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Marketing studies on the seafood and fish market

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Abstract

In this paper, an analysis has been made of the evolution of the seafood and fish market in recent years, both in the world and in Romania. The desideratum of many Romanian consumers to move towards a more balanced living behavior and a healthy diet, has generated a significant increase in the fish and seafood market, which reached 350 million euros in 2016. From the point of view of the volume, the fish stay further, following the consumption of chicken and pork, but in terms of value, the fish market is registering substantial increases.

With regard to fish marketing, in terms of demand-offer ratio, the local fish market is at a prospecting and stabilization stage and consists of 5 main business companies with over 10 million euros per year. The main market segments are frozen fish and fresh fish. In the last period there has been a relative development of the seafood segment, but this segment remains in its incipient phase due to its traditional and symbolic character in the mind of the Romanian consumer.

Keywords: marketing studies, seafood market, fish market

1. Introduction

Seafood can be a good substitute or even an effective solution for those consumers who do not like fish and want an alternative to meat consumption.

Marketing research on the Romanian fish and seafood market has evinced a rising trend starting from a zero point identified with that moment of the December 1989 revolution on the political scene that marked the transition to democracy and of course with steps Shy, towards the transition to a new political, capitalist order. This process also involved major parallel economic changes consisting of the transition to a market economy based on fair, profitable and successful competition.

It should be stressed that the Romanian citizen is not yet a big fan or consumer of fish products and in a classification at European level, Romania is considerably behind Spain, France or Italy, the top European leaders, there is a constant increase in consumption Fish in the last three years. Significant economic determinants such as increasing salary incomes in recent years, new ways and directions of consumption, developing logistics and communication channels, and lower VAT on food are key considerations for increasing food consumption in general, and Fish and seafood in particular. With all these findings, fish still remain as a result of consumption of chicken and pork as well as volume, but as the fish market is on the rise [5].

The development of modern commerce has also contributed to the growth of the global market through the opening of hypermarkets and supermarkets, but also by the breadth and stature of the fish products industry by the creation and initiation of specialized raions.

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The diversification of the range of fish products marketed in Romania, in turn, is a reason for the development of the market: from sprat that is sold on the shelf with 7 - 8 lei/kg, up to the fresh red tuna which reaches 120 - 130 lei/kg on the shelf. According to Romfood Trading estimates, the largest volumes in fish sales at the market level are recorded by the macro. In terms of value, however, the situation is different, that is, salmon holds the largest volume of sales. With regard to the offer, the domestic fish market is in the process of stabilization, being a market in which 5 main competitors have turnover over 10 million euros per year, one of which is Romfood Trading, and the main market segments are frozen fish and fresh fish [5].

Fish consumption in Romania is very low, about 6 kg/capita, at the opposite pole being Spain, with almost 40 kg/capita and France (38 kg/capita yearly), given the low consumption, Estimates the tripling of fish consumption in Romania [5].

Alfredo Seafood is a brand developed by Romfood Trading, one of the main players on the market for fish and seafood distributors in Romania and has market prospects, increasing fish consumption, since it is one of The lowest levels of consumerism in Europe. Several case studies point out that a family in Romania consumes, on average, a fish mass every three weeks; Alfredo's goal is that, in a relatively short time, a family will take a fish meal per week, which means tripling consumption [5].

2. Materials and method

For the analysis and marketing researches on seafood and fish, the following significant elements have been correlated and studied: the production, consumption and trade of seafood and fish both worldwide during 2008 - 2014.

They were taken over, used, analyzed and processed statistical data and information on the dynamic evolution of this food sector with prospects for the future and in Romania

3. Results and discussion

The purpose of marketing analysts is to gain as much knowledge and data as to highlight the characteristics and properties of seafood, so that profitable companies can achieve outstanding competitive and profit-making results. The key elements outlined in such an approach may be: differentiation, segmentation and strategic objectives specific to the fish and seafood sector.

The European Union confirmed it self as a major seafood consumption market with household expenditures of EUR 54,7 billion in 2013. This marked a 1% increase over 2012 – the highest amount ever recorded. Apparent consumption per capita for 2012 was 23,9 kg, a 3% decrease from 2011. This downward trend has been seen since 2008, when per capita fish consumption amounted to 26 kg. EU consumers buy less seafood but spend more for it, which indicates a change in consumption preferences as well as fish prices. European Union consumption is dominated by captured fish, which represents 3/4 of the total. The most remarkable phenomena observed are the increasing consumption of salmon and herring, and the stabilisation of pangasius [4].

In 2014, EU exports reached EUR 4,3 billion, 30% above the 2006-2014 average. Volumes also were the highest since 2006, reaching more than 2 million tonnes for the first time. While its exports are almost entirely composed of products from captured fisheries, the EU's aquaculture production is destined for the EU market. Exchanges between EU Member States represented 86% of the total value of trade within and outside the EU in 2014. All high-value commodities reached peaks in 2014. Overall, volumes sold within the EU totalled 5,74 million tonnes with a value of EUR 20,6 billion – the highest value registered since 2006 [4].

The evolution of fish and seafood prices has been observed, a decrease in 2013 compared to substantial increases in 2009. There has been a fluctuation in fish and seafood prices as compared to prices for meat and other food.

Table 1. EU production details (tonnes)

Food use	2008	2009	2010	2011	2012
Catches	4.616.715	4.418.416	4.239.416	4.311.081	4.101.624
Aquaculture	1.255.341	1.301.872	1.253.887	1.243.996	1.235.537

Source: EUMOFA based on elaboration of EUROSTAT data

Table 2. Price variation (inflation) – sectorial comparison

Sector	2009	2010	2011	2012	2013	2014	2009 -2014
Food	0,9%	1,1%	3,2%	2,9%	2,8%	-0,2%	10%
Meat	2,8%	0,0%	2,8%	3,9%	2,8%	0,2%	10%
Fish and seafood	0,4%	1,8%	4,3%	3,2%	1,9%	1,6%	13%

(Source: EUROSTAT

Table 3. World production in 2013 (1.000 tonnes – FAO estimates)

Country	Fishery	Aquaculture	Total production	% total
China	16.558	57.113	73.671	38,79%
Indonesia	6.120	13.147	19.267	10,14%
India	4.645	4.554	9.199	4,84%
EU-28	4.806	1.303	6.109	3,22%
Viet Nam	2.804	3.294	6.098	3,21%
Peru	5.876	126	6.002	3,16%
United States	5.242	441	5.683	2,99%
Japan	3.742	1.027	4.769	2,51%
Philippines	2.335	2.373	4.709	2,48%
Russian Federation	4.351	156	4.507	2,37%
Norway	2.229	1.248	3.476	1,83%
Chile	2.289	1.046	3.335	1,76%
Thailand	1.844	1.057	2.901	1,53%
Malaysia	1.493	531	2.023	1,07%
Other	28.906	9.783	38.689	20,37%
Total	93.778	96.145	189.923	100,00

Source: EUROSTAT (for fishery EU-28), FAO (for extra-EU countries and EU aquaculture)

Table 4. Prices at landing stage of most important commercial species for the EU market (EUR/kg)

Main commercial species	2010	2011	2012	2013	variation 2013/2012
Anchovy	1,70	1,87	1,94	1,91	↓
Blue whiting	0,54	1,13	0,58	0,42	↓
Cod	2,30	2,32	2,16	2,25	↑
Gilt-head seabream	9,19	8,78	8,46	8,54	↑
Hake	3,48	3,58	3,33	3,36	↑
Herring	0,32	0,44	0,56	0,46	↓
Mackerel	0,88	1,11	1,01	0,97	↓
Monk	5,26	4,79	5,16	5,13	↓
Mussel	0,15	0,24	0,45	0,45	=
Red mullet	7,92	7,42	7,35	6,93	↓
Sardine	0,81	0,87	1,06	0,92	↓
Seabass	9,31	9,92	9,89	9,93	↑
Skipjack tuna	1,23	1,24	1,08	1,17	↑
Sole	9,26	9,38	9,06	8,24	↓
Sprat (=Brisling)	0,18	0,22	0,27	0,28	↑
Squid	4,38	4,99	4,56	4,03	↓
Yellowfin tuna	1,65	1,74	2,37	2,26	↓

(Source: EUMOFA based on elaboration of EUROSTAT data)

A major Change in Seafood Marketing in the SUA occurred in the late 1980s. Per capita consumption declined after 1987 and influenced prices. Substantial changes in market conditions have prompted the South East and North East Regional Aquaculture Centers to launch numerous prospectuses and market studies. The initial results of the study at the beginning of 1988 correspond to several months after the consumer demand for seafood in 1987. Cluster analysis has characterized 5 distinct consumer profiles. The most favorable two seafood profiles have been differentiated from alternative fish price views: one group found cheap fish, the other expensive. Aquaculture targets specific goals and targets specific to consumers by recognizing the unique features of consumers by analyzing income, family size, studying seasonal preferences and other demographic factors [2].

The interest of consumers in the availability of fish and seafood proves that the acquisition of diverse and numerous species may be a marketing benefit. In the future, fish-specific firms will tackle strategies and guidelines that help and balance more and more the knowledge that fish are expensive products by highlighting nutritional value and other beneficial properties such as quality, availability and freshness [2].

Regarding trade in seafood and aquaculture, approximately 38% (live weight equivalent) of world fish production was traded internationally in 2010. The continued increase in aquaculture production results in continued increases in the total supply of fishery products worldwide [1].

Trade in fish and fishery products will continue to expand during next decade, fuelled by expanding fishery production and high demand. As a consequence, the fisheries sector will continue to operate in an increasingly globalised environment and outsourcing of processing will rise: fish can be produced in one country, processed in a second, and consumed in a third.

World trade of fish for human consumption is expected to reach more than 46 Mt in 2025, up 18% from the base period but lower with respect to the 32% increase experienced during the previous decade (2006-15). This decline will be caused by slower expansion of fishery production, high prices, and sustained domestic demand in some of the major exporting countries. Aquaculture will contribute to a growing share of the international trade in fishery commodities for human consumption [3].

4. Conclusions

In order to achieve success in the market for seafood and fish, a global achievement of the requirements of the market is required and, in order to develop serious, future projects in this very little exploited field in Romania, it is necessary first and foremost , collecting as accurate information and data as possible about nutritional values of seafood and the impact of their consumption on human health and body, knowledge of fish industry and technology, and the development of strategic marketing concepts and directions.

Starting from this premise, a robust and solid fish and seafood market can also be developed in Romania, implementing marketing projects and initiatives of these products on a global scale.

Compliance with Ethics Requirements. Authors declare that they respect the journal's ethics requirements. Authors declare that they have no conflict of interest and all procedures involving human / or animal subjects (if exist) respect the specific regulation and standards.

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