



CHICKEN OF THE SEA

2022 INDUSTRY INSIGHTS: A DEEPER DIVE*

***An online survey conducted to 100 US Grocery Retail Executives & Buyers and Foodservice Executives & Buyers. All respondents will have a minimum seniority of Director.
Quota set for 50 Grocery Retail Executives & Buyers and 50 Foodservice Executives & Buyers.**

1. How are you managing price increases on seafood due to inflation this year?

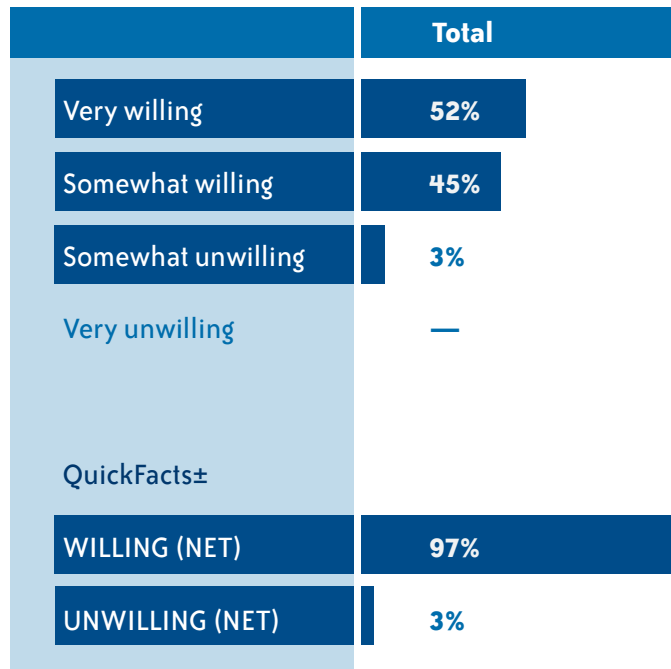
	Total
Prioritize high-margin products	59%
Pass on costs to consumers	50%
Search for different suppliers	49%
Limit the amount of product we purchase	48%
Other	—
We have not experienced price increases on seafood due to inflation	—
QuickFacts ±	
HAVE EXPERIENCED PRICE INCREASES ON SEAFOOD DUE TO INFLATION (NET)	100%

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Wakefield Research
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2. Which of the following food industries are suited to adapt and thrive in the face of unexpected challenges or disruptions?

								QuickFacts±
	Seafood	Beef	Poultry	Plant-based proteins	Pork	None of these		ANY (NET)
Total	71%	44%	43%	38%	35%			100%

3. How willing do you feel consumers are to trying new and innovative seafood products?



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4. How much has consumer demand increased or decreased for sustainable or responsibly-sourced seafood products in the past 12 months?

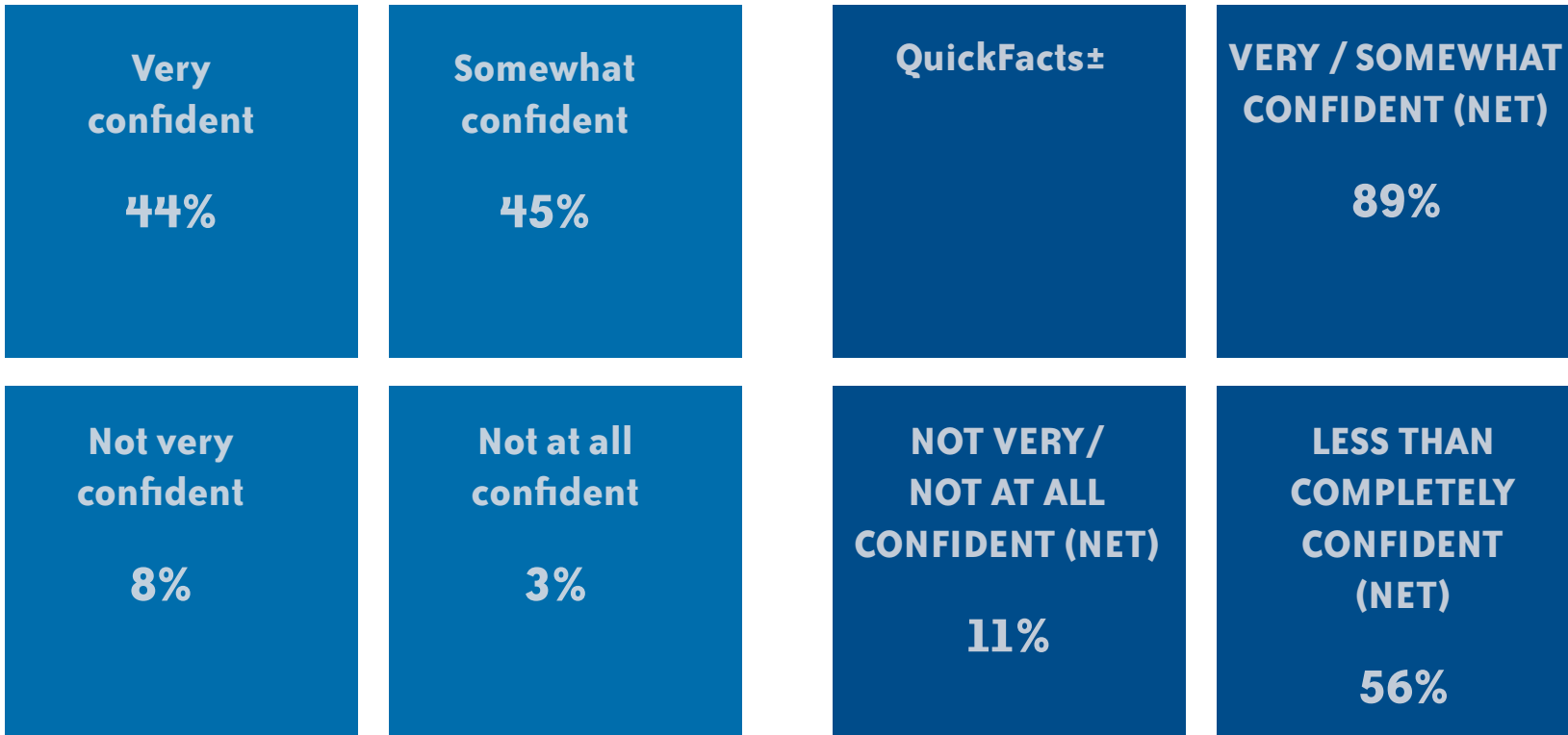
			QuickFacts±				
Total	Significantly Increased 30%	Somewhat Increased 43%	Stayed about the same 11%	Somewhat decreased 13%	Significantly decreased 3%	INCREASED (NET) 73%	DECREASED (NET) 16%

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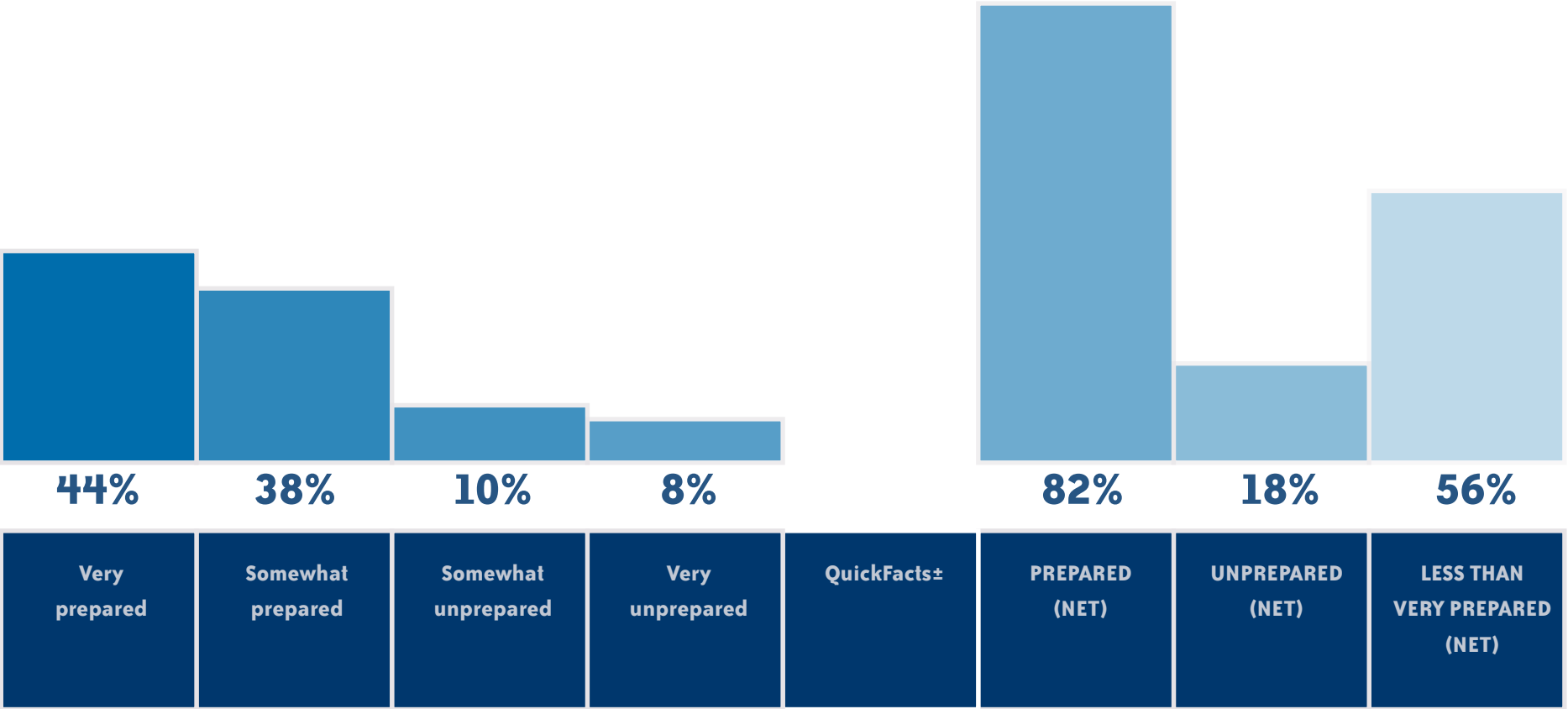
5. Which of the following seafood items, if any, have surprised you in consumer requests or adoption in the past 12 months?

	Total
Sustainably caught	47%
Sustainably raised	47%
Value-added	44%
Ready-to-eat	42%
Ready-to-cook	42%
Plant-based	35%
Lab-grown	31%
Other	2%
None of these	—
QuickFacts±	
ANY (NET)	100%

6. How confident are you that your seafood suppliers can drive meaningful change for sustainability or responsibly sourcing products?



7. How prepared are your seafood suppliers to meet demands for value-added or innovative products?



8. How much of an increase in sales for seafood have you seen in the past 12 months?

Total	
0-24%	49%
25-49%	39%
50-74%	10%
75-100%	2%
Quick Facts ±	
25% OR GREATER (NET)	51%
50% OR GREATER (NET)	12%
75% OR GREATER (NET)	2%
AVERAGE (%)	27%

± Data under “QuickFacts” were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.

9. Which of the following is driving consumers' demand for seafood?

Total	
Long shelf life	49%
Restaurant dining at home experience	49%
Ability to buy in bulk	48%
Stocking up their freezer or pantry	48%
Interest in healthier eating	44%
New products	42%
Convenience	32%
Cost	26%
Other	—

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10. How far ahead are you planning for consumer demand for refrigerated or frozen seafood?

Total	
Less than 6 months	19%
6 months to less than a year	34%
1 to 2 years	23%
3 to 5 years	24%
Indefinitely	—
We are not planning for increased consumer demand for refrigerated or frozen seafood	—
Quick Facts ±	
LESS THAN YEAR (NET)	53%
LONGER THAN A YEAR (NET)	47%
ARE PLANNING FOR INCREASED CONSUMER DEMAND FOR REFRIGERATED OR FROZEN SEAFOOD (NET)	100%

The Chicken of the Sea Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 100 US Grocery Retail Executives & Buyers and Foodservice Executives & Buyers with a minimum seniority of Director, between May 3rd and May 10th, 2022, using an email invitation and an online survey. A quota has been set for 50 Grocery Retail Executives & Buyers and 50 Foodservice Executives & Buyers. The margin of error for the study is +/- 9.8%.

