



EU consumer habits regarding fishery and aquaculture products

Special Eurobarometer 558

MAC – WG3 – 28 March 2025

DG MARE – Unit A4

Methodology

27

EU Member States covered

**12/09/24 -
10/10/24**

Fieldwork dates

Face-to-face and video*

Data collection method

26510

Total number of interviews completed

15+

Population targeted

Based on the population share of each Member State

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 infographic
- 1 main report
- Dataset publically available



Frequency of consumption

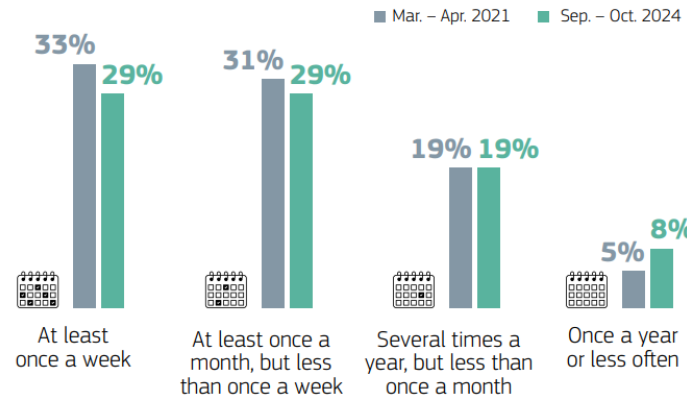
FISHERY OR AQUACULTURE PRODUCTS AT HOME

58%



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

(-6 percentage points since 2021)*



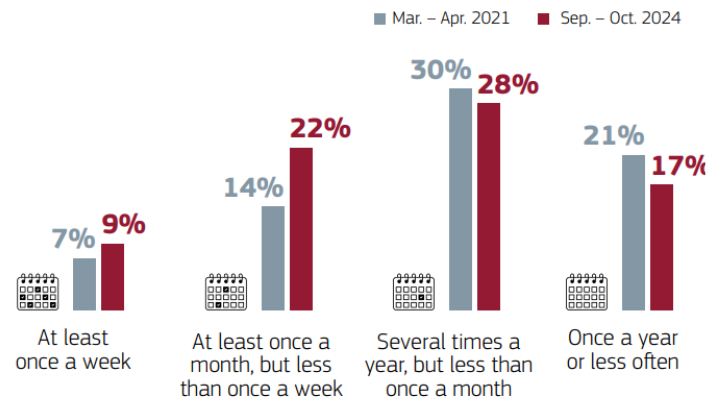
FISHERY OR AQUACULTURE PRODUCTS AT RESTAURANTS

31%

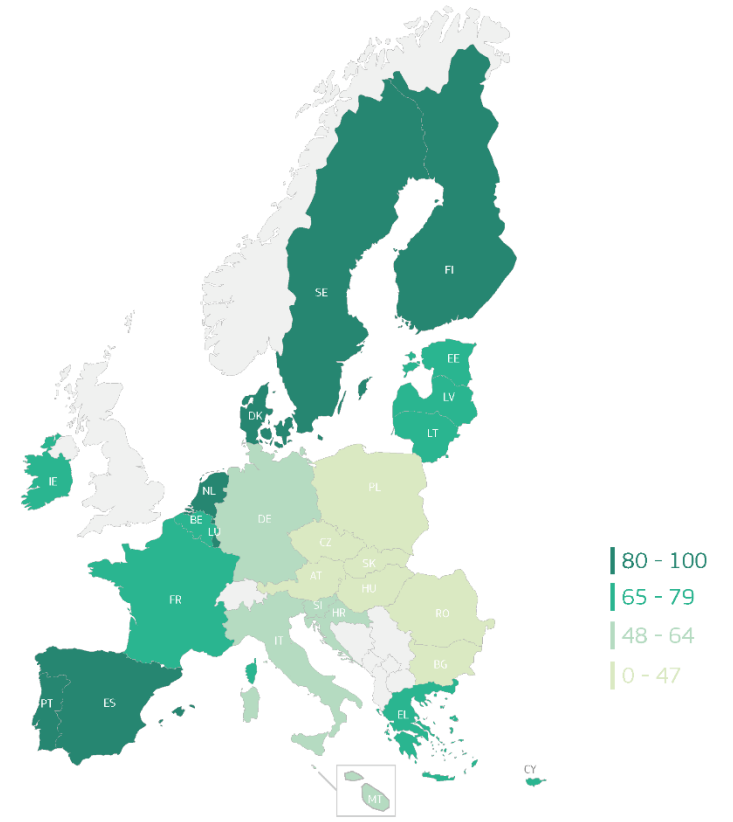


of Europeans say they eat fishery or aquaculture products **at restaurants and other food outlets** at least once a month

(+10 pp. since 2021)



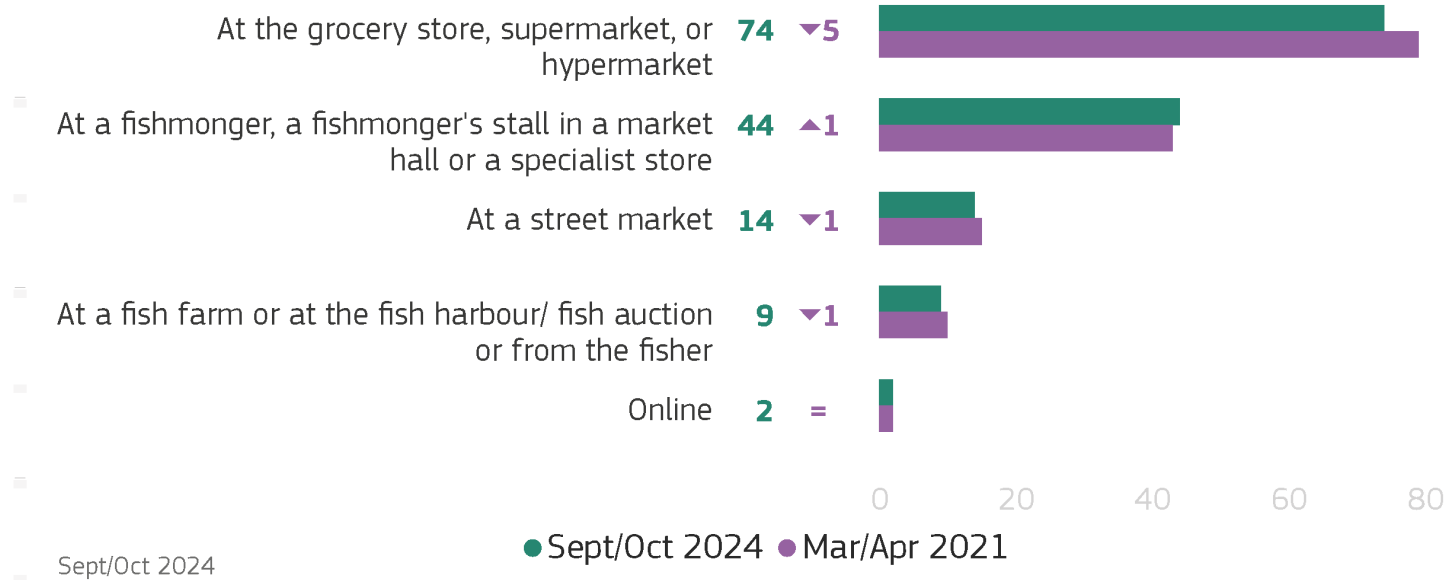
QB1T. How frequently do you...at least once a month - Eat fishery or aquaculture products at least once a month (%)



Sept/Oct 2024

Place of purchase

QB3. Where have you bought fishery or aquaculture products during the last 12 months? (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)



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



The **cost of the product** has become a **key factor when buying** fishery and aquaculture products...

55% (+1 pp. since 2021)

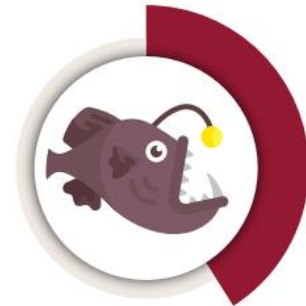


but also their **appearance**

52% (-6 pp.)

and **origin**

(-3 pp.) **46%**



... However, **their taste, smell or appearance** are also a **reason for almost never or never eating them**

41% (+1 pp.)



but also because it's **too expensive**

26% (+2 pp.)

and they're **unfamiliar with products**

(-1 pp.) **21%**



Type of products

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

QB4. How frequently have you eaten each of the following types of fishery and aquaculture products over the last 12 months? (EU27) (%)



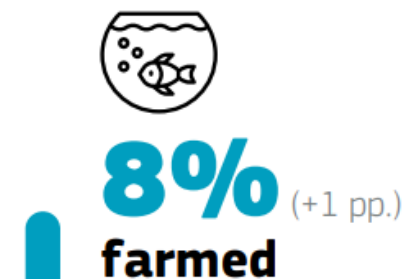
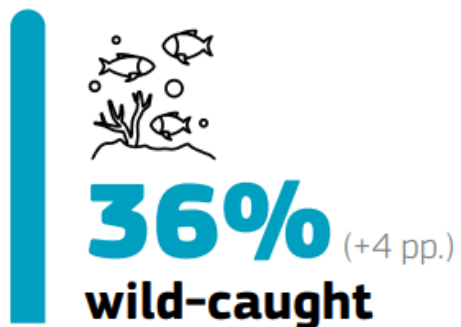
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Base: Respondents who eat FAPs at least several times a year

Preference for fishery or aquaculture products

WILD OR FARMED PRODUCTS

Consumers
prefer their
product...

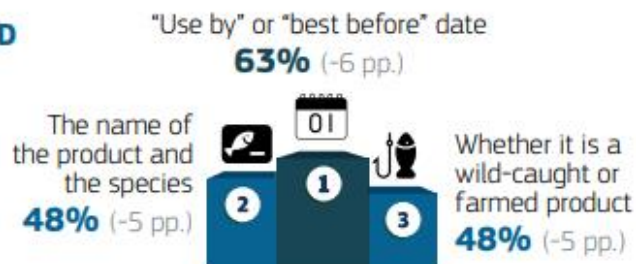


Key information on the label

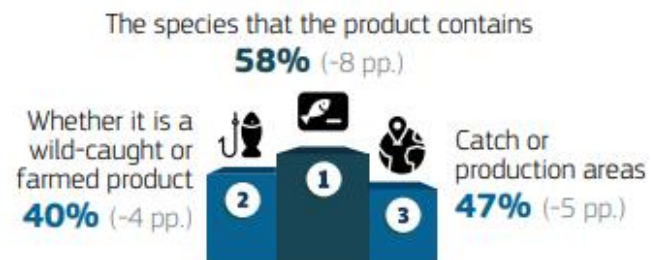
PRODUCT LABELS

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

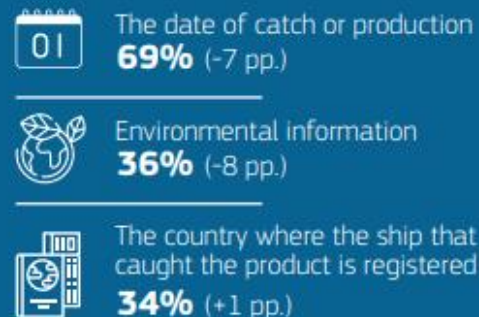
FRESH, FROZEN, SMOKED AND DRIED FISHERY PRODUCT LABELS:



TINNED OR PREPARED PRODUCT LABELS:



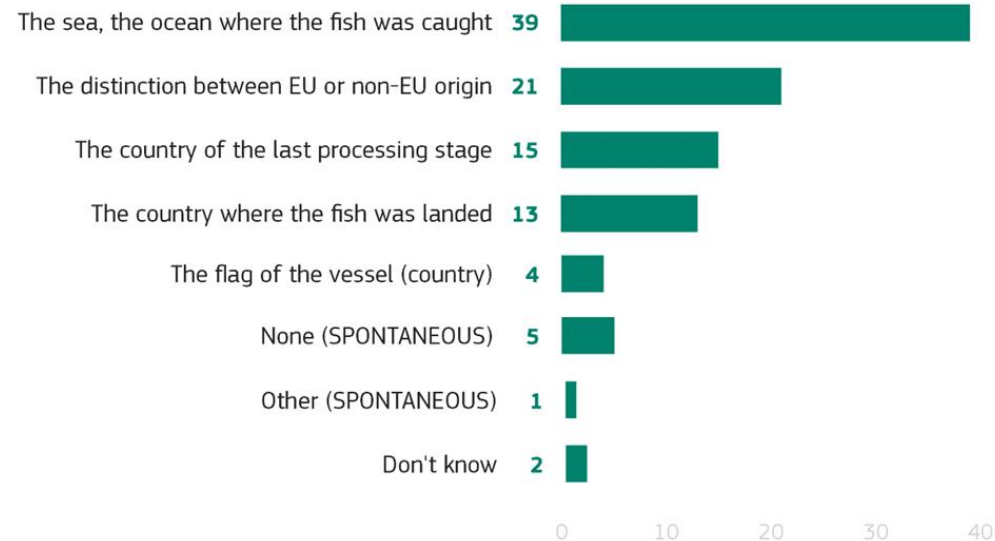
Considering all fishery and aquaculture products, Europeans say the **most important information to be provided on their labels** is...



Focus on the information on origin

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

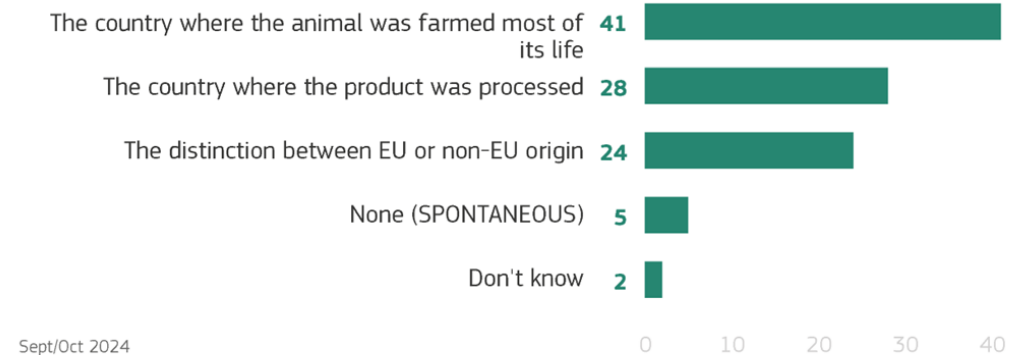
QB14. Regarding the origin of fishery products, what information interests you the most? (EU27) (%)



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

QB15. Regarding the origin of aquaculture products, what information interests you the most? (EU27) (%)



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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) (%)

You have noticed an increase in the price of fish or shellfish products recently



You would be willing to pay more for fish or shellfish products if you were sure they were fished or farmed in a sustainable way



You can easily find fish or shellfish products that are affordable



You tend to replace fish and shellfish by meat or other proteins when prices increase



Your consumption of fish or shellfish products has recently decreased



You don't pay attention to price when buying fish or shellfish products



● Totally agree ● Tend to agree ● Tend to disagree ● Totally disagree ● Don't know

Focus on algae products

SEAWEED OR ALGAE PRODUCTS

18%

say they **have eaten seaweed or algae products** at least once a month over the last 12 months

Most Europeans consume seaweed or algae products **in the form of rolls or wraps** (e.g. sushi)
41%



REASONS FOR NOT EATING THEM

Not used to **consuming** them

54%

Don't like the **taste**

27%

Don't know **how to prepare** them

19%

REASONS FOR EATING THEM

47% Like the **taste**

35% Good for their **health**

23% Used to **consuming** them

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