

What's for dinner in 2050?

One of the biggest factors in determining seafood's role in future protein consumption will be the sustainability of seafood and the industry's ability to deliver and market a sustainable, responsible product. In the next two to four years consumers, restaurants and the food industry will be making decisions that will predict much of our future consumption.

Key Takeaways



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