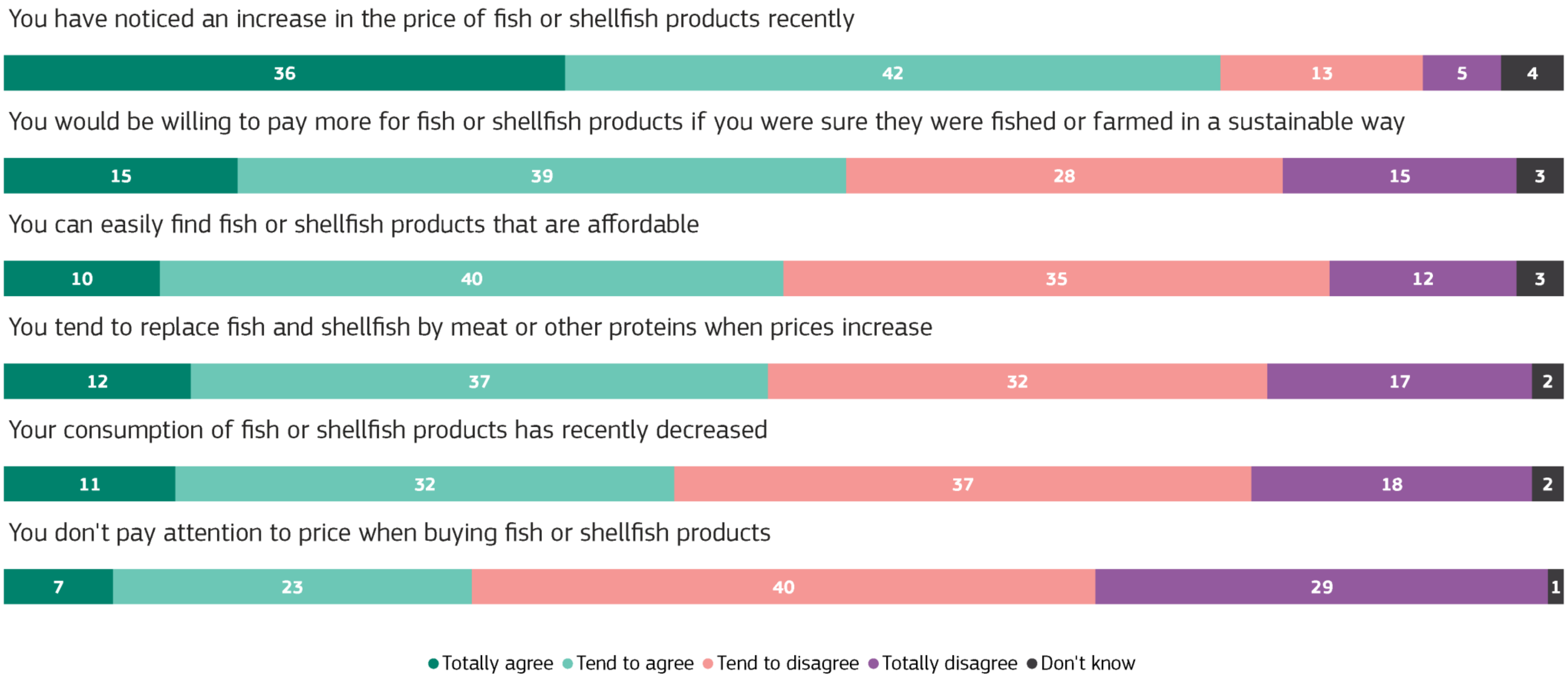
4/10 respondents think that the country where the animal was farmed most of its life is what interests them the most





Focus on price perception

QB13. To what extent do you agree or disagree with each of the following statements regarding fish or shellfish products (EU27) (%)



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Focus on algae products

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Key messages

- The findings illustrate a consumer landscape that **values affordability, practicality, and transparency** in FAP consumption.

    - Cost affects consumers' decisions, leading to **more cautious decisions in their spending on FAP** when purchasing power is tight.

    - **Purchase and consumption of frozen and tinned products are surpassing fresh products**, likely due to their convenience and affordability.

    - **Practical and product-specific information on the labels remain essential for half of the respondents:** expiration date, species name, method of production (wild or farmed) and origin are the most expected information, **both for processed and non-processed products.**

- The survey highlights the **trade-off that consumers face between price and sustainability considerations**. When introducing measures to enhance sustainability, it is crucial to consider both affordability for consumers and competitiveness of EU producers.

- In such context, **aquaculture products may also be a cost-effective source of sustainable aquatic products.** Promotion campaigns should focus on specific attributes of aquaculture products and sector (e.g. freshness, local, affordability, readiness, etc.)

Thank you

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