

Leiðandi
vettvangur í tíu ár



Brand audit – what do consumers really think of seafood from Iceland

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SJÁVARÚTVEGS
RÁÐSTEFNAN

ISI ICELAND
SEAFOOD



TM

ITUB

BRIM

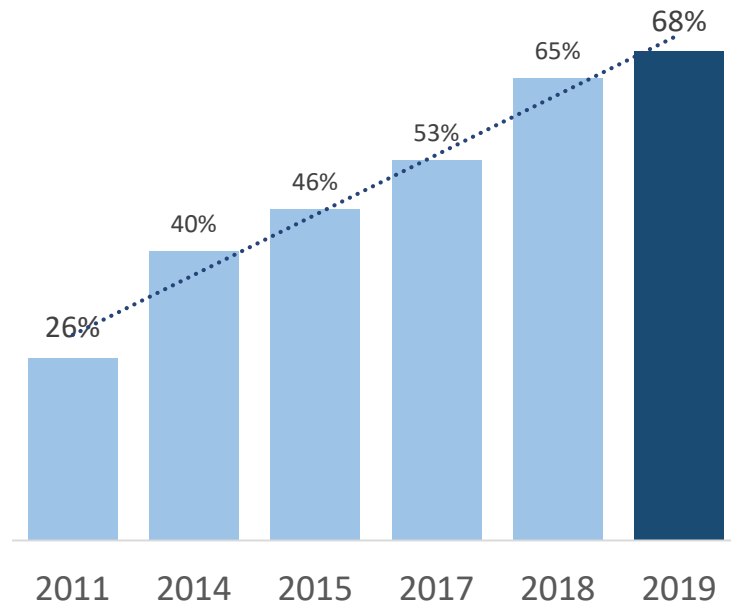
HAMPIÐJAN

Þrifa Öhásid

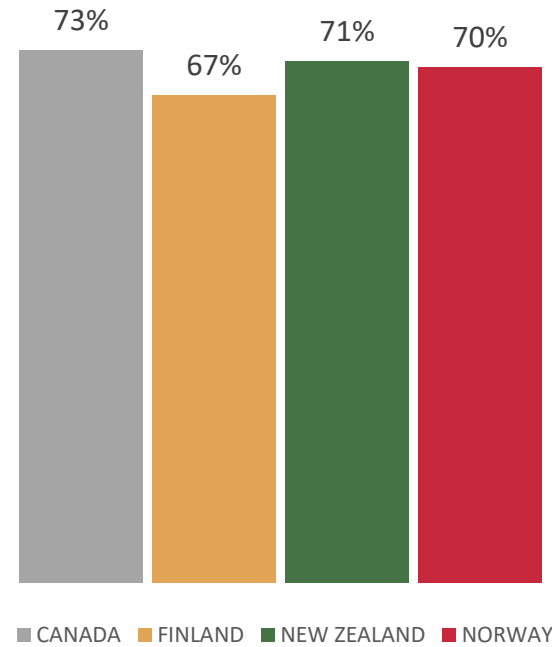


PRODUCTS WITH ICELANDIC ORIGIN

Positive attitude towards Icelandic products



Attitude towards products from competitive countries

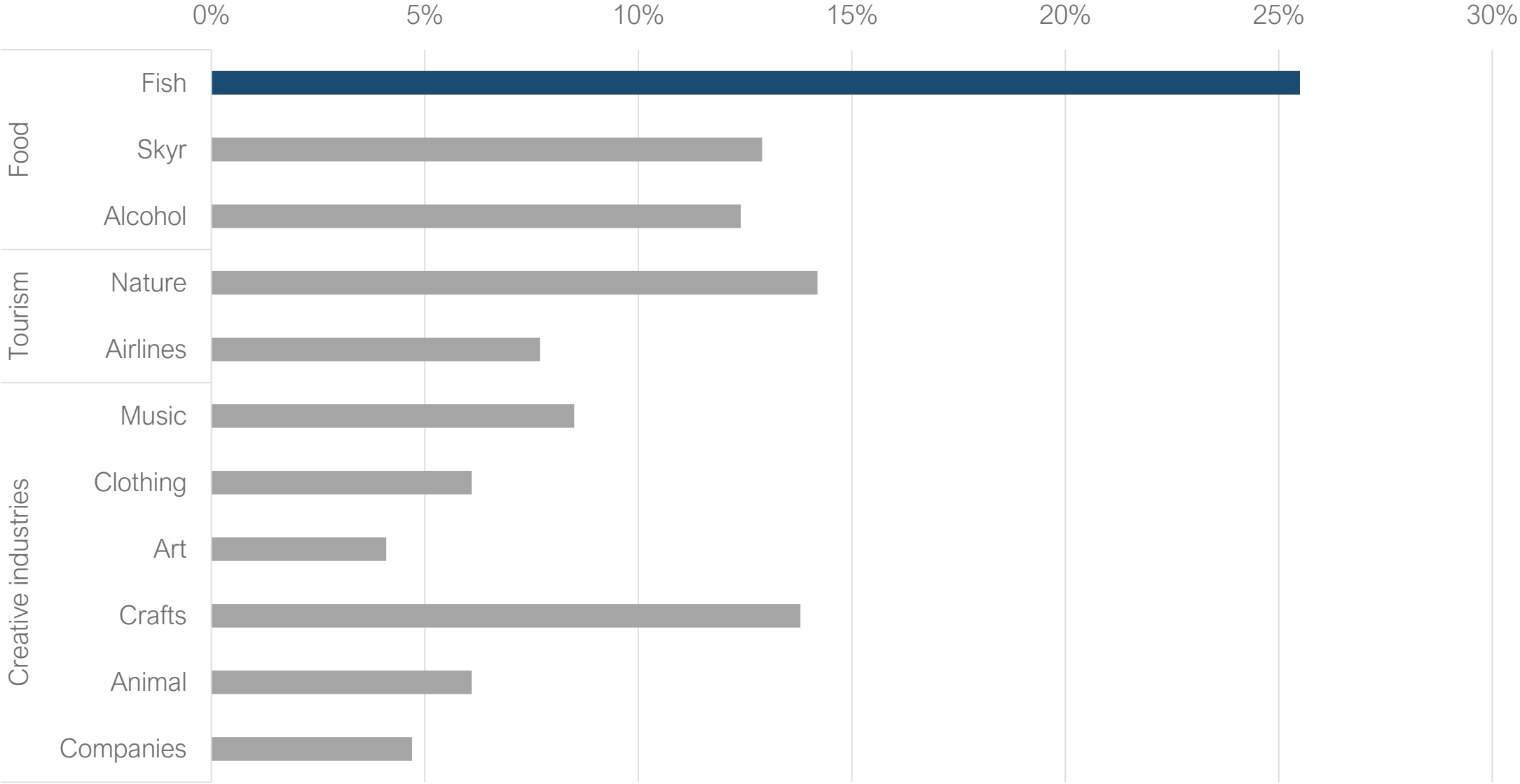


Consumer awareness

Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?

70%
couldn't mention one Icelandic product

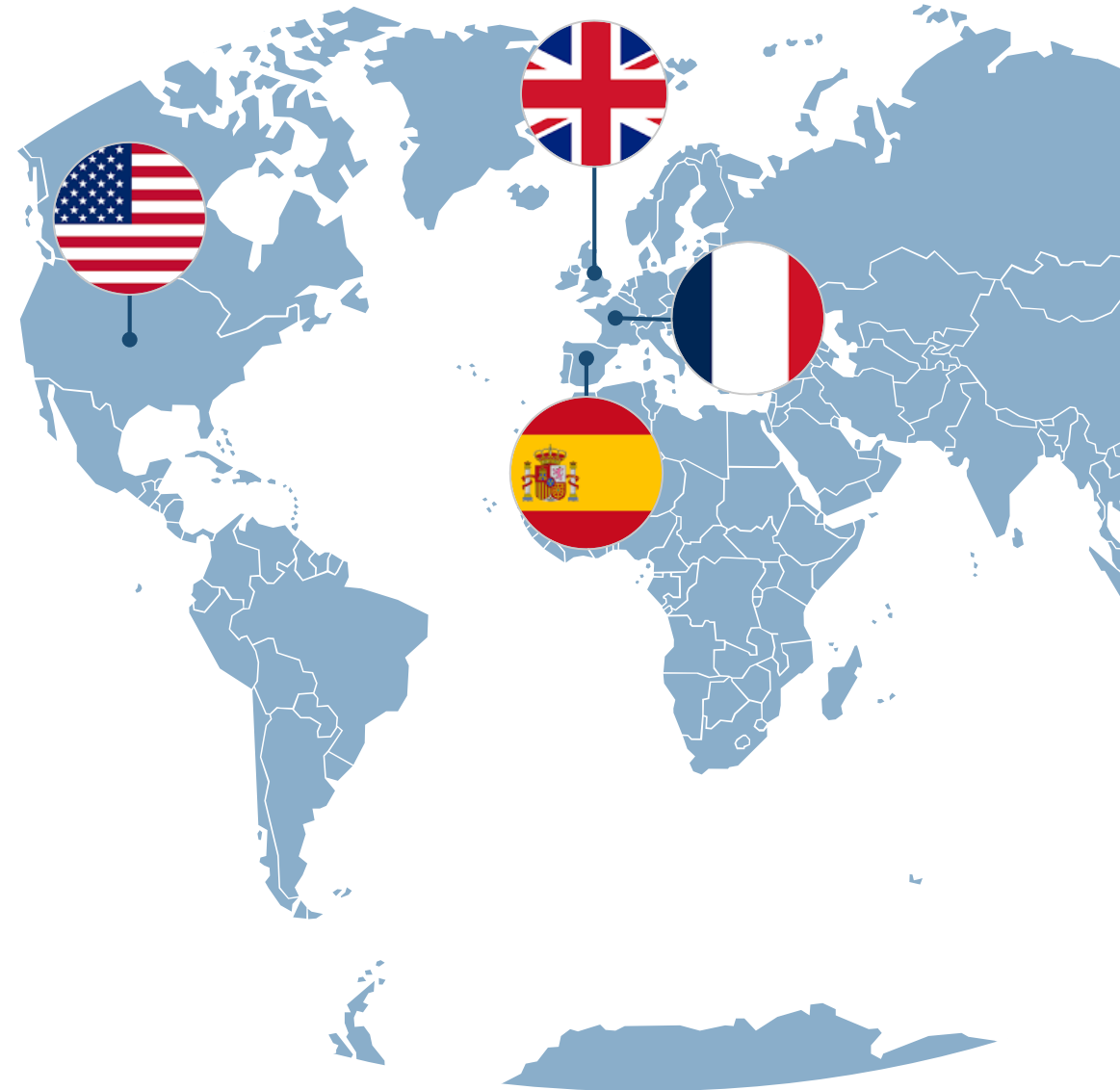
Top of mind about Icelandic products: Total



Source: Consumer survey in UK, US, Canada, France, Germany and Denmark - Maskina Feb 2019

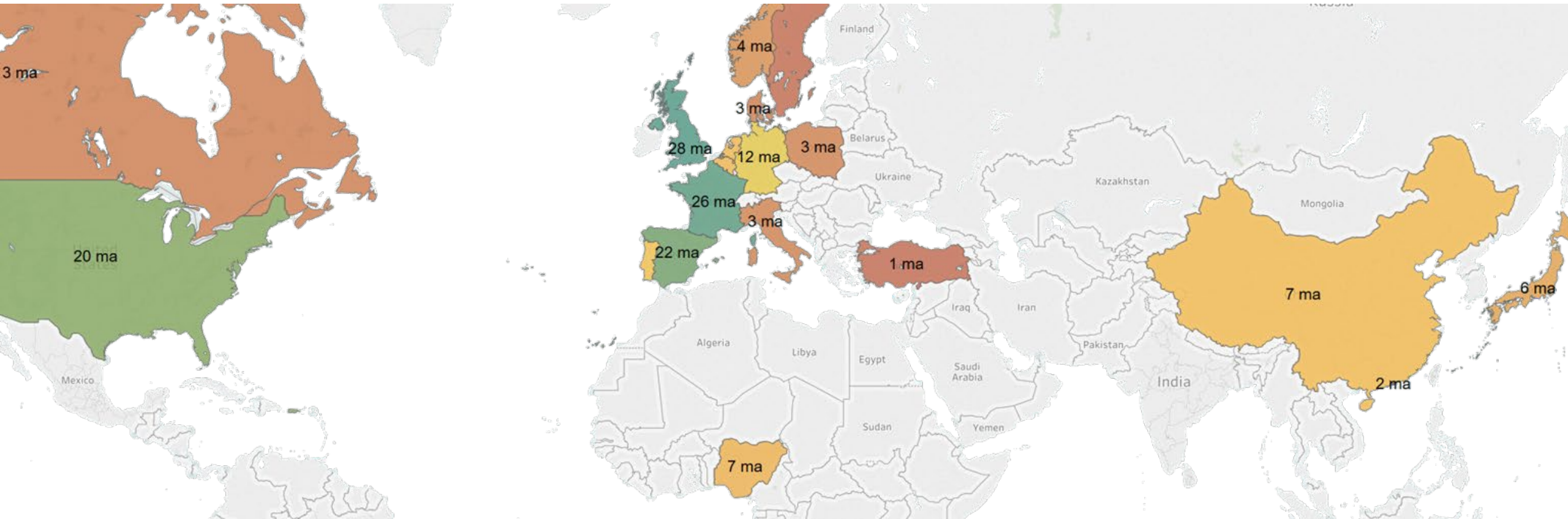
About the brand audit

- Seafood consumer survey in USA, UK, France and Spain
- The survey was conducted online in October 2019 among a nationally representative sample of 4000 (1000 from each market) seafood consumers aged 21 to 80.
- Objectives: Determine what is the current position of Iceland in the mind of seafood consumers, relative to it's competitors. Furthermore, to identify key customer types and how best to reach them with promotion of Icelandic origin.
- Comparative source markets: Norway, Alaska, Canada, China, Russia and local markets (USA, France, UK and Spain)





Icelandic Whitefish Export



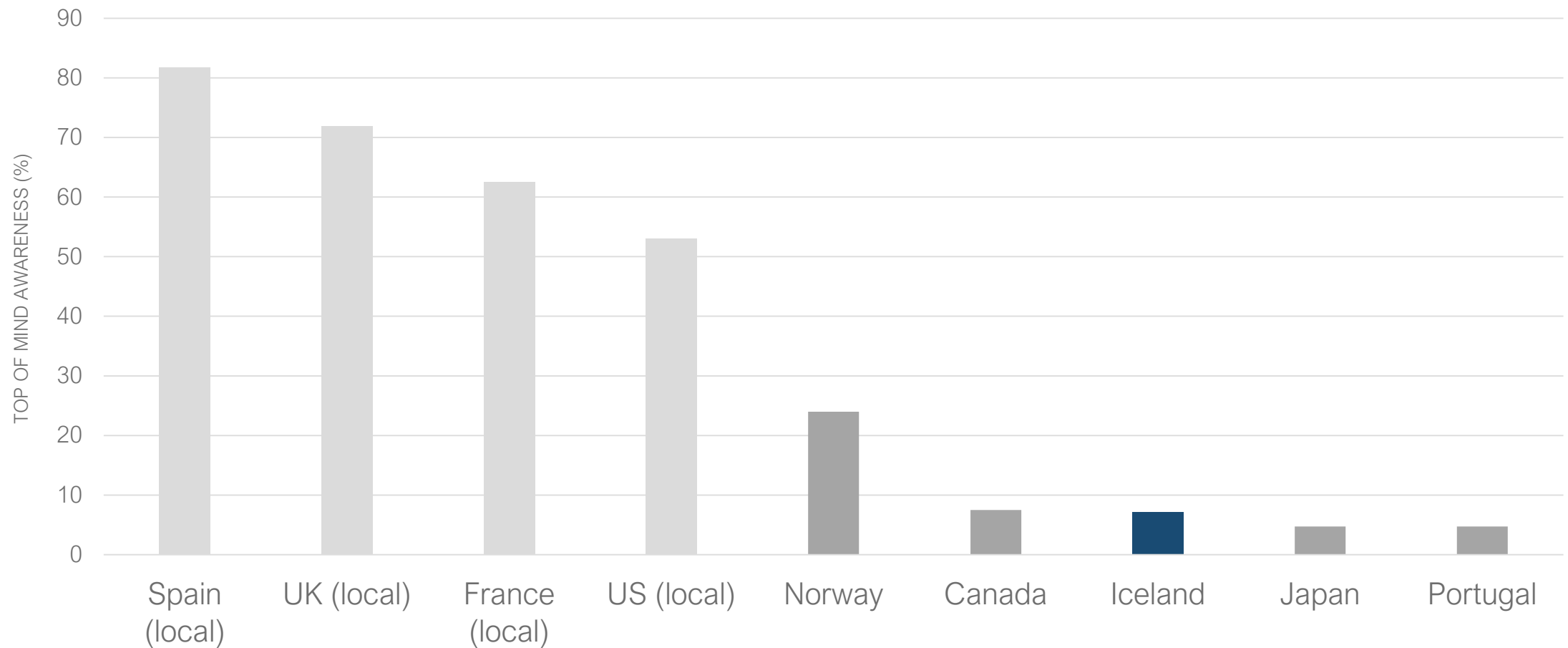
177 B ISK
2018

UK 16%
OF THE MARKET

60%
TOP 5



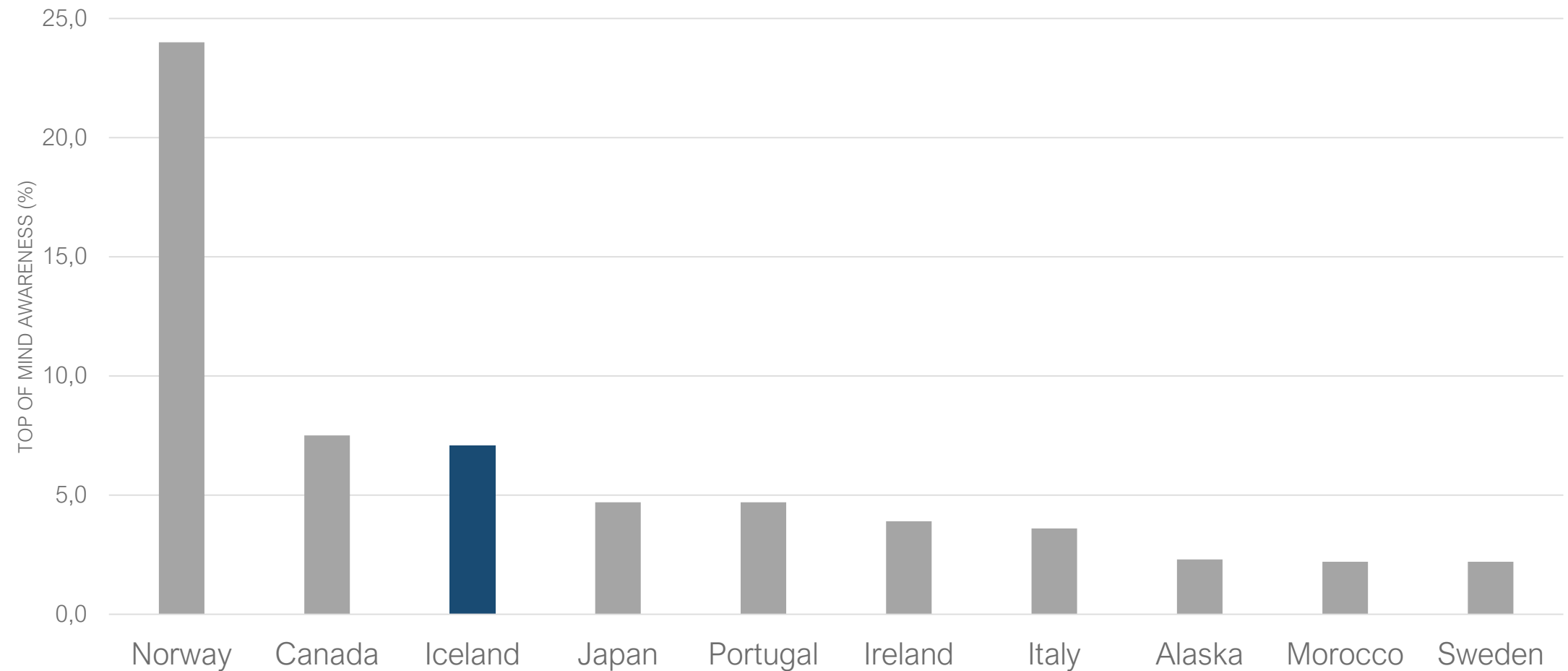
WHEN YOU THINK OF “QUALITY SEAFOOD”, WHAT COUNTRIES COME TO MIND? - TOTAL



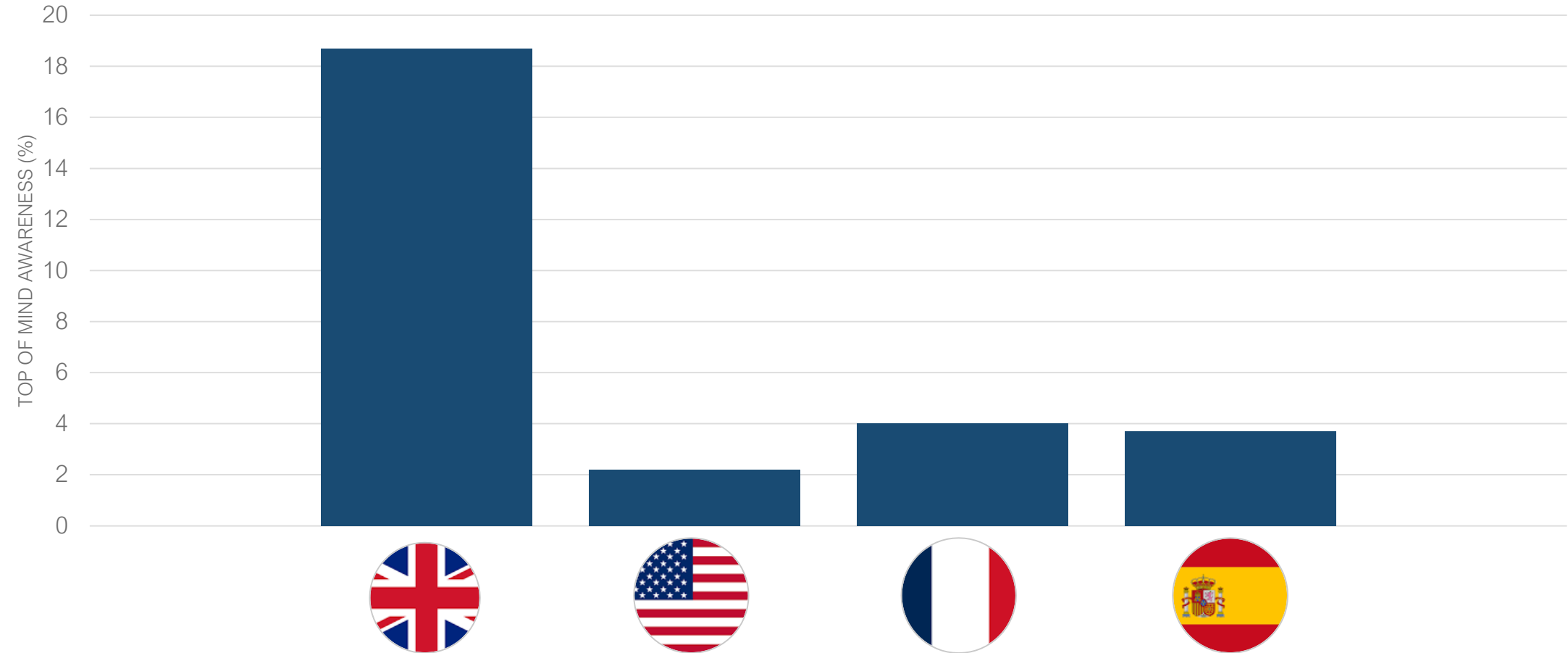
Source: Seafood Consumer survey in UK, US, France and Spain – Netquest October 2019 © Promote Iceland



WHEN YOU THINK OF “QUALITY SEAFOOD”, WHAT COUNTRIES COME TO MIND? - TOTAL



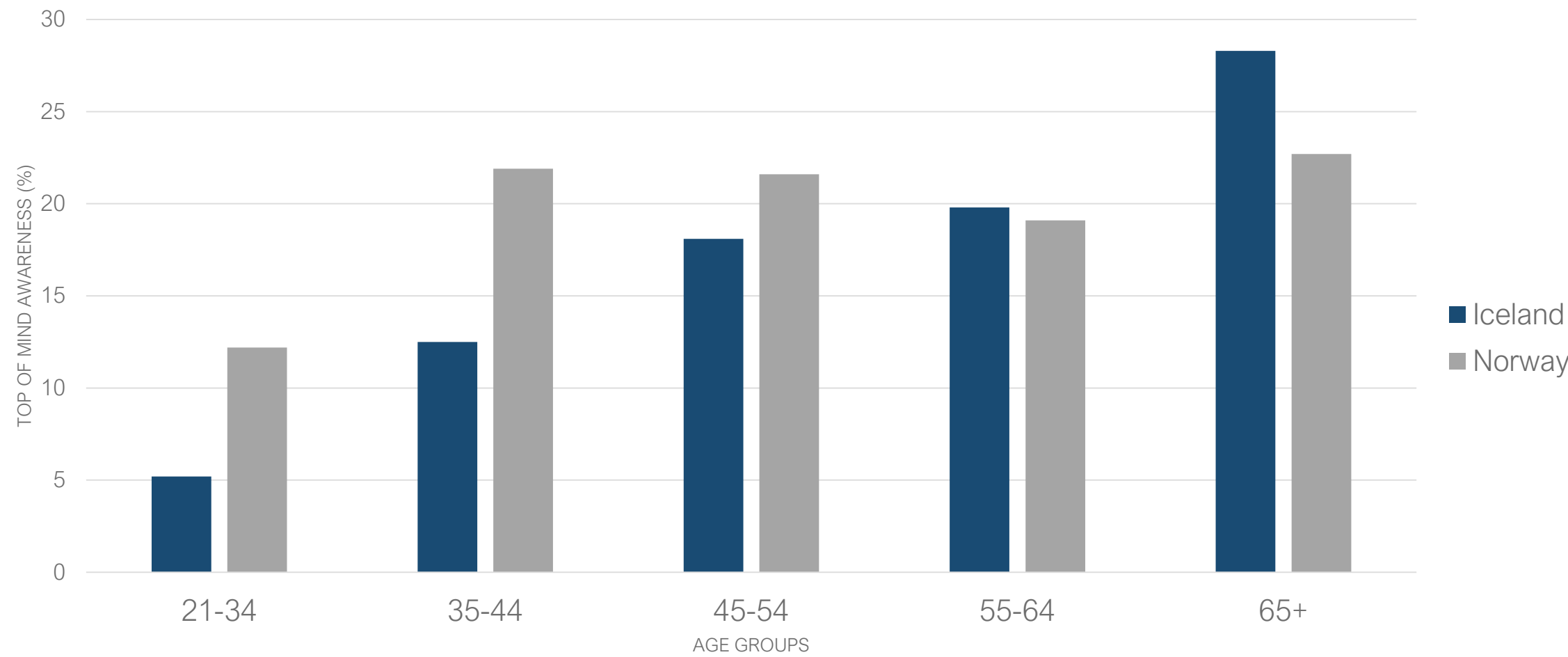
WHEN YOU THINK OF “QUALITY SEAFOOD”, WHAT COUNTRIES COME TO MIND? - ICELAND TOP OF MIND



Source: Seafood Consumer survey in UK, US, France and Spain – Netquest October 2019 © Promote Iceland



UK TOTAL MENTIONS - WHEN YOU THINK OF “QUALITY SEAFOOD”, WHAT COUNTRIES COME TO MIND? (ICELAND VS NORWAY)

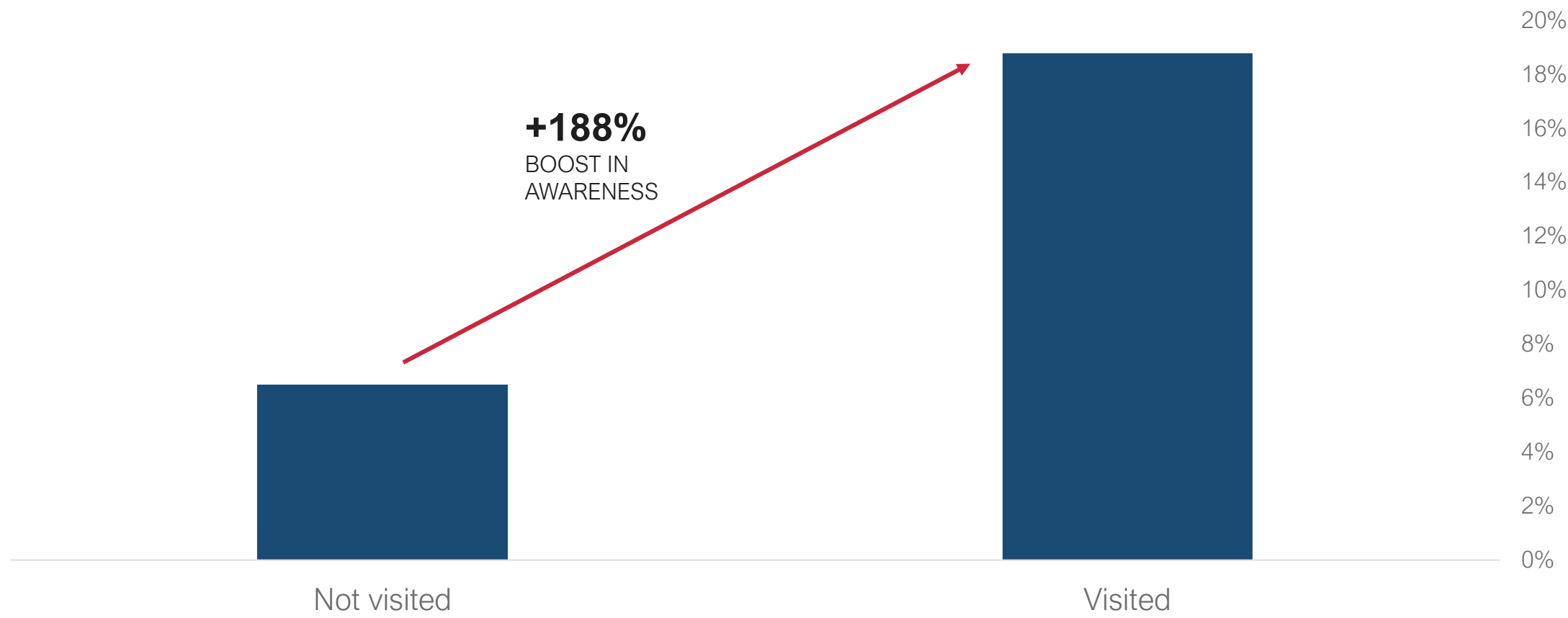


Source: Seafood Consumer survey in UK, US, France and Spain – Netquest October 2019 © Promote Iceland



TRAVEL TO ICELAND – EFFECT ON QUALITY AWARENESS

ICELAND MENTIONS: WHEN YOU THINK OF “QUALITY SEAFOOD”, WHAT COUNTRIES COME TO MIND?
– Those who have visited Iceland vs Not visited



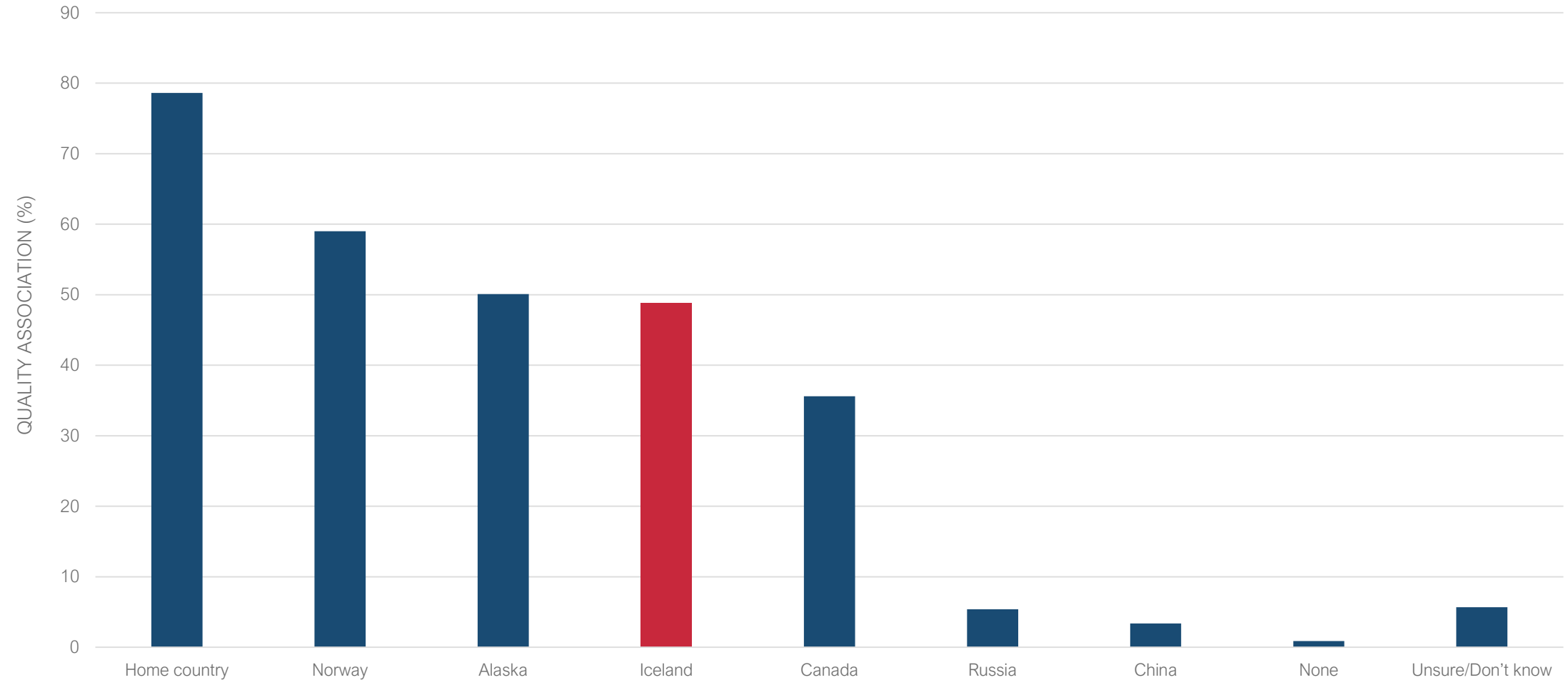
Source: Seafood Consumer survey in UK, US, France and Spain – Netquest October 2019 © Promote Iceland

FROM THIS LIST OF
OPTIONS, WHICH
COUNTRIES OF ORIGIN DO
YOU ASSOCIATE WITH
“QUALITY SEAFOOD”?

- ☐ **Home country**
- ☐ **Iceland**
- ☐ **Norway**
- ☐ **Canada**
- ☐ **Alaska**
- ☐ **China**
- ☐ **Russia**



FROM THIS LIST OF OPTIONS, WHICH COUNTRIES OF ORIGIN DO YOU ASSOCIATE WITH “QUALITY SEAFOOD”?



Source: Seafood Consumer survey in UK, US, France and Spain – Netquest October 2019 © Promote Iceland

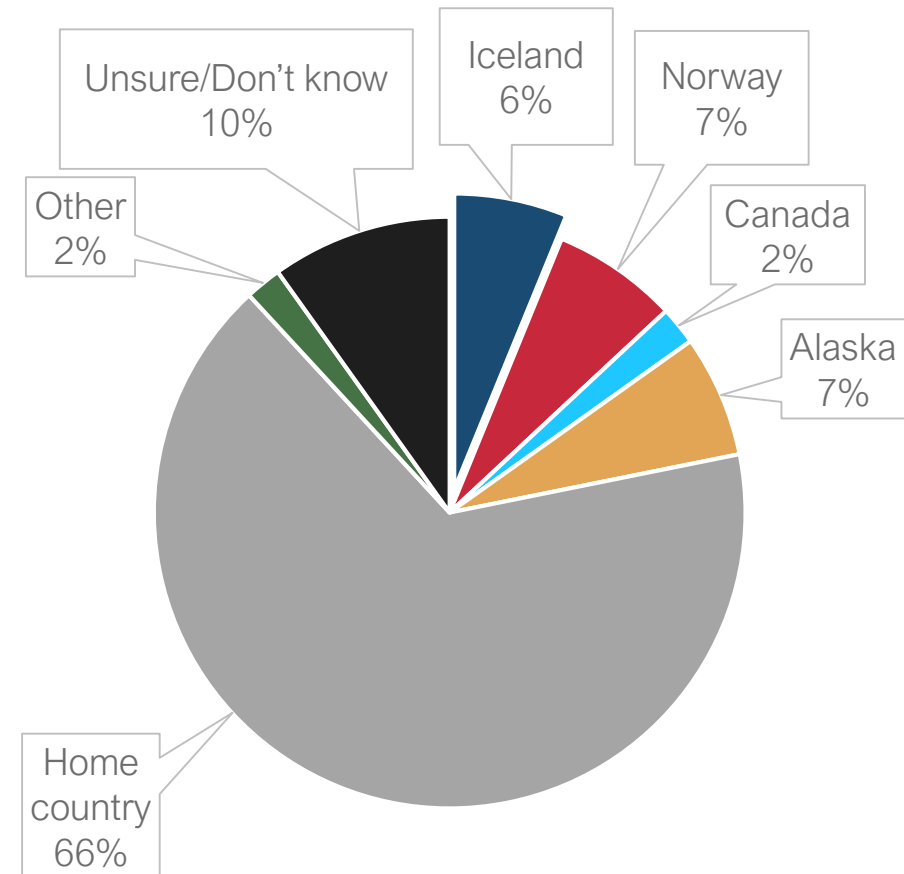
IF YOU HAD TO CHOOSE,
FROM WHICH COUNTRY OF
ORIGIN WOULD YOU
PREFER TO BUY SEAFOOD
FROM TO CONSUME?

- ☐ **Home country**
- ☐ **Iceland**
- ☐ **Norway**
- ☐ **Canada**
- ☐ **Alaska**
- ☐ **China**
- ☐ **Russia**

IF YOU HAD TO CHOOSE, FROM WHICH COUNTRY OF ORIGIN WOULD YOU PREFER TO BUY SEAFOOD FROM TO CONSUME?



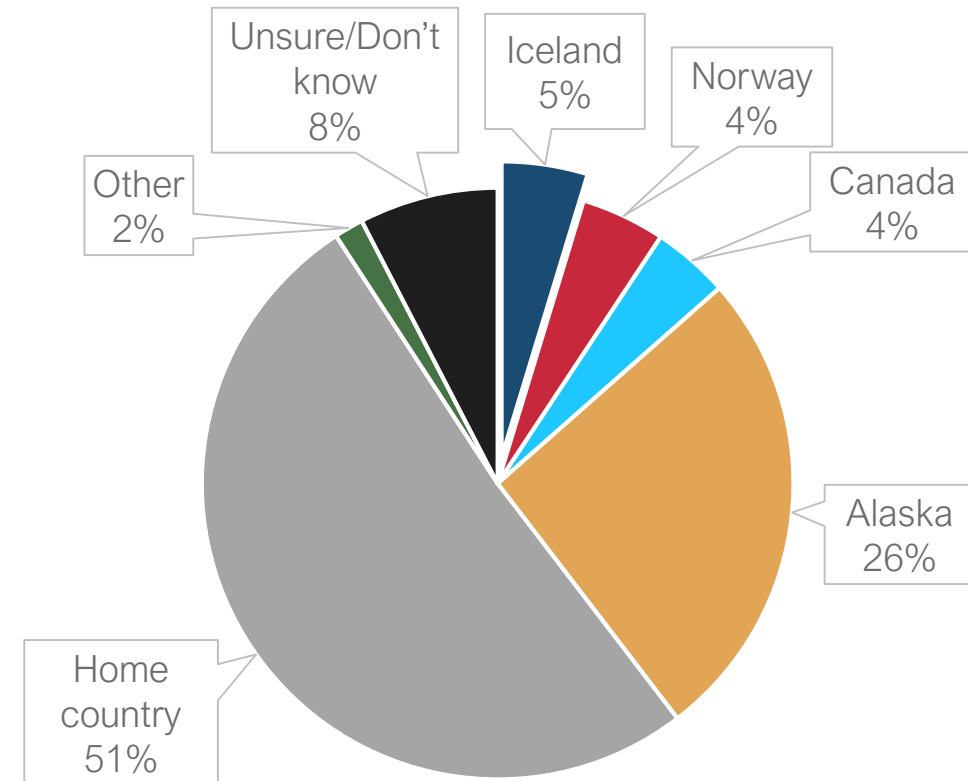
PREFERENCE OF ORIGIN – UK SEAFOOD CONSUMERS



IF YOU HAD TO CHOOSE, FROM WHICH COUNTRY OF ORIGIN WOULD YOU PREFER TO BUY SEAFOOD FROM TO CONSUME?



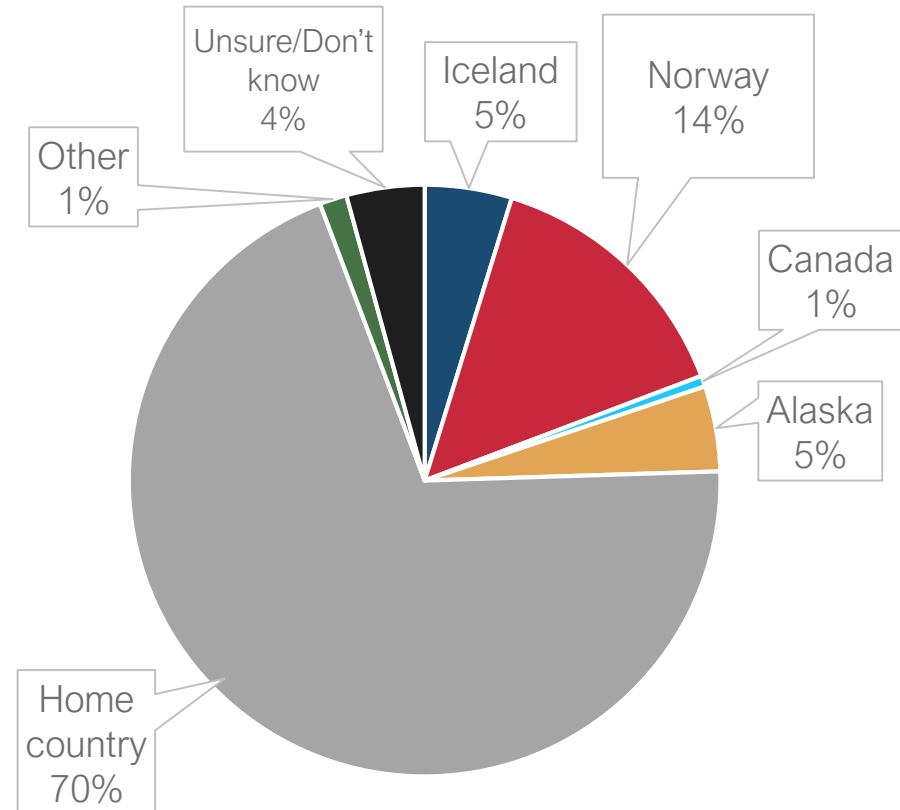
PREFERENCE OF ORIGIN – US SEAFOOD CONSUMERS



IF YOU HAD TO CHOOSE, FROM WHICH COUNTRY OF ORIGIN WOULD YOU PREFER TO BUY SEAFOOD FROM TO CONSUME?



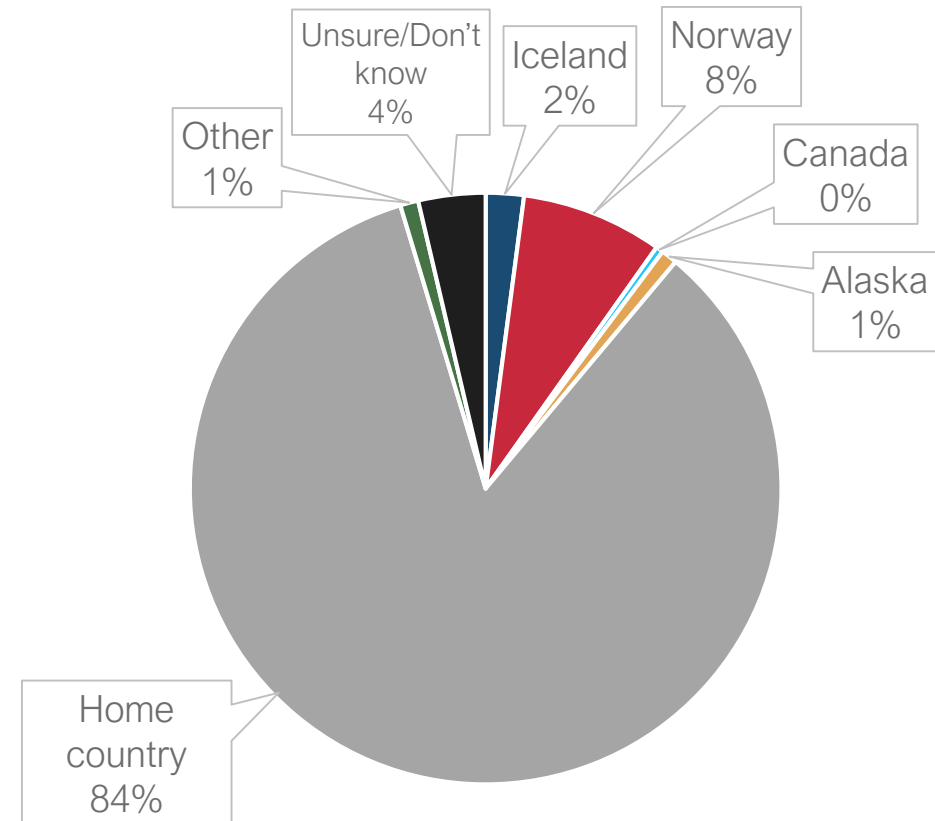
PREFERENCE OF ORIGIN – FRANCE SEAFOOD CONSUMERS



IF YOU HAD TO CHOOSE, FROM WHICH COUNTRY OF ORIGIN WOULD YOU PREFER TO BUY SEAFOOD FROM TO CONSUME?



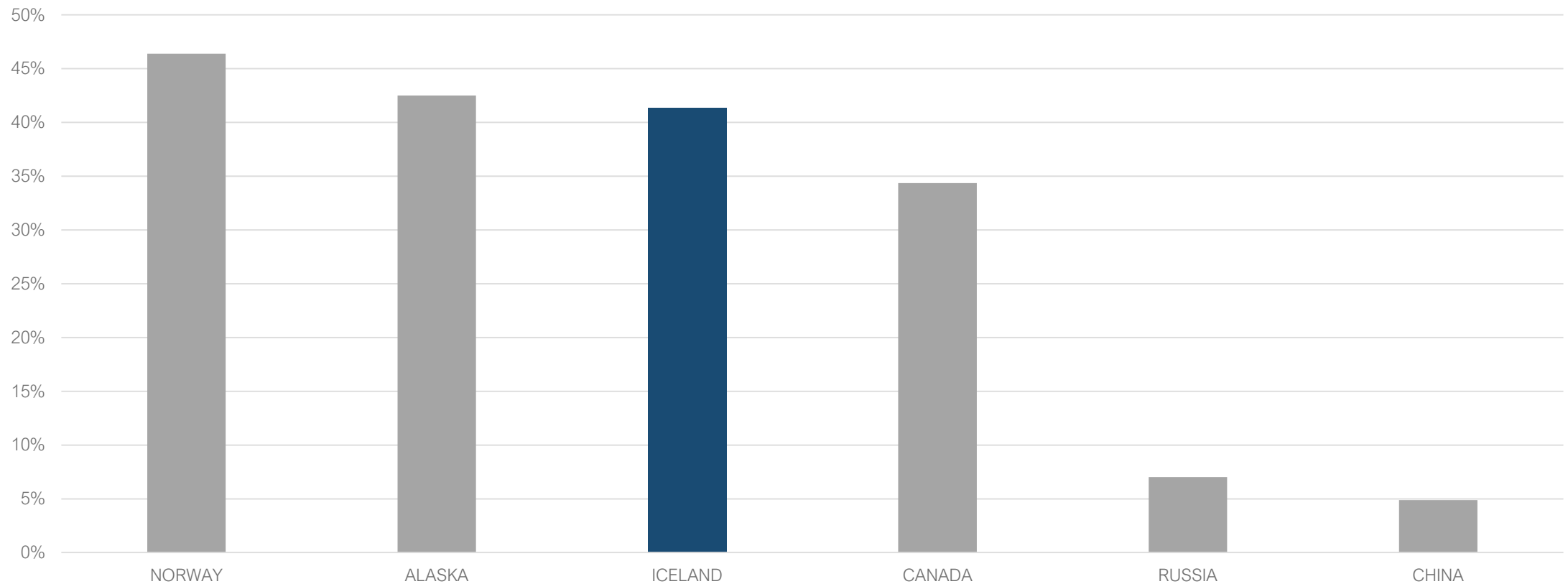
PREFERENCE OF ORIGIN – FRANCE SEAFOOD CONSUMERS





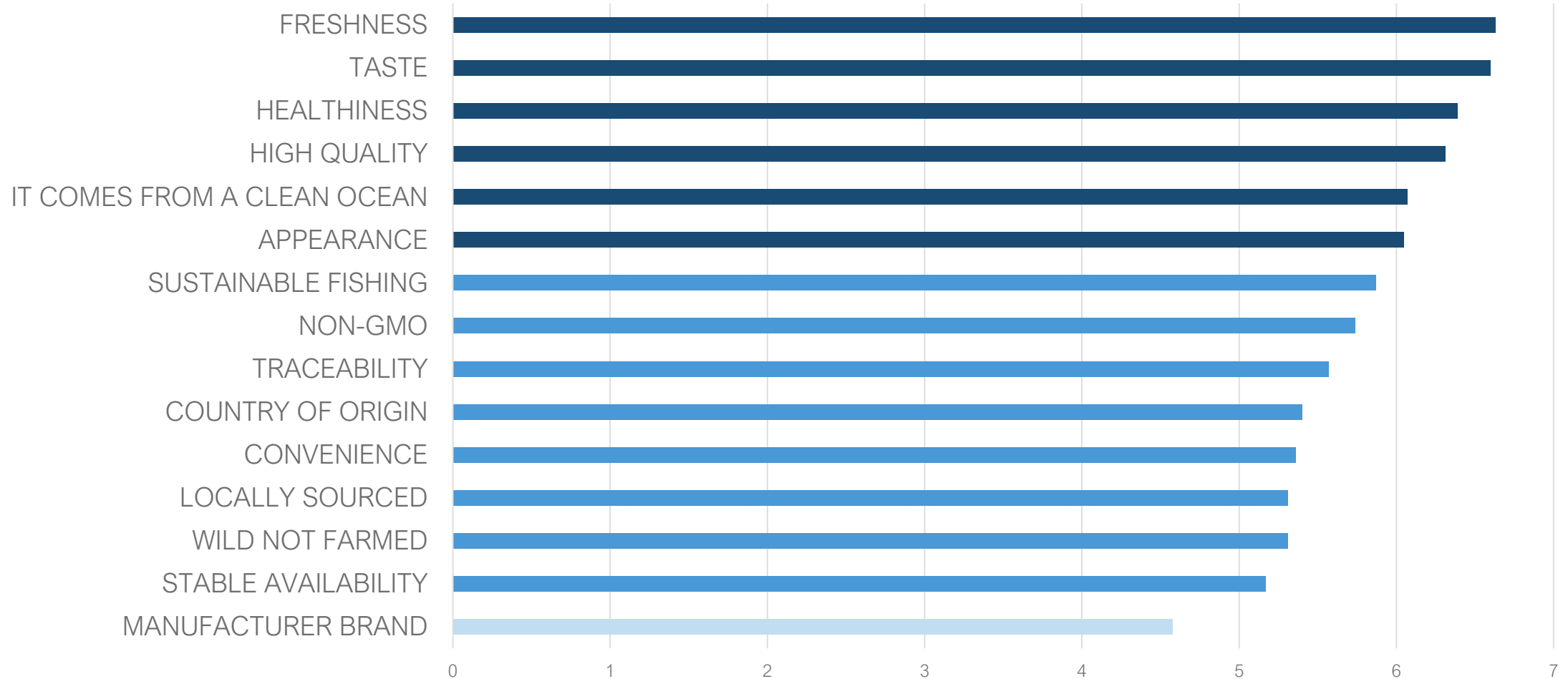
POSITIVE ATTITUDE TOWARDS ORIGIN COUNTRY

HOW WOULD YOU DESCRIBE YOUR OPINION OF SEAFOOD THAT COMES FROM THE FOLLOWING COUNTRIES? – VERY OR EXTREMELY FAVORABLE



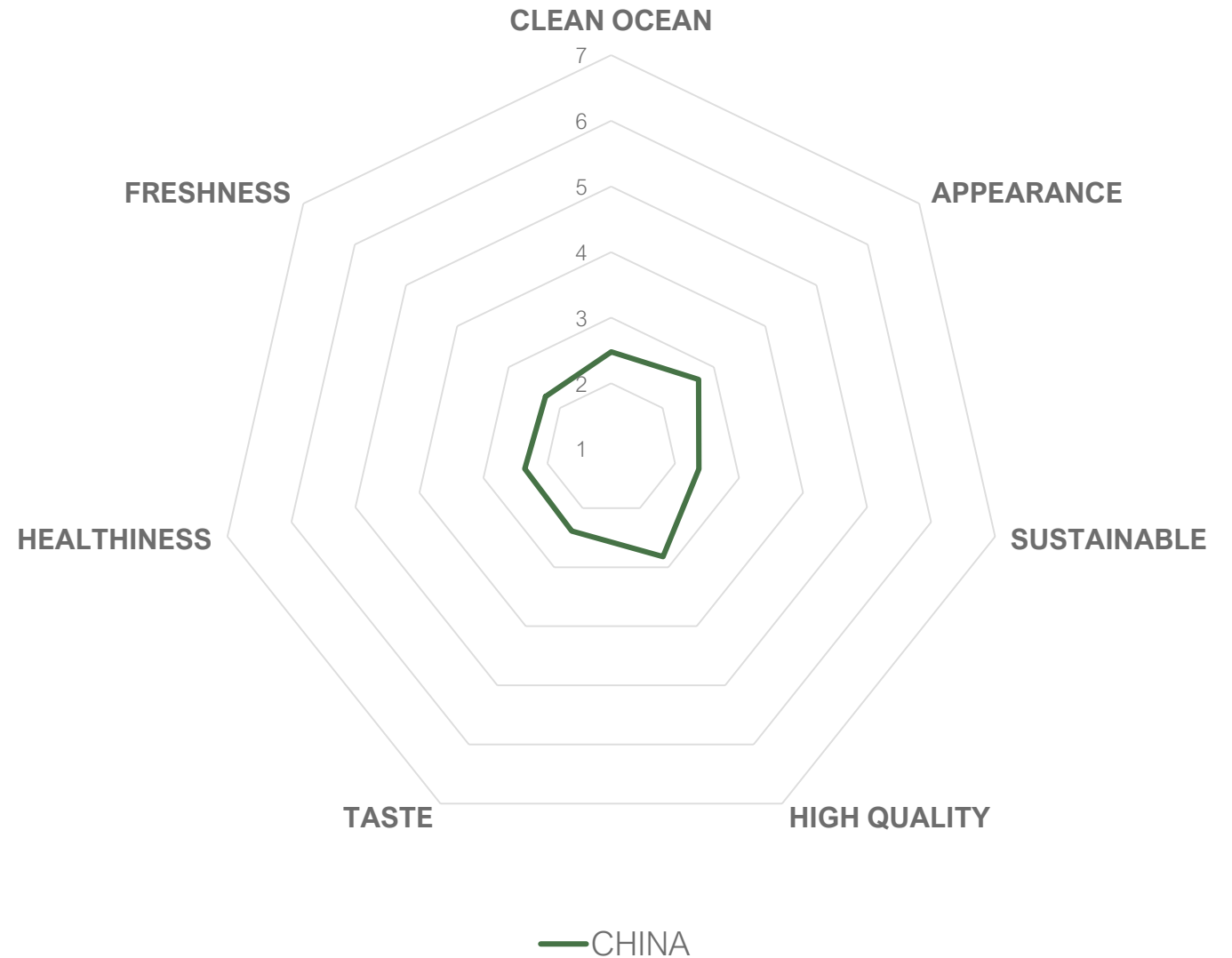


THE MOST IMPORTANT FACTORS WHEN CONSUMERS CHOOSE SEAFOOD TO BUY – AVERAGE SUMMARY



ASSOCIATION

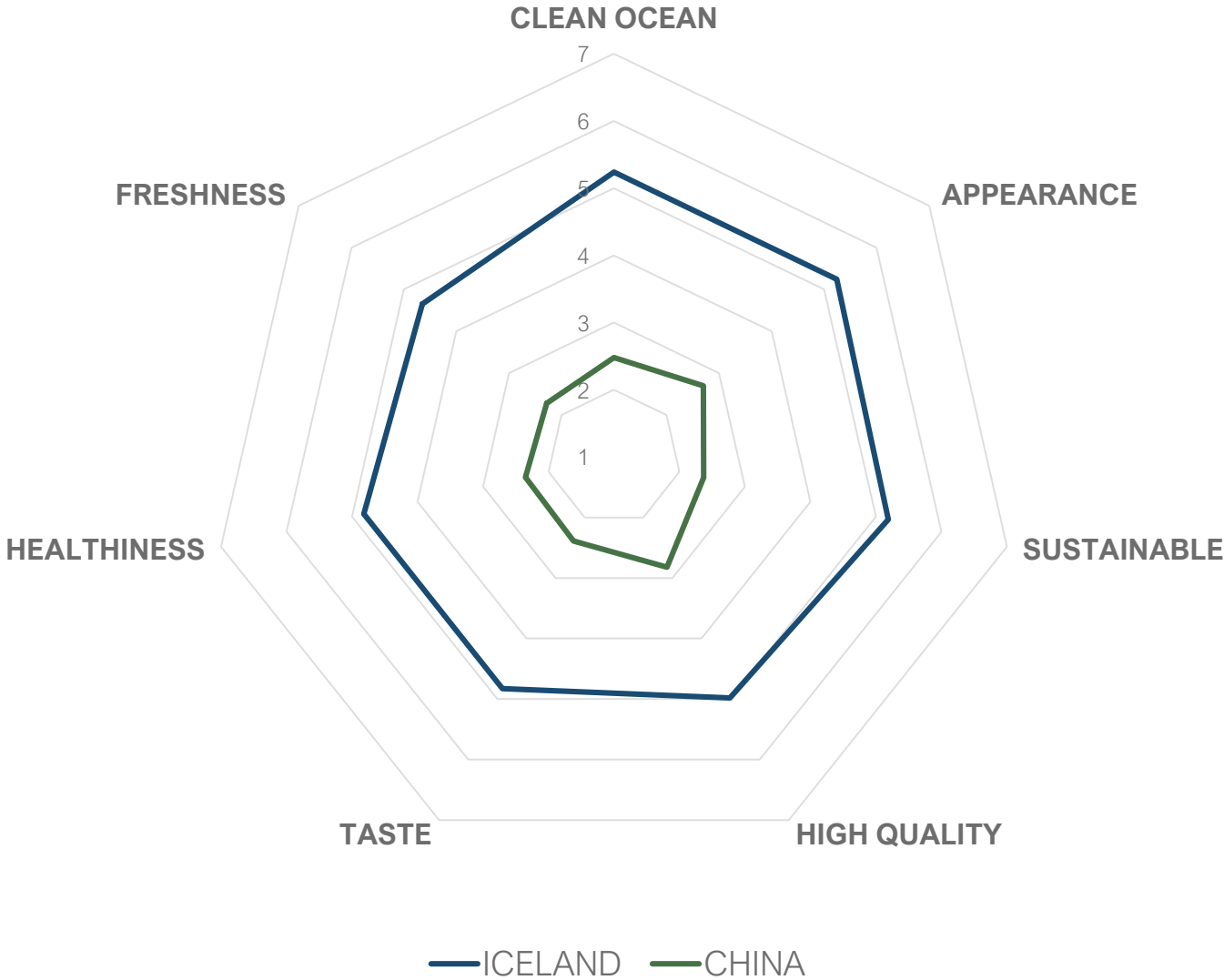
TO WHICH EXTENT DO YOU
FEEL SEAFOOD OF THIS
ORIGIN IS RELATED TO
EACH OF THE FOLLOWING
STATEMENTS?





ASSOCIATION

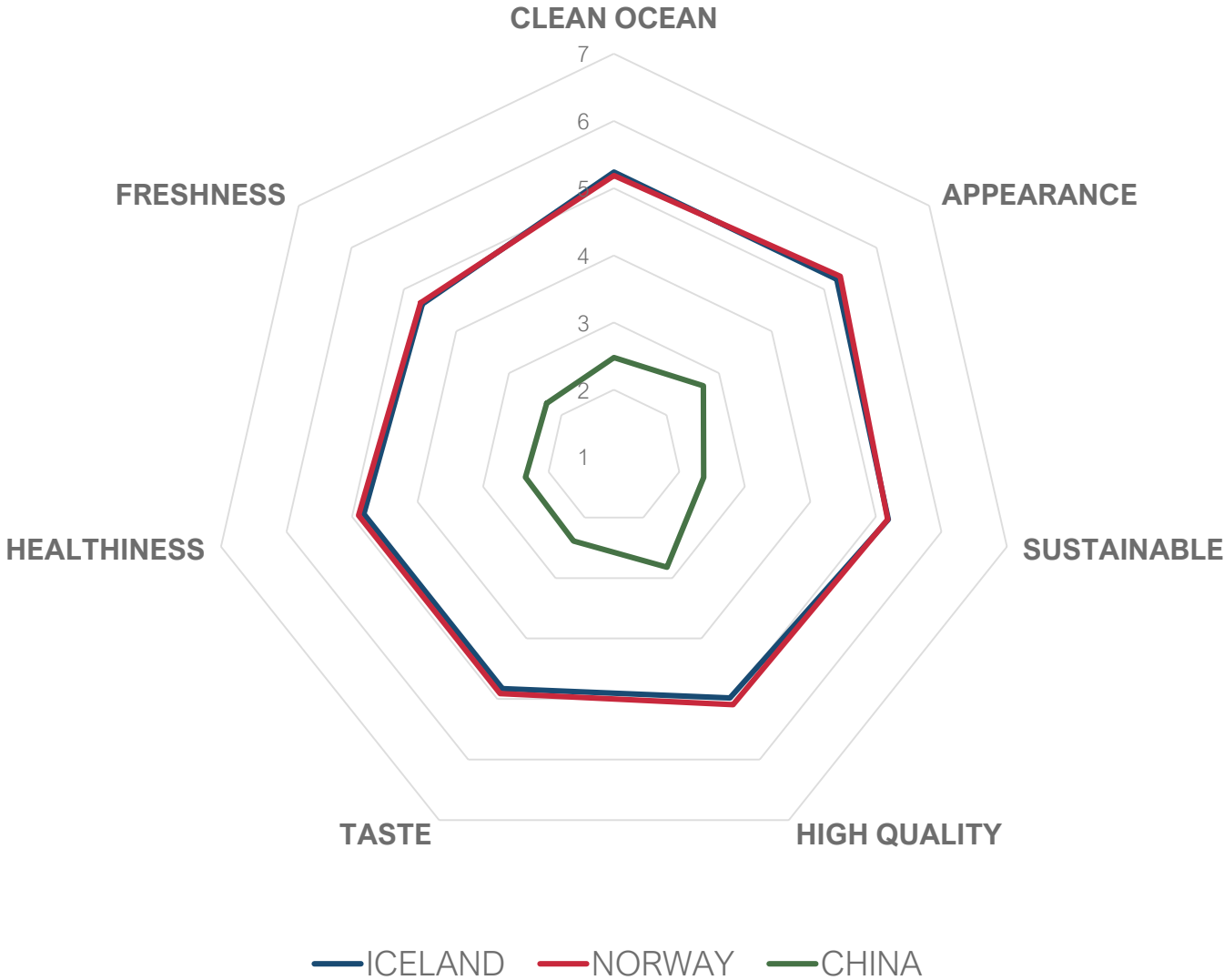
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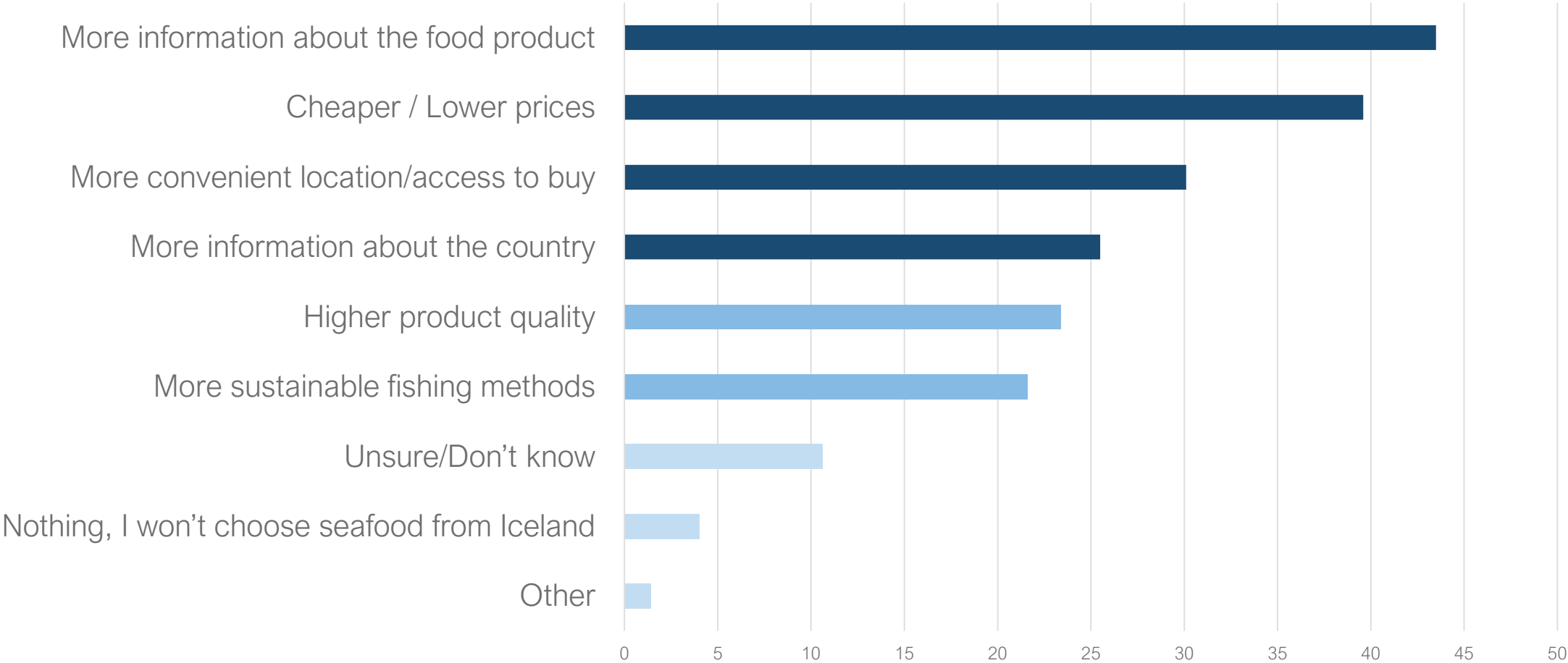
ASSOCIATION

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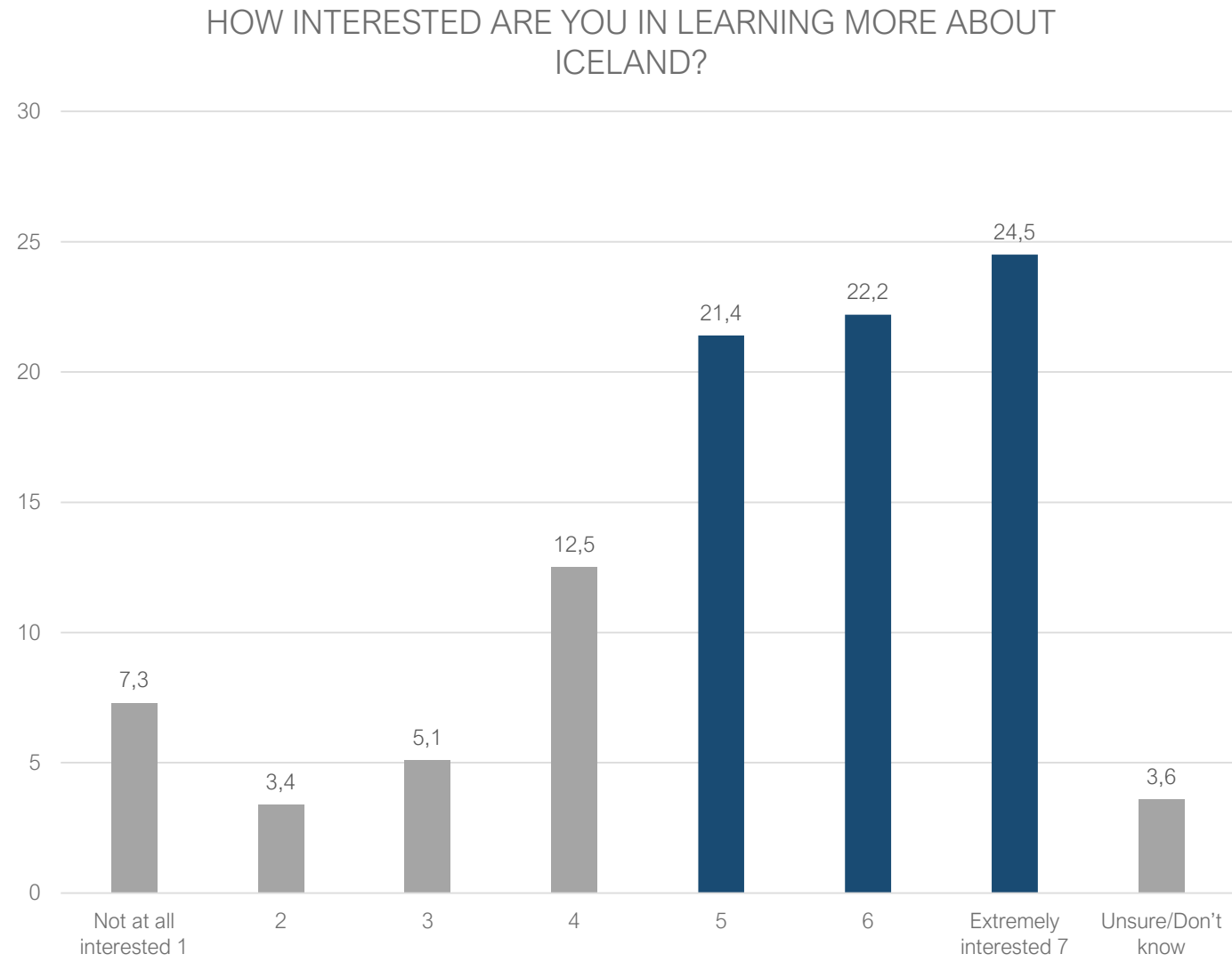


WHAT WOULD HAVE TO CHANGE TO MAKE IT MORE LIKELY FOR YOU TO BUY/CHOOSE SEAFOOD FROM ICELAND?





68% of seafood consumers in US, UK, France and Spain say that they want to learn more about Iceland



Source: Seafood Consumer survey in UK, US, France and Spain – Netquest October 2019 © Promote Iceland