

Italian Stockfish Consumer: Attitudes & Opportunities

Consumer and Marketing Insights

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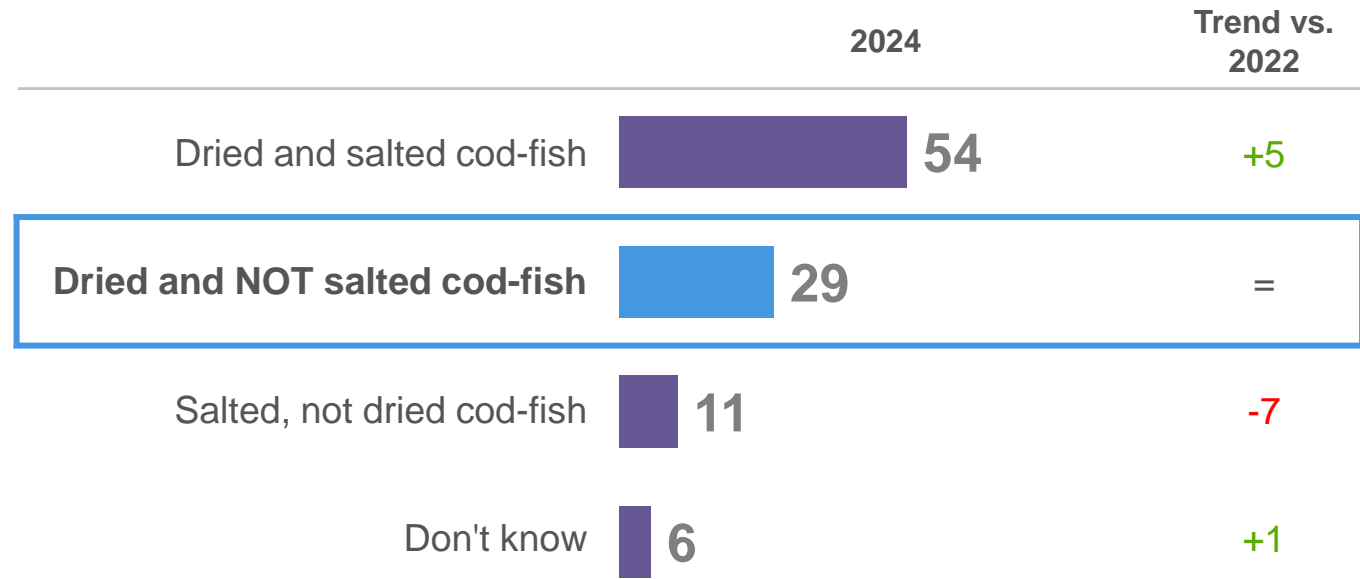


**NORWEGIAN
SEAFOOD COUNCIL**



Around **1 consumer out of 3** knows the stockfish. Higher awareness in the **North** of Italy

Have you ever heard about Stockfish? What is it?



No significant changes vs. previous year among regions and age-groups

The highest awareness is once again in:



Veneto
33%

Trend vs. 2022: **+1**



Liguria
35%

Trend vs. 2022: **+3**

% Values

Base: Total sample 2024 (n=2,415), 2022 (n=2,411); Q6. Have you ever heard about Stockfish? What is it? (Single answer)

The stockfish consumers **increase** vs. 2022, especially in Sicilia and in Liguria

Did you consume Stockfish in the last year?

% of Consumers	Total	Veneto	Liguria	Campania	Sicilia	Calabria
2024	86 ↑	85	81 ↑	90	86 ↑	87
vs. 2022	+4 	+2 	+6 	+2 	+8 	+2



Consumers: who ate stockfish at least once in the last year

% Values
Base: Total sample 2024 (n=2,415), 2022 (n=2,411); Q8. How often did you eat Stockfish in the last year? (Single answer)

In these regions most people are Medium or Light stockfish consumers: they mainly eat it at theirs' or others' home and slightly more often during weekend

Who are the consumers?

	2024	Trend vs. 2022
Heavy consumers (at least once a week)	25	+2
Medium consumers (at least once a month)	33	+2
Light consumers (at least once every 3 months)	28	=
Never consumers	14 ↓	-4


Where do they eat stockfish?



At home	96%
At the homes of families/friends	79%
At informal restaurants / cafés / canteens	73%
At culinary festivals	59%
At high-end restaurants	51%

Similar to 2022!

When do they eat stockfish?



Weekdays	28%
Weekends	30%
Parties/festive occasions	28%
Don't know / I don't eat in fixed days	29%

In 2022 the % for Weekdays was +1 vs. Weekend



% Values
 Base: Total sample 2024 (n=2,415), 2022 (n=2,411); Q8. How often did you eat Stockfish in the last year? (Single answer);
 Base: Stockfish consumers 2024 (n=2,069), 2022 (n=xxx); Q24. How often do you eat Stockfish at the following places/locations? (Single answer); Q25. When do you usually eat Stockfish? (Possible multiple answers)

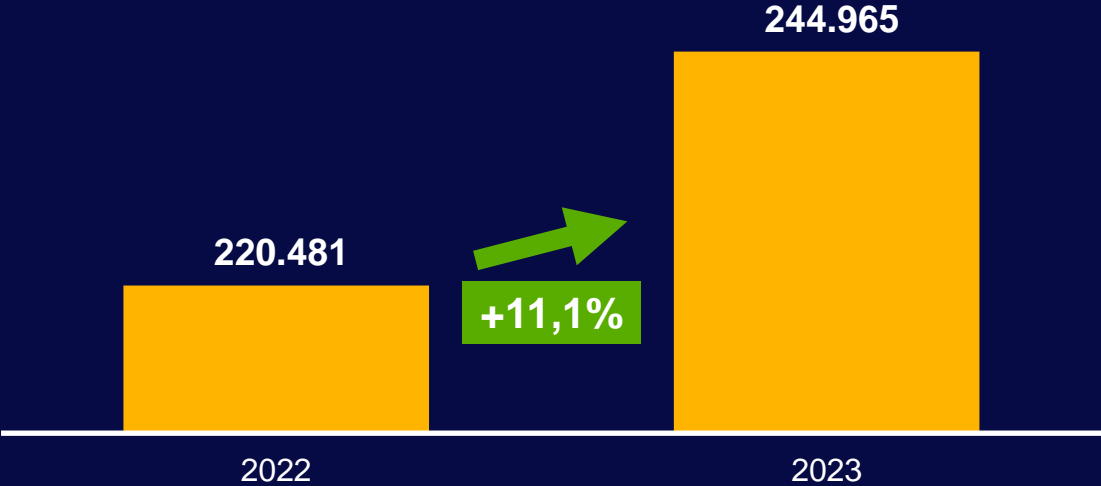
Fixed Weight Stockfish is growing both in value and volume

Total Italy

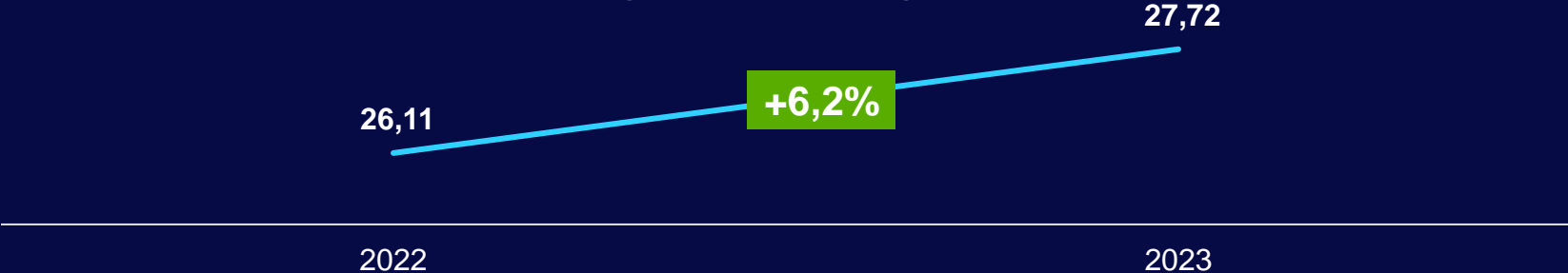
Fixed Weight Stockfish Value Sales €



Fixed Weight Stockfish Volume Sales KG

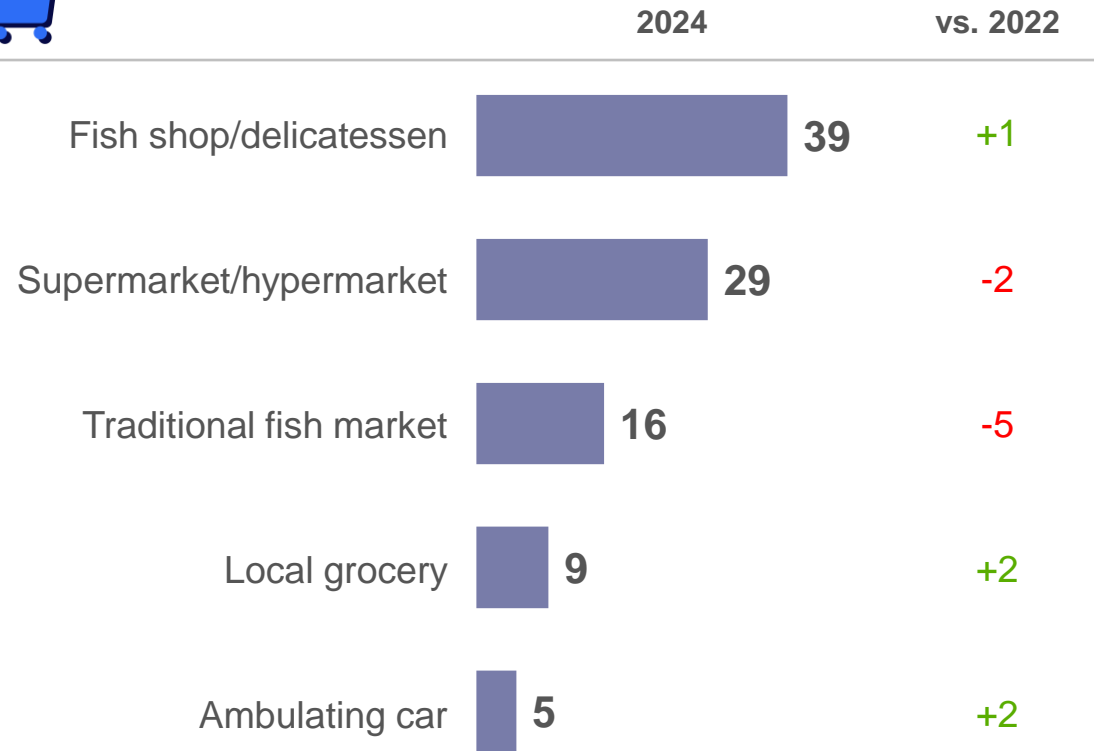


Fixed Weight Stockfish Avg. Price €/KG



Source: NIQ Trade*Mis

Where do you usually buy Stockfish?



% Base: Responsible of stockfish purchase 2024 (n=1,895), 2022 (n=1,808); Q18. Where do you usually buy Stockfish? (Single answer)

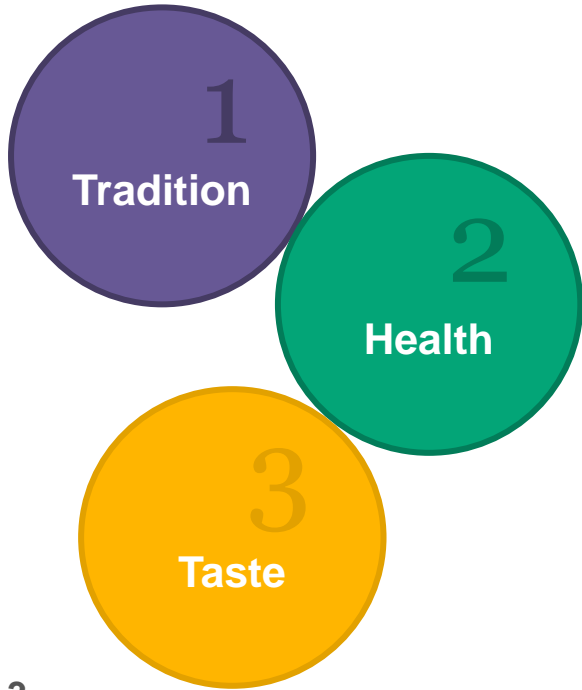
Fish shop remains the most important channel overall but there are *peculiarities per region*: Super and Hyper keep having a higher relevance in Veneto and Liguria compared to the South

It is still driven mainly by **tradition**, **health** and **taste**

The first two swapped their positions vs. 2022. The perception of a good price need to be monitored

Which of these would you say are good reasons for choosing stockfish for yourself?

✓ Drivers:



	2024	vs. 2022
Traditional dish	53 ↑	+4
Health benefits	50	-3
Tastes good	45	-1
A lean alternative	32 ↓	-3
Safe to eat	29	+2
The family likes it	29	-2
Value for money	21 ↓	-4
Easy to prepare	19	=
Reasonably priced	16	-2
Inspiring to prepare	14	+1
Produced/caught in an environmentally friendly way	14	=
Quick to prepare	12	-2



Less people than 2022 recognize the good price as a consumption driver
Good price perception (NET) 32% ↓
 vs. 2022: -5

3.3 aspects quoted on avg (max 5)
 2022: 3.4

% Base: Stockfish consumers 2024 (n=2,069), 2022 (n=1,960); Q16. Which of these would you say are good reasons for choosing stockfish for yourself? (Possible multiple answers)

As seen in 2022, preparation and taste are the main aspects holding back consumption

Why you never eat / very rarely eat stockfish?

✘ Barriers:

1 43%
Preparation (NET)

It's a cross-target barrier. The **LIGHT consumers** complain slightly more often about that

2 37%
Taste (NET)

More among **NEVER** consumers

3 25%
Other product preference (NET)

It's a cross-target barrier

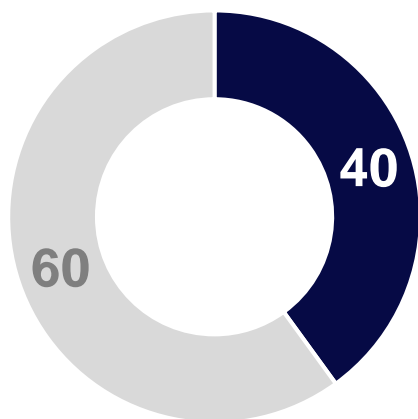
	2024	vs. 2022
I don't like the taste	28	+3
I find other products more tempting	21	-1
I don't know how to prepare stockfish	18	-2
I don't like the smell when soaking dried stockfish at home	17	+1
I think the price is too high	16	+1
I think it takes too long to prepare traditional dried stockfish	15	+1
I think it is harder to find shops that sell stockfish	14	-1
Kids in the family don't like the taste	11	-1
I think it is hard to find high quality stockfish products	10	-1
I can't find presoaked stockfish	6	-1
It does not give me value for money	5	+1
I don't see it as an important traditional dish any more	4	=

% Values – Cut off 4%

Base: Who never / more seldom / 2-3 times a year eats Stockfish 2024 (n=2,069), 2022 (n=1,960); Q9. You have indicated you never eat / very rarely eat stockfish. Please explain why. (Possible multiple answers)

4 out of 10 consumers have substituted stockfish at least once, mainly due to low availability or quality and high price

Have you ever substituted stockfish in your recipes?



■ Yes ■ No

Yes

More in Campania



Less in Veneto



What have you used as substitute?



Why?

- Other products are **easier to find** (27%)
 More in Calabria
- Because of the **price** (26%)
 More in Veneto
- It is hard to find **high quality** stockfish (26%)

Yes=828

% Base: Stockfish consumers 2024 (n=2,069), Q12. Have you ever substituted stockfish with other fish/seafood products in recipes where you usually use stockfish? (Single answer); Q13. substitute of stockfish? (Possible multiple answer); Q14. What were the reasons for substituting stockfish with other fish/seafood? (Possible multiple answers)

What types of seafood products have you used as a

Indeed **price**, **availability** in habitual stores and **inspiration for recipes** are the 3 top levers

What would need to happen for you to buy Stockfish more often than you do today?

Top10 levers	2024
More reasonably priced	37
That I get more of my family to like Stockfish	21
More often available where I do grocery shopping	20
I need new / more appealing recipes	20
The product should be bone- and/or skinless	18
The product should be clearly labeled with its origin	16
The product should have PGI	16
The product should be sold as a ready to eat dish	15
The product should be presoaked	14
The product should be precut into pieces	13



+2 vs 2022

+4 vs 2022 **Seize the opportunity!**

Offering more **ready-to-eat products** can increase the purchase frequency

Label with **Origin** is still among the most importance levers to boost frequency

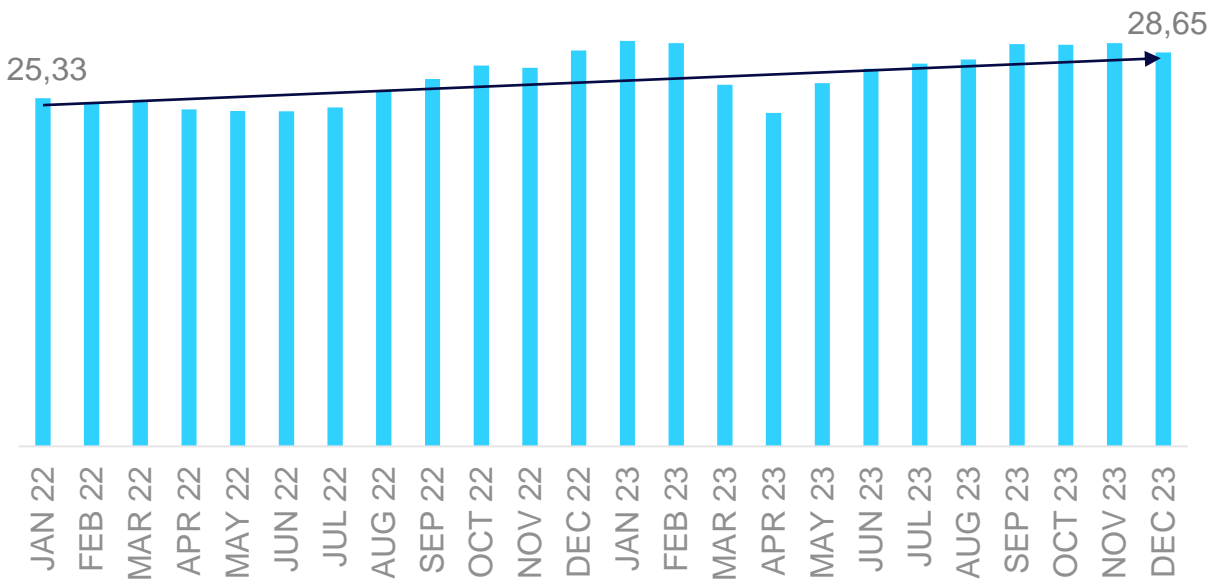
% Base: Responsible of stockfish purchase 2024 (n=1,895), 2022 (n=1,808); Q23. What would need to happen for you to buy Stockfish more often than you do today? (Possible multiple answers)
 *Source: NIQ Trade*Mis, Total Italy, Year 2023



Stockfish price increased +6,2% vs PY despite more volume on promotion

Market: IT Italy

Fixed Weight Stockfish Avg. Price €/KG



€ +6,2%
Avg. Price €/KG 2023 vs 2022

+0,7% (14,3%)
Volume on promo 2023 vs 2022

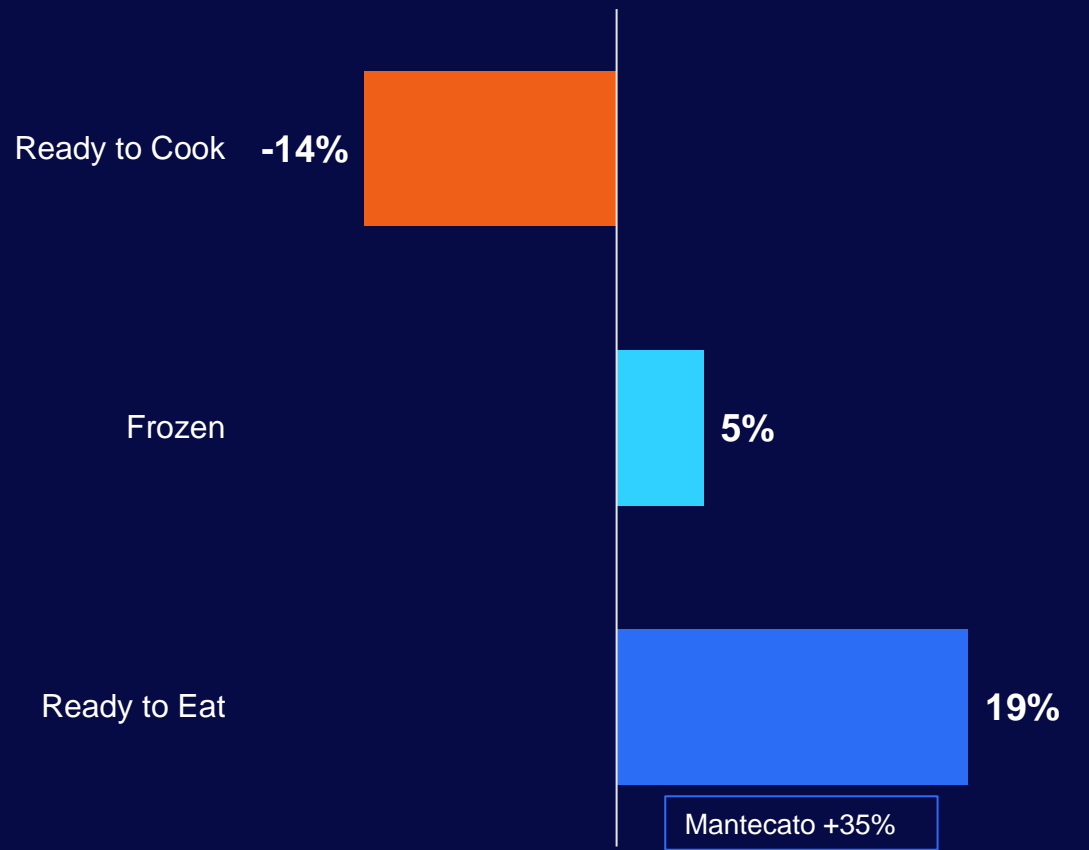
Source: NIQ Trade*Mis



Consumers are opting for Ready to Eat preparations

Market: IT Italy

Fixed Weight Stockfish Preparations Value Trend vs PY



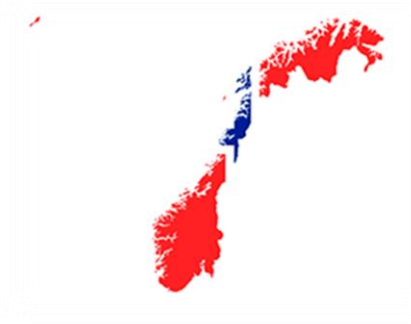
79% of consumers care about stockfish origin

2022: 79%
(Very much + Quite much)



65% of stockfish buyers know that stockfish come from **Norway**

2022: 65%

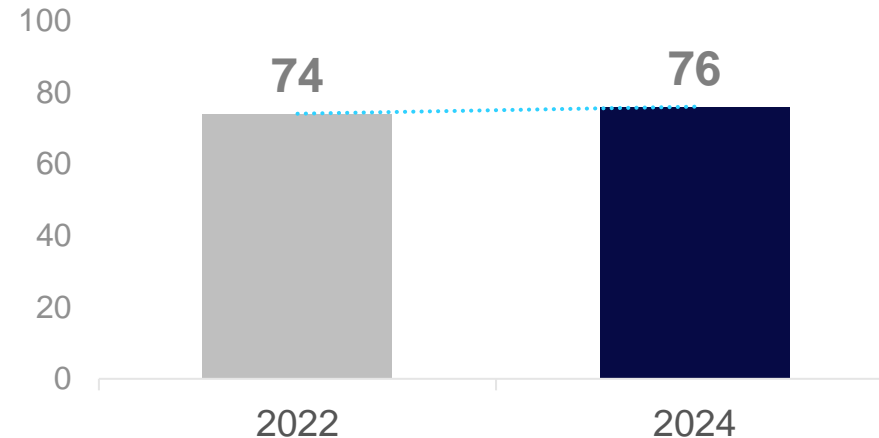


Higher value in Veneto (74%)

2022: 69%

Importance of Norway as country of origin

It is very much / quite much important that the stockfish comes from Norway



% Values

Base: Stockfish consumers 2024 (n=2,069), 2022 (n=1,960); Q26. How much do you care about which country the Stockfish you buy/consume comes from? (Single answer) - Base: Responsible of stockfish purchase 2024 (n=1,895), 2022 (n=1,808); Q27. In your opinion, where does stockfish come from? (Possible multiple answers); Q32.How important to you is the following when purchasing Stockfish? (Single answer)

PGI label is more often recognized on stockfish products and it has the potential to increase the willingness to pay (2 shoppers out of 3)



	2024	vs. 2022
PGI Awareness (overall)	66%	+3
Recognition on stockfish products	47%	+6

Recognition	Veneto	Liguria	Campania	Sicilia	Calabria
vs. 2022	+4	+8	+4	+12	+2

67% of consumers would **pay somewhat more** or **a lot more** for a stockfish product with a PGI label
(= 2022: 67%)



% Values - Base: Total sample 2024 (n=2,415), 2022 (n=2,411); Q28. Have you seen this label before? (Single answer); Have you seen this symbol on any stockfish products before? (Single answer); Q31. How much would you be willing to pay for a stockfish product with a PGI label compared to a stockfish product without a PGI label? (Single answer)

Baccalà is declining due to **Ready to Cook preparation**

RTE is the fastest growing preparation

Total Italy

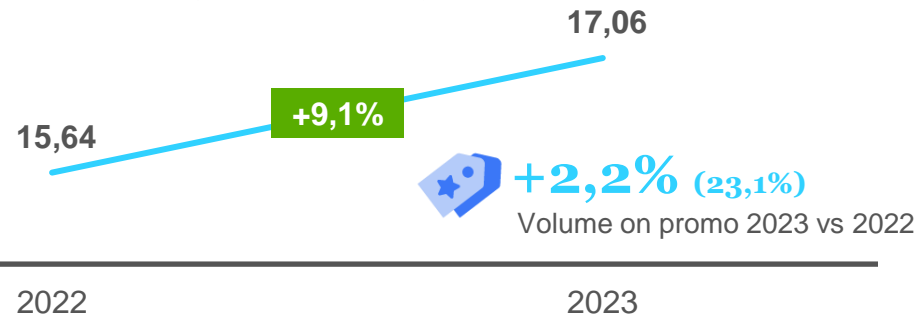
Fixed Weight Baccalà Value Sales €



Fixed Weight Baccalà Volume Sales KG

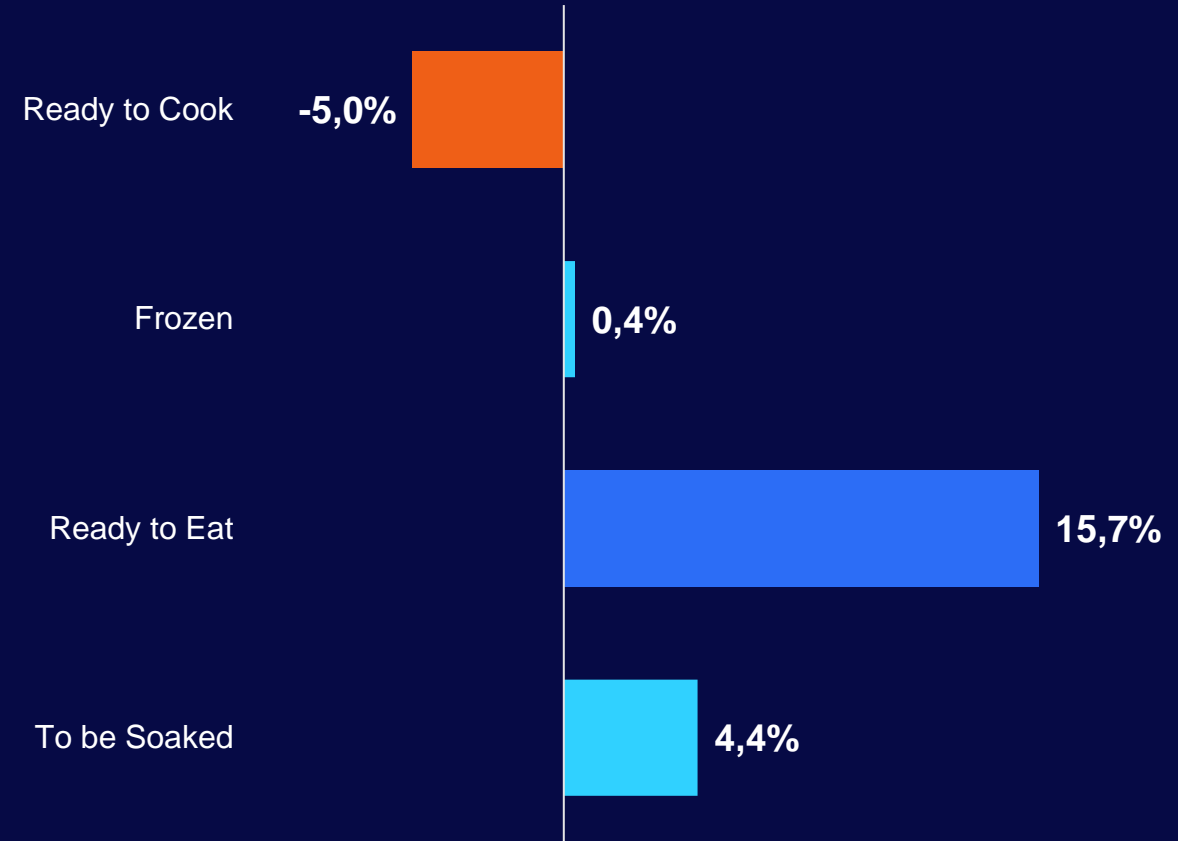


Fixed Weight Baccalà Avg. Price €/KG



Source: NIQ Trade*Mis

Fixed Weight Baccalà Preparations Value Trend vs PY





AWARNESS & CONSUMPTION

- The **awareness** still needs *to be improved*, but the number of those who *have consumed stockfish* at least once in the last year is **growing**, especially in Sicilia and Liguria



DRIVERS OF GROWTH & BARRIERS

- The *culture* and *tradition* of stockfish in these regions is still one of the **main drivers of consumption**, along with health benefits and taste
- *Preparation* represents the *most important cross-target barrier* and an **opportunity** to support consumer with *simple recipe ideas* and *ready-to-eat products*.



RISKS & OPPORTUNITIES

- *Price* and *availability* should be kept under review in the future, as they are the **first elements** that consumers take into account when talking about increase the consumption
- The **ready-to-eat products** may represent a **great opportunity**: they can *boost frequency* but also *break the barrier*
- **Label with origin** is still among the most importance levers to boost purchase frequency: *79%* of consumers care about *stockfish origin*
- **PGI label** is more often *recognized* on stockfish products and it still has the *potential to increase the willingness to pay* (2 shoppers out of 3)

Thank you!

NIQ