

TRENDS

An overview of some of the latest macro, social, and food & drink trends in the UK - 2021

NEW NORMAL

Dark Kitchens - Virtual
Safe & Sanitised
Contactless
Home Delivery
Food Technology

CHANGING CHOICES

Quality a Priority
Special Experience
Something Different
Eco friendly
Workers Rights
Supporting Local Businesses

SOCIAL

Supporting Local
Ethics
Health
Safe Dining
Faith in the Future

WELLNESS

Dieting
Healthy Swaps
Digestive Health
Immune Boosting
Optimise Yourself
Choosing Fish
Better Children's Food

CAREFUL CONSUMPTION

Wasting Less
Staying Local
Transparency - Provenance
Biodiversity
Accountability

LUXURY

Treat Yourself
Visual
Alcohol Alternatives
Less but Better
Artisan / Heritage - Old Style

SOULFUL

Classics - Comforting
Nostalgic
Elevated Carbs
Home Focus

CUISINES

Modern Italian
Middle Eastern
Japanese
Global
African
Indian



Direct Seafoods

directseafoods.co.uk

FISH FOCUS...

How the trends transfer into seafood

SOCIAL

SUPPORTING LOCAL : Visibility of the local fishmonger and building loyalty to supporting them.

ETHICS : Choosing sustainable / MSC and responsibly sourced seafood. Fair pay and conditions for workers.

HEALTH : Conscious eating, ensuring the diet is not at the expense to sea life.

FAITH IN THE FUTURE : Awareness of fishing quotas.

WELLNESS

DIETING : Low calorie and high protein.

IMMUNE BOOSTING : High quality protein containing essential amino acids. Vitamin A to help regulate the immune system.

OPTIMISE YOURSELF : Omega-3 fatty acids found in many types of seafood.

CHOOSING FISH : Consumers won over by premiumisation of tinned and frozen for all year round consumption (Atlantic lobster, Spanish anchovies, Portuguese sardines, Cornish mussels). Seacuterie. Switch to fish for centre of plate.

BETTER CHILDRENS FOOD : Healthy, lean protein with great benefits. Encourage & embrace the flavour and texture...or hide it?!

CAREFUL CONSUMPTION

WASTING LESS : Utilising off cuts of fish to make fish pie mix or cakes, bones for stock etc.

STAYING LOCAL : Sourcing from British suppliers - fishing ports. Eating seafood in season.

TRANSPARENCY : Day boat fishermen. MSC approved seafood. Choosing seafood with traceability.

ACCOUNTABILITY : Animal welfare. Fair deal for fishermen.

LUXURY

TREAT YOURSELF : Premium ingredients or trade up options.

VISUAL : Visually appealing seafood platters that add interest & excitement.

ARTISAN : Cooked with care and time. Cooking on fire. Traditional smoked fish.

SOULFUL

CLASSICS : Traditional seafood and fish dishes. Classic fish and chips!

HOME FOCUS : Bulk cooking and meal prep.

