

The French Market for Tropical Shrimps: Products and Performances

An Updated Analysis

May 2015



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The French Market for Tropical Shrimps: Products and Performances An Updated Analysis

May 2015, third edition, 53 pages, over 30 pictures + XL data base
including description of 180 items, 400 euros/ 300£/ US\$450
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This **unique report** on the French market for tropical shrimps is based on a thorough store check run in supermarkets and the compilation of the latest international trade and householders' purchases data, this newly released report offers a **precious marketing tool** to all shrimps' operators interested in the French market. France is the second largest outlet for tropical shrimp in Europe with a market estimated at 700 million Euros (\$900 million) in 2014. Compared to 2011, its panorama has notably changed under prices pressure and new competitive forces.

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The author

Marie Christine Monfort, Msc economics, Msc marketing is a renowned consultant in the seafood industry. She observes and analyses the European market and more precisely the French market for seafood for 25 years. Her clients include major international market players. She is regularly commissioned by international public institutions for her advice on one or another seafood market question. She was the expert consultant for the vast study on consumers' preference for shrimp released by Arcane Research Company in 2010. This is her third study devoted to tropical shrimps.

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Data base: 180 items in XL file

Observations provided for each of the 180 products in the data base

- Retailer
- Preservation mode
- Shelves
- Format of the product (HOSO, HLSO, PUD, etc)
- Cooked or Raw
- Product definition
- % shrimp
- Wild or Farmed
- Size
- Species
- Country of origin
- Weight per pack
- Price per pack
- €/kg
- Brand
- Name of producer
- Organic or not
- Made in
- Type of packaging
- Other information

List of companies cited in the XL base

- Angelini
- Angulas aguinaga burgos
- Aqualma
- Baby Marine (Eastern) Exports
- Baby Marine International
- Bajemar Septima s.a.u.
- Bright Seafood Ltd
- Cabo Vírgenes SRL
- Capitaine Cook
- Charoen Pokphand Foods Public Co. Ltd
- Cocedera de Mariscos SA
- Complexe Senefand Suarl
- Costa Meeresspezialitäten
- Crusta C/TCC
- Crustafrais
- Crustanor
- Cuu Long Seapro
- Delabli
- Delfin Ultracongelados
- Escal
- Fresh pack
- Frial
- Gelazur SA
- Gel-pêche
- Geo Sea Foods
- Gimbert
- Golden Fresh Sdn. Bhd
- Grand Frais
- Heiploeg International B.V.
- K&U Entreprise Co Ltd
- Kay Kay Exports
- Klaas Puul
- L'assiette bleue
- Lenger Seafoods
- MAG1
- Maison Mer
- Minh Phu Seafood Joinstock
- MITI
- Naik Frozen Foods
- Nordic Seafood France
- Pêcheries Occitanes
- PT Laura Indo
- PT Seafood Sumatera Perkasa
- PT. Madsumaya Indoseafood
- Seafood Joint Company
- Seanamico
- Shwe Yamone Manufacturing Company Ltd
- Uhrenholt
- Unima

In addition to this report, the full data base (XL format) of observation is provided including the following details

The data base offers a unique picture of the distribution chain, from producing countries to point of sale.

