

Market study of diverse species of fish and crustaceans consumption in Spain

Date: 2005 and 2006

Location: Spain

Funding source: Spanish Secretariat of Marine Fisheries

Companies Involved: Canaest, S.L.

Description of work:

These studies have been contracted by the Spanish Secretariat of Marine Fisheries to *Canaest-Consulting* for two consecutive years.

The purpose of the survey is the estimation of real consumption figures and description of the distribution chain of several species.

The species covered were the following

Micromesistius poutassou	Cancer pagurus: boiled
Xiphias gladius: fresh and frozen	Necora puber: boiled
Chamelea gallina	Maja squinado: boiled
Trachurus trachurus	Thunnus alalunga: fresh and frozen
Salmo salar	Thunnus Thynnus: fresh and frozen
Lepidorhombus whiffiagonis: fresh	Lophius piscatorius: fresh and frozen
Mytilus edulis and Mytilus Galloprovincialis	Scomber scombrus

In order to accomplish the tasks entrusted, an extensive telephonic survey to a representative sample of Spanish households (near one thousand interviews) was undertaken. Several in depth interviews to representatives of the distribution sector and commercialisation systems, namely seafood wholesalers and retailers were also conducted to gather qualitative information.