Due to changing consumption patterns, 20% of the dinner plate is up for grabs, and will be decided in the next ten years.

Restaurants are starting to shift to plant-based wraps and bowls, and the home shopper is beginning to follow suit.

When asked what consumers want in place of meat, seafood is the option mentioned least often.

In the next 2-4 years there is an opportunity to promote sustainable, responsible seafood in the shift away from land-based meat protein.

Seafood can, and needs to, market itself better if it wants to claim a bigger portion of that plate.

Key Takeaways