



Market Report

A Snapshot of your Market Sector

Fish Farming

This pack has been designed to provide information on setting up a business in the Fish Farming industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in September 2018. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Fish Farming market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The Aquaculture industry has performed strongly over the past five years. The industry is dominated by farming of Atlantic salmon in Scotland. Trout, mussels and other shellfish are also farmed, but an estimated **95.2% of industry revenue is generated from salmon farming**. Revenue is expected to increase at a compound annual rate of **4.3% to £1.1 billion** over the five years through 2018-19. (IBISWorld, *Aquaculture in the UK*, July 2018).
- ◆ 85% of adults eat fish or shellfish, showing that seafood has an ingrained role in British diets. Fish is the most popular category by a long way, eaten by 85% of adults, while 51% eat shellfish. Frozen fish is the most popular format of fish, eaten by 73% of adults in the three months to September 2017 compared to 66% for both ambient and chilled fish. (Mintel – Fish and Shellfish, UK, December 2017)
- ◆ The production of **rainbow trout decreased by 6% in 2016 to 8,096 tonnes**. Although a decrease in production this was still the second highest level of rainbow trout production recorded in Scotland. In 2016, the total production of **Atlantic salmon decreased by 8,905 tonnes to 162,817 tonnes**, a **5.2% decrease** on the 2015 production total. The survey shows increases in the production of grilse but a decrease in the production of pre-salmon and salmon. There was a **decrease in the production of brown/sea trout from 42 tonnes in 2015 to 41 tonnes in 2016**. Halibut production **increased by 11 tonnes** and there was no reported production of Arctic char or cod. (Marine Scotland, *Scottish Fish Farm Production Survey 2016*, September 2017, tinyurl.com/y9tvfbue)
- ◆ **Exports** are expected to account for **over 60% industry revenue** in the current year, so operators that have a strong presence in export markets are likely to do particularly well. (IBISWorld, *Aquaculture in the UK*, July 2018).
- ◆ According to **Bank of Scotland Trade Portal** the top 5 countries that imported fish, fresh or chilled, from the UK in 2016 are **Sweden, USA, France, Spain and Italy**.
- ◆ The national organisation for this industry is [Scottish Fishermen's Federation](#). Other industry bodies include [Marine Scotland](#), [Scottish Salmon Producers Association](#), [Scotland's Aquaculture](#), [Institute of Fisheries Management](#), [SEAFISH](#) and [Seafood Scotland](#)

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBISWorld – Aquaculture in the UK (July 2018).** Over the past five years, household expenditure on fish has fluctuated somewhat. Nevertheless, increased health consciousness has attracted consumers to the health benefits of seafood, though rising fish prices in recent years have led to consumers limiting their consumption of fish. Household expenditure on fish is expected to increase in 2018-19, supporting industry demand. Scotland contains the largest number of industry establishments, accounting for 56.8% of the total.
- ◆ **Euromonitor - Fish and Seafood in the United Kingdom (March 2018).** Sustainable fishing, fish farming and animal welfare in general, will continue to gain importance in the eye of the consumer because of the intelligent health trend where consumers are actively seeking information about what they are purchasing. This will lead to increased interest in premium fish. Therefore, leading retailers are investing in a growing number of sustainable sourcing schemes that demonstrate responsible sourcing commitments and supply chain traceability.
- ◆ **MarketLine – Fish and Seafood in the United Kingdom (June 2018).** Rising health consciousness among the younger population is the primary driver of the value and volume growth of the market. Moreover, fish is considered a staple food in the UK, as more than 45.0% of the adult population consumes fish at least once a week. Furthermore, it has been noted that people over 55 years of age prefer fish and seafood to meat, particularly red meat.

There are also a number of online resources you may find helpful:

- ◆ **Scottish Government - Scottish Sea Fisheries Statistics 2017** (tinyurl.com/ya3dhcrp) Scottish Sea Fisheries Statistics is a National Statistics publication produced by the Marine Analytical Unit (MAU) in Marine Scotland to provide detailed information on the Scottish fishing industry.
- ◆ **SEPA – Scottish Environment Protection Agency, Fish Farm Manual** (tinyurl.com/y9thnyj9) This manual has been produced to provide SEPA staff with detailed guidance on the legislation, policy and procedures which should be considered when regulating Scotland's marine cage fish farming industry.
- ◆ **Scotland Food and Drink, Aquaculture Growth to 2030** (tinyurl.com/y8vhujld) In 2016, a Working Group of leading aquaculture businesses and organisations came together to create a growth strategy for aquaculture in Scotland to 2030. The aim was to deliver an ambitious, industry-led plan for sustainable growth across the entire aquaculture value chain.
- ◆ **Marine Scotland, Salmon Fishery Statistics - 2017 Season** (tinyurl.com/yckof52t)
- ◆ **Marine Scotland, Sea Trout Fishery Statistics - 2017 Season** (tinyurl.com/y93f8bn6)
- ◆ **The Aquaculture Directory** is constantly updated with the latest aquaculture news and suppliers in the Aquaculture industry.

Disclaimer: please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.



Connect with us

How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as Yell, Thomson Local or Google Maps
- ◆ Trade specialists like EuroPages (European directory), The Wholesaler or Free Index
- ◆ Business to business (B2B) specialists such as Kompass

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the Companies House website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**

What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Retaining and Grow Your Customer Base](https://tinyurl.com/c2fw4o4) (tinyurl.com/c2fw4o4) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the National Records of Scotland (NRS). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the Census Area Profiles. Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ Understanding Scottish Places has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ Scottish Government Statistics provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ The Scottish Household Survey provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ Office for National Statistics (ONS) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Account](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Last updated: Sept 2018

Updated by: Carla Bennett



Connect with us