

Top 10 Influences When Buying Seafood

When purchasing seafood, consumer decisions are shaped by a mix of practical, emotional, and social influences. This guide outlines the main factors affecting seafood buying behaviour, useful for retailers, industry bodies, and marketers.

1. Freshness & Quality

Bright eyes, shiny skin, vibrant flesh, fresh sea smell, and firm texture are top priorities.

2. Price & Value

Competitive per kilo pricing, promotions, and seasonal specials strongly influence purchasing.

3. Species Preference & Taste

Familiar favourites like salmon, prawns, barramundi, and snapper dominate, often driven by tradition.

4. Sustainability & Origin

Wild vs. farmed, local vs. imported, and eco-labels like MSC certification can sway choices.

5. Health & Nutrition

High omega-3 content, lean protein, and low mercury options appeal to health-conscious consumers.

6. Convenience & Preparation Effort

Skin-off fillets, deboned fish, pre-marinated options, and ready-to-eat products are popular.

7. Trust in the Retailer

Repeat buyers value hygiene, storage practices, and knowledgeable, friendly service.

8. Marketing, Branding & Presentation

Attractive displays, storytelling, and origin information boost sales.

9. Social & Cultural Occasions

Seasonal and cultural events like Christmas, Easter, and Lunar New Year influence purchases.

10. Past Experience

Positive eating experiences encourage repeat buying; negative ones can deter future purchases.