

Focus On: Fish, publishing 10th November

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Submissions deadline: 22 October

Advertising deadline 29 October

Online Listicle to go live on 9th November: The smoked salmon party food innovations coming out for Christmas

The Story

Could the traditional fish supper be over? Ironically, Brexit could herald the demise of this symbol of Britishness. Earlier this year, the Marine Conservation Society urged consumers to go easy on cod – typically the main ingredient of a fish and chips – and instead fill up on dab, hake, herring and mackerel to support the UK fishing industry. All this is underpinned by the society's continuing work to increase consumer awareness of sustainable fish options, which has gained support from the likes of Hugh Fearnley-Whittingstall and Jamie Oliver. So how is sustainability influencing consumer choices? And how will consumption patterns adapt following Brexit?

Key themes:

Brexit: How will this change stock availability and prices? Will consumers be pushed towards the likes of hake and herring?

Sustainability: To what extent are the MSC's 'avoid' and 'best choice' ratings affecting consumption patterns? How will this develop in future?

Prices: They are up pretty much across the board, especially in salmon and bass. To what extent is this deterring consumers? Which species could be next due a price hike?

Consolidation: How will consolidation of suppliers affect the market?

Kantar chilled & frozen data: Using Kantar commentary, we explain the factors driving growth in the chilled and frozen market.

Innovations: We identify four new products that ideally have not appeared in The Grocer before. including launch date, image and RSP.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How has merchandising changed in the market?