



## **CASE STUDIES FOR DEVELOPING A MARKETING CONCEPT FOR FISH PRODUCTS (2005)**

### **CASE STUDY 5**

#### **Consumer Demographics – The Single German**

How well do you know your potential consumer? Probably not on a personal level, but the issue of consumer demographics has a major impact on the potential for making sales and the products that will be in demand. Here, we use Germany as an example, but every market will have consumer segments, traditions in eating fish, and preferences for products which are often dictated by life styles.

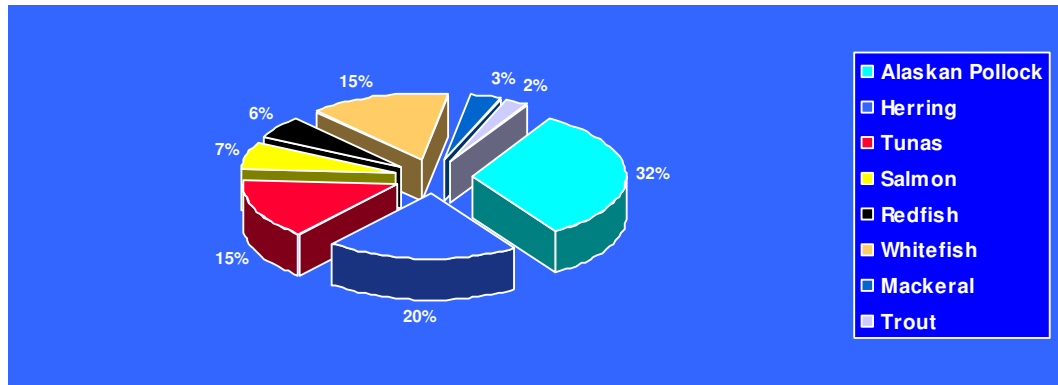
There are very few communities that do not eat fish, or like to eat fish occasionally. Fish is now perceived as healthy, safer than meat products, and generally lighter (more digestible) than other food available. Against these arguments are; it smells when you cook it, it is difficult to handle, consumer do not know how to cook it and it is difficult to prepare.

In the German market which consumes over US\$ 4 billion of fish products per year, all of the above have to be addressed, and the demographics play an important part of consumer behavior:

#### ***The German Market***

- **60% (18-65 year old) are single**
- **84% of Germany's 33m households buy fish**
- **Germans average spend €60 per year**
- **Fishmongers sell more fresh fish than supermarkets (ave. Spend €15-20)**
- **Supermarkets focus on pre-packed & ready meals (price barrier of €3.00 per product)**
- **70% of money spent on seafood is at restaurants**
- **Seafood dishes generate 8% of restaurant turnover**
- **Germans like *meaty fish* – red colour, no bones, no smell**

**Germany's top ten favourite fish – (Neubacher 2002)**



Quality and food safety is also high on the German preferred list, so although the market is relatively large, the consumer demographics and preferences have a major impact on the products sold to this market and every market is different in profile and preferences.