

APPRAISING PROTEINS

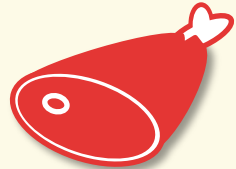
AMERICAN CONSUMER BEHAVIOR AT THE RETAIL LEVEL



THE QUESTION

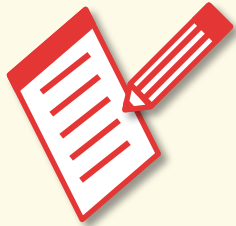


VS.



How does seafood stack up against other proteins in dinnertime decision-making?

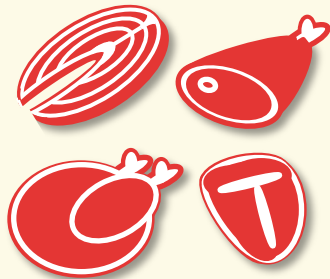
THE QUESTION – MORE SPECIFICALLY



How do consumers plan for dinner?



How does dinner planning translate into grocery shopping?



How does seafood stack up against other proteins?

When given a choice, what do consumers pick?

HOME-COOKED DINNERS



Home-cooked
dinner per
week
(on average)



Poultry

1.9
times per week



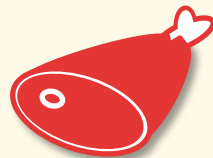
Beef

1.5
times per week



Seafood

1.0
times per week



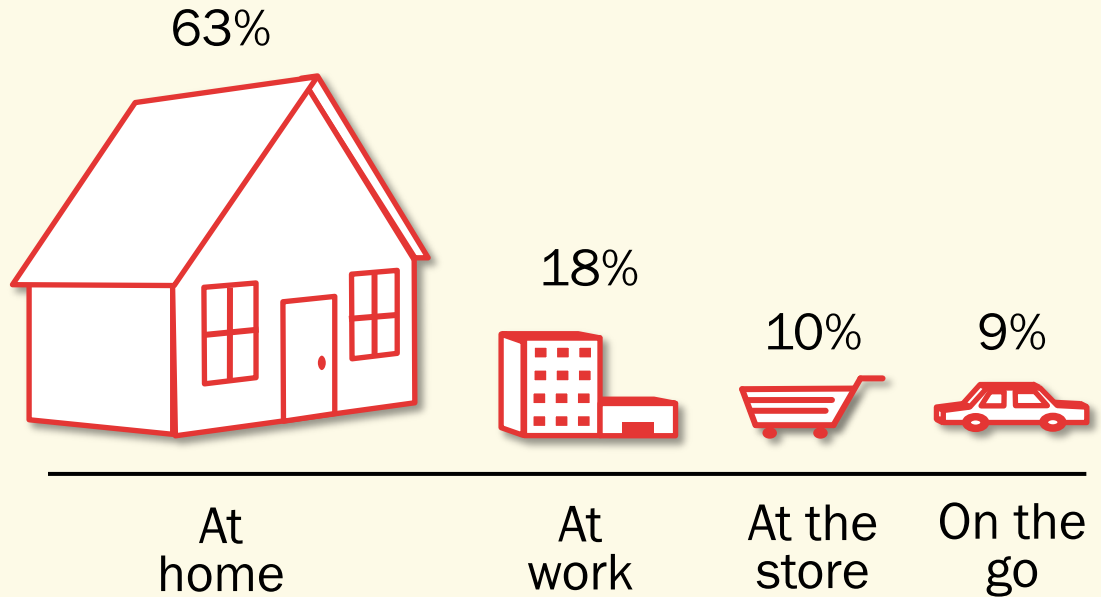
Pork

0.9
times per week

DINNER PLANNING



Of consumers start planning for dinner **that day**



29% include **partners** in planning

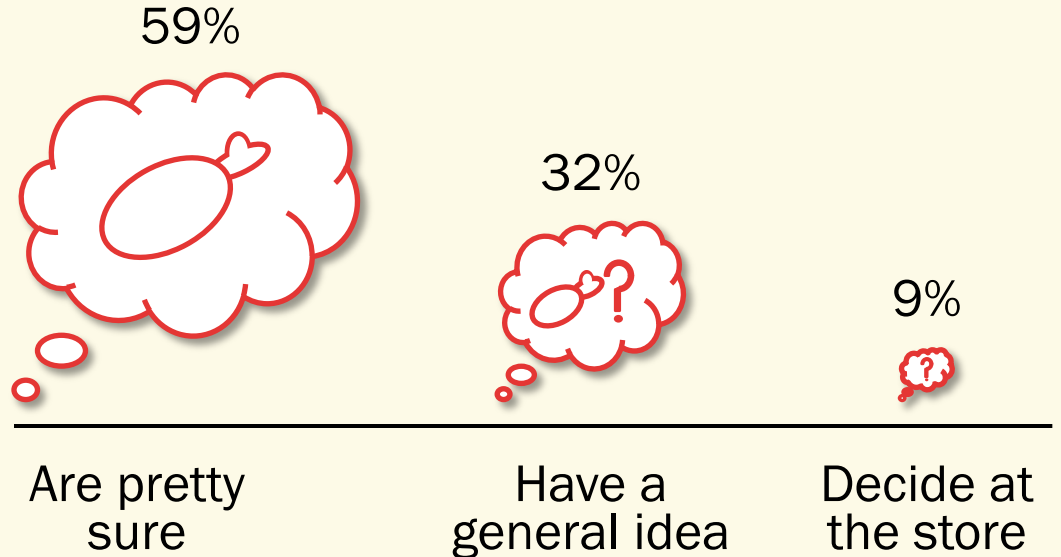
13% include **children** in planning

GROCERY SHOPPING



Purchase a week
or more's worth
of groceries at a
time

Pre-store meat, poultry, or fish decision



change their mind at the grocery
store at least once per month

THE SEAFOOD MARKET

Seafood Selectors



Health and nutrition drive dinnertime decisions

Premium Protein Purchasers



Flavor drives dinnertime decisions
Cost is not of high concern

Harried Healthies



Busy lives drive dinner decisions
Concerned about preferences and convenience

Deal Enthusiasts



Cost, flavor, and household preferences are all important to dinnertime decisions

Plan Ahead-ers



Plans ahead
Concerned about household preferences and cost

Budget-Conscious Consumers



Cost is most important
Flavor and nutrition take a back burner to protein prices

PROTEIN DECISIONS

Seafood Selectors



Premium Protein Purchasers



Harried Healthies



Deal Enthusiasts



Plan Ahead-ers



Budget-Conscious Consumers



**WHICH PROTEIN PURCHASER
ARE YOU? TAKE THE QUIZ AT
SEAFOODSOURCE.COM!**



Quiz: What kind of seafood shopper are you?

By Madelyn Kaama, SeafoodSource associate editor
Published on Tuesday, October 06, 2015

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It's that time again, and you're off to the grocery store to prepare for dinner or a week full of dinners. What kind of habits drive your decision when you get to the meat and fish counters? Do you have a grocery list on hand or do you just go with the flow? Are you hunting for bargains or the best cuts?

Answer those questions and more in the quiz below to discover what kind of seafood shopper you most resemble, based on the six major profiles identified in SeafoodSource's exclusive *Assessing Protein: American Consumer Behavior at the Retail Level* report.

Find out more about the various seafood shopper profiles with this infographic.

0 QUESTIONS TAKEN 136 TIMES

What kind of seafood shopper are you?

There are six different kinds of seafood buyers out there, according to SeafoodSource research. Which one are you?

START

LOG OUT



MARKET REPORTS

Oyster resurgence creates greater demand, but supplies hold up

Oysters are undergoing a renaissance, and it looks as if we have the millennials to thank for that. According to research firm Datassential, oysters made their way onto nearly 10 percent of menus in...

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Closer, Better, Faster...



QUESTIONS?

