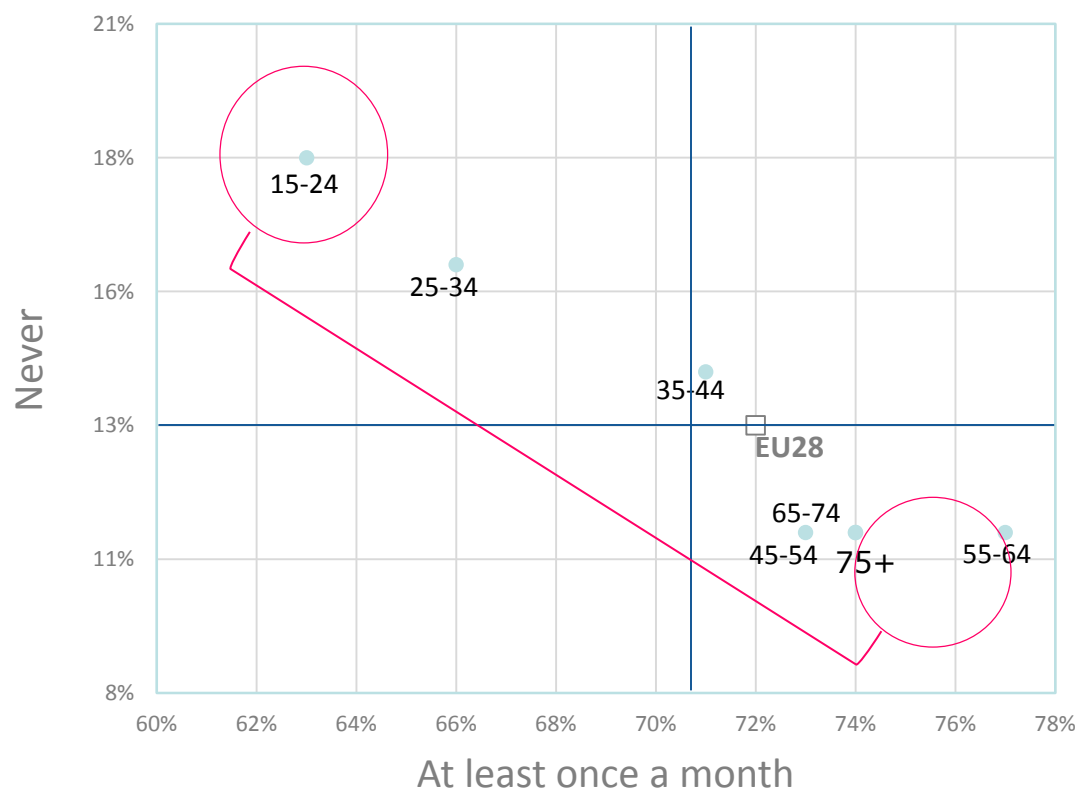




EU Consumers habits regarding fishery and aquaculture products

Young people

How often do young people eat FAPs?




	At least once a week	At least once a month but less than once a week
EU28	42	30
Age		
15-24	29	34
25-39	38	30
40-54	43	30
55+	47	28


● Age

Where do young people buy?

Buying at the market, from a fish farm / farmer or online is also less common than for other age groups

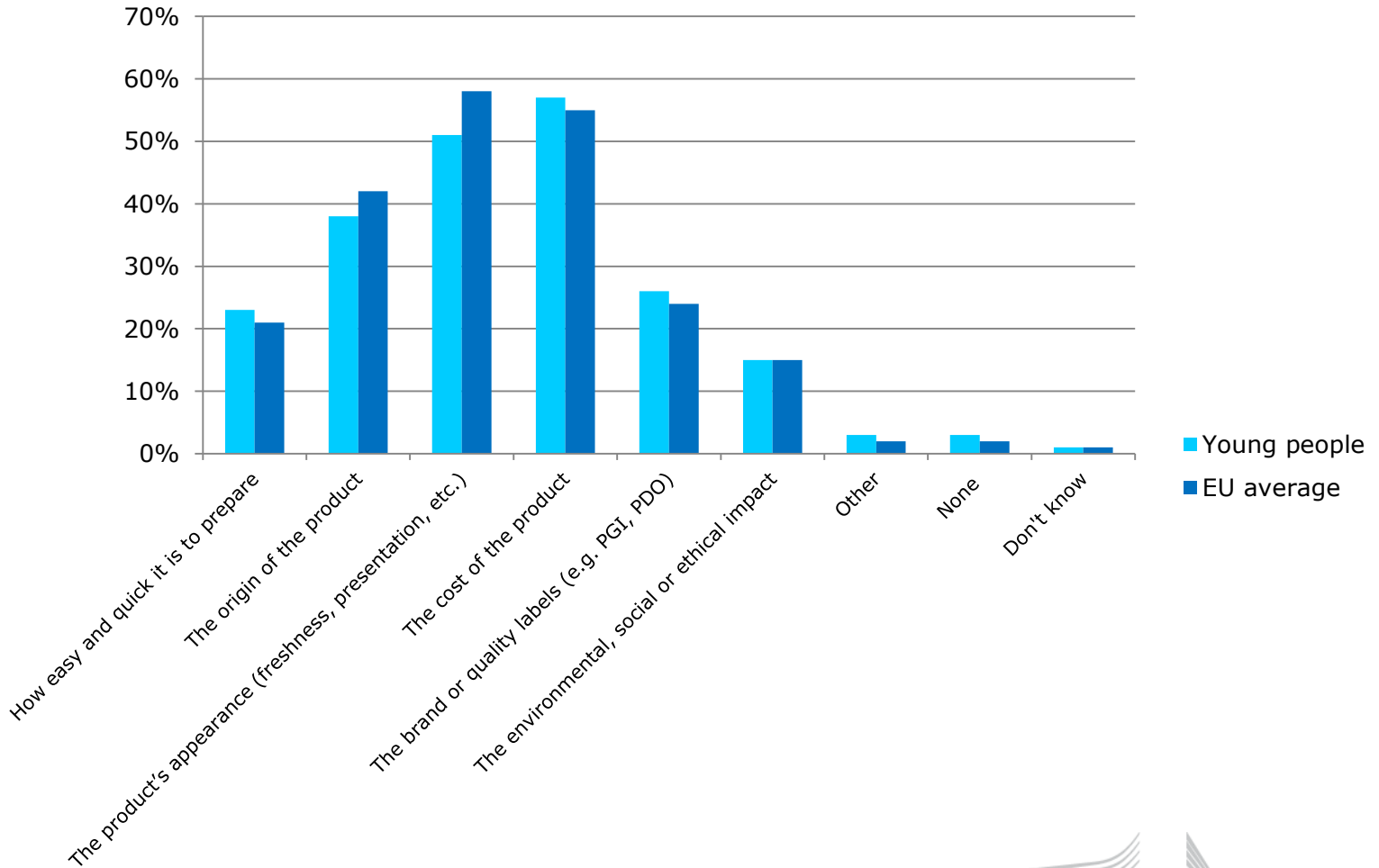
	At the grocery store, supermarket or hypermarket	At a fishmonger or a specialist shop
EU28	74	40
 Age		
15-24	78	31
25-39	75	40
40-54	78	40
55 +	70	43

What do young people buy

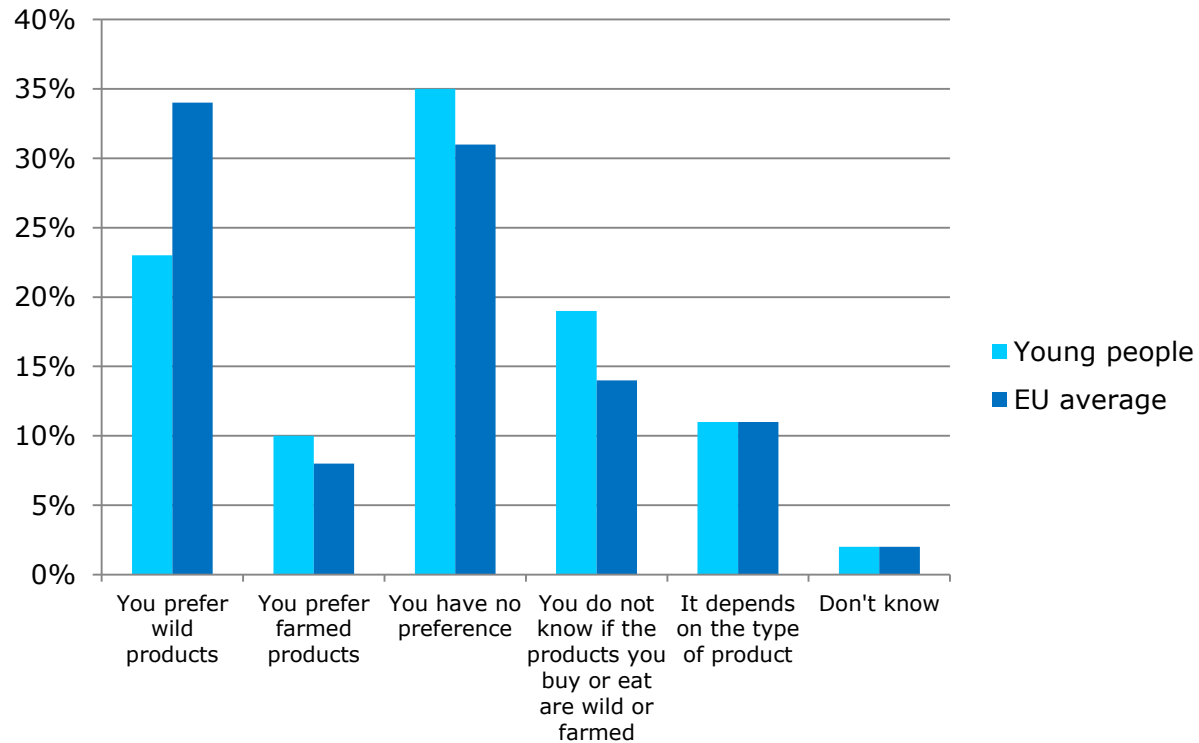
	Frozen products	Fresh products, including live	Tinned products	Products that are smoked, salted, dried or in brine	Breaded products and ready meals based on fishery and aquaculture products
EU28	69	67	61	50	41
 Age					
15-24	72	58	57	49	50
25-39	72	67	61	52	47
40-54	73	67	63	53	45
55+	64	68	60	49	32

Young people pay particular attention to the convenience and ease of preparation of products

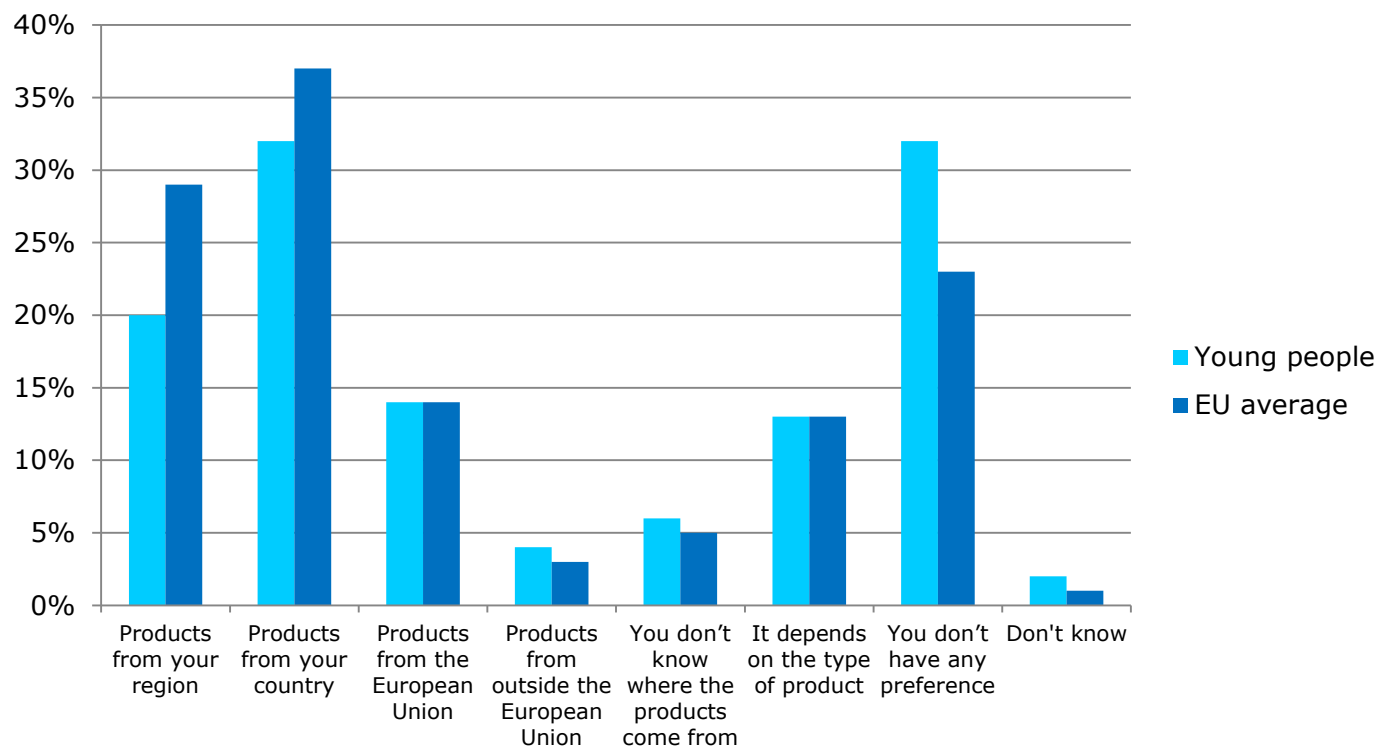
Purchase factors



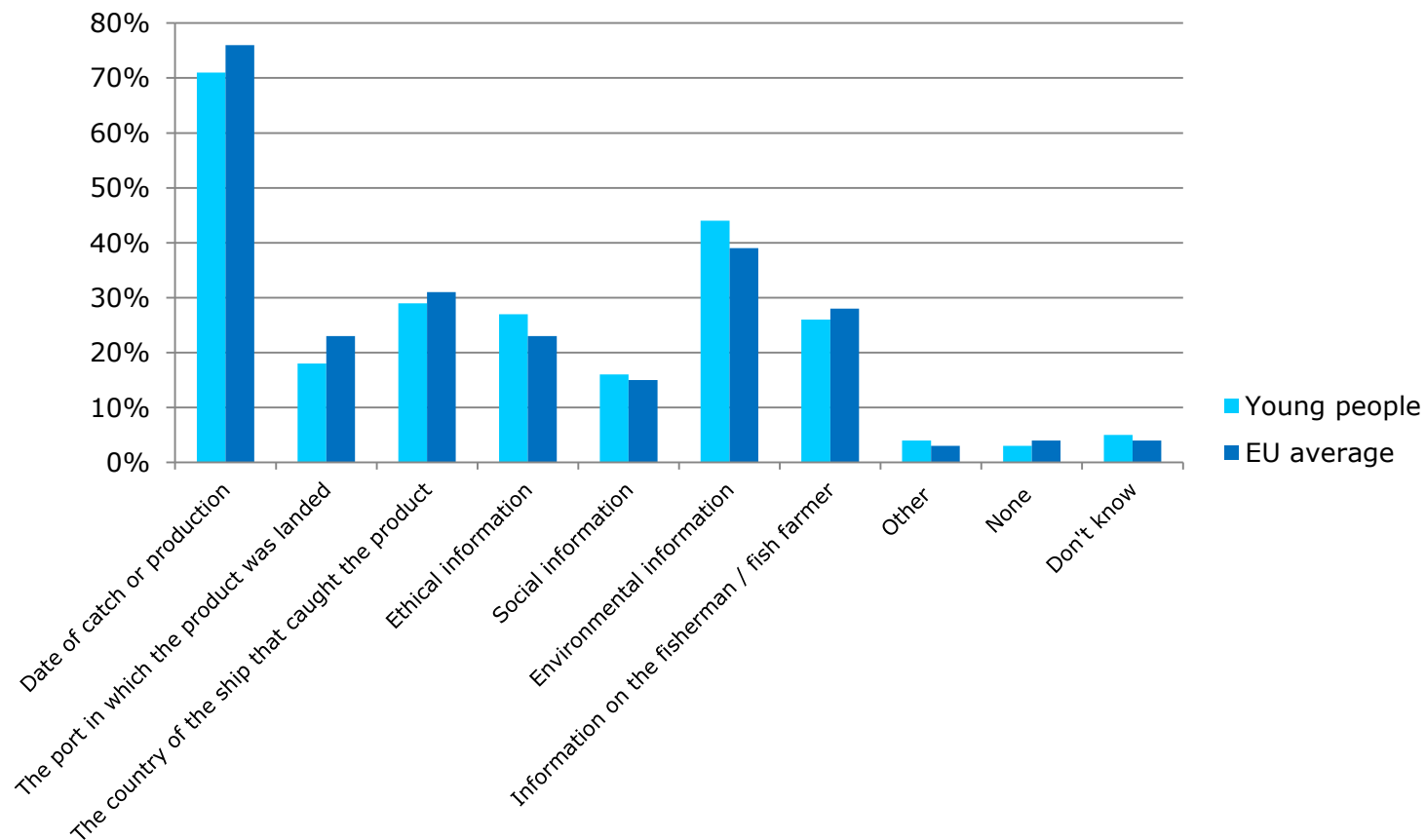
Wild or farmed products?



Products' origin

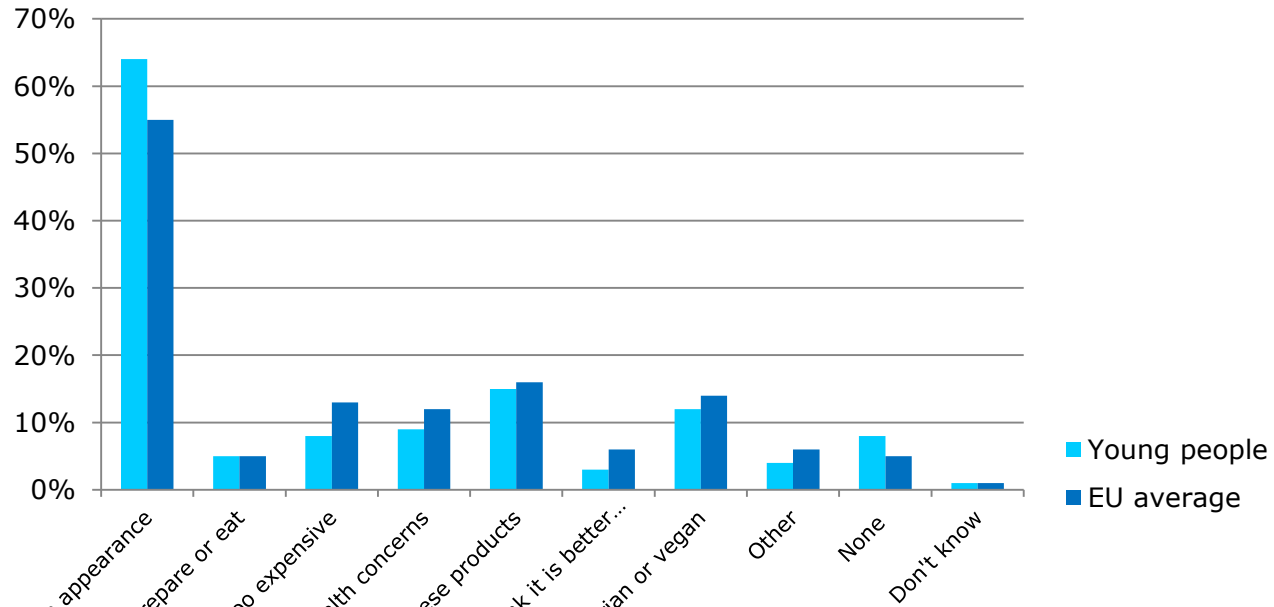


Interest in additional information



Why don't you eat FAPs?

	At least once a week	At least once a month but less than once a week	Several times a year but less than once a month	Never
EU28	11	23	34	31
Age				
15-24	11	22	32	34
25-39	12	26	33	28
40-54	12	25	37	25
55 +	10	19	34	36



**Thank you for your
attention!**

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