

# U.S. CONSUMERS SEAFOOD PURCHASING BEHAVIORS AND HABITS

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



89% purchased seafood

Top 5 most important attributes to consumers when purchasing seafood



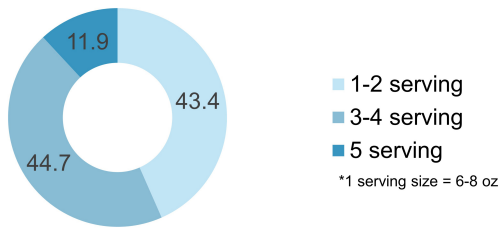
11% did not purchase seafood

Top 5 barriers preventing consumers from purchasing seafood

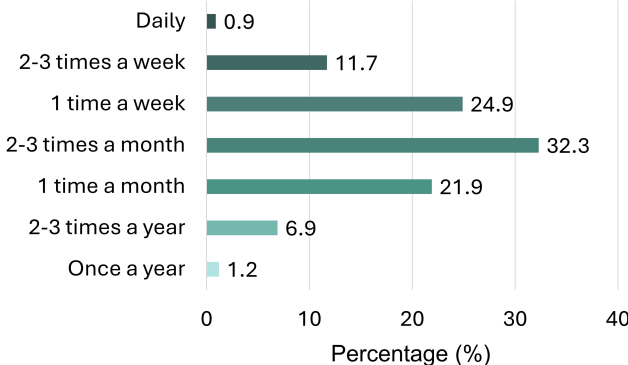


## Seafood Purchasing Habits

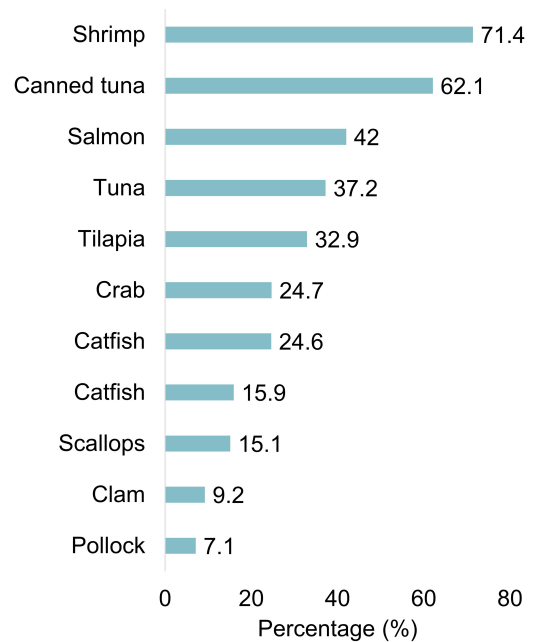
### Seafood Purchased Serving Size



### Seafood Purchased Frequency Based on the Serving Size



### Seafood Purchased in the Past 60 Days



**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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