U.S. CONSUMERS SEAFOOD PURCHASING BEHAVIORS AND HABITS

What percentage of U.S. consumers purchase seafood in a month?

89% purchased seafood

72.1% Good seafood quality
67.5% Affordability
57.5% Enjoy seafood taste/textured/flavor
44.1% Health benefits
41.4% Easy to prepare

11% did not purchase seafood

58.6% Dislike seafood taste/textured/flavor
57.5% Expensive
50.6% Poor seafood quality
37.9% Contaminants in seafood
21.5% Hard to prepare

Seafood Purchasing Habits

Seafood Purchased Serving Size

- 11.9% 1-2 serving
- 43.4% 3-4 serving
- 44.7% 5 serving

Seafood Purchased Frequency Based on the Serving Size

- Daily 0.9%
- 2-3 times a week 11.7%
- 1 time a week 24.9%
- 2-3 times a month 32.3%
- 1 time a month 21.9%
- 2-3 times a year 6.9%
- Once a year 1.2%

Seafood Purchased in the Past 60 Days

- Shrimp 71.4%
- Canned tuna 62.1%
- Salmon 42%
- Tuna 37.2%
- Tilapia 32.9%
- Crab 24.7%
- Catfish 24.6%
- Scallops 15.9%
- Clam 15.1%
- Pollock 9.2%

Data Source: A case study survey conducted in January 2023 and February 2023, n=1539 with participants' social demographic distribution similar to census data.

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Acknowledgement: This work was generously supported by Global Food System Institute.

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