

Fish and Seafood in the United Kingdom

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumption is significantly impacted by inflation as fish and seafood is considered one of the more expensive protein options
Anticipated climate challenges, alongside imposition of tariffs and taxes, are expected to sustain higher unit prices in the local market

PROSPECTS AND OPPORTUNITIES

Shift in consumer preferences away from fresh options towards convenient formats is poised to place further strain on recovery efforts
Promotion of sustainability and improved accessibility set to support consumption

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