



Samfélagsleg ábyrgð
í sjávarútvegi

2.-3. NÓVEMBER Í HÖRPU

Markaðsetning á ímynd sjávarafurða – Heilsa og umhverfismál

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RÁÐSTEFNAN

2023



**Tækifæri í heilsutengdri
markaðsetningu
sjávarfangs**

Halló heimur!

Hver er kúnninn?

Þúsaldar kynslóðin // millennials hefur tekið við af eftirstríðsára kynslóðinni sem **stærsta kynslóð fullorðinna** í Bandaríkjunum

Kaupmátturinn er óumdeildur: samanlögð innkoma þessarar kynslóðar á heimsvísu mun ná **\$4 trilljónum árið 2030**

50% þessa hóps heldur tryggð við tiltekin vörumerki vegna þess að **neytendaupplifun** þeirra af vörumerkinu er jákvæð



Þúsaldarmamman

Kaupmáttur kvenna af þúsaldarkynslóðinni í Bandaríkjunum er um \$170 billjón – eða það sem samsvarar 85% heildarkaupmætti kynslóðarinar.

Heilsa, heilnæm fæða og umhverfið vega þungt í kaupákvörðunum þessara kvenna.

86% af mæðrum af þessari kynslóð segjast **borga meira** fyrir matvörur sem eru rekjanlegar

Þúsaldarmæður nota síman sinn til að **sannreyna staðhæfingar** um heilsu og rekjanleika

48% af bandarískum þúsaldarkonum **leita að uppskriftum á netinu** áður en þær fara að versla í matinn



Móttækilegur hópur



"Young families are likely looking for options that can help them get quick, easy meals on the table that please everyone but still fit their health and wellness criteria, such as convenience foods that have fresh, less processed cues and simple ingredient lists. We may see Millennials migrating back to the frozen aisle as they have kids."



"The fish and shellfish category enjoys widespread consumer participation but lags behind other more "every day" proteins. Brands can lean into healthy positioning but need to keep convenience also at the fore. Helping consumers to think of fish and shellfish as an investment into well-being could nudge them into more frequent and diverse consumption behaviors."



"The survey also found that members of the greatest generation and millennials were most familiar with the protein content in foods. Millennials correctly identified the protein content in peanut butter, jerky, protein bars, chicken breasts and salmon fillets, Nielsen said. This makes sense for millennials who prefer eating healthy foods with premium value-adds."

Tikkum í öll boxin

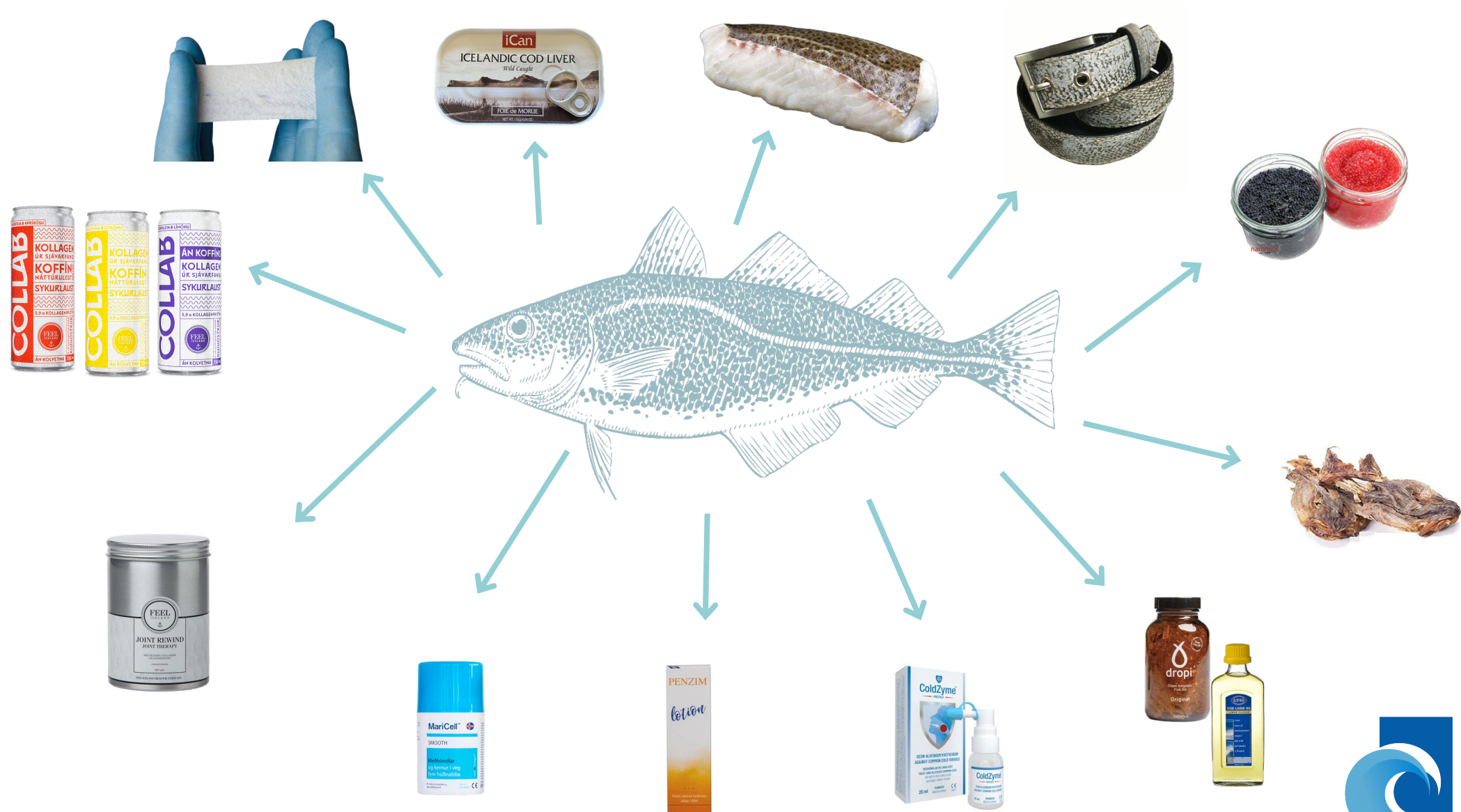
- ✓ Sjálfbærar vottaðar veiðar og hafsjór af gögnum til staðfestingar
- ✓ Heilsusamlegt hágæða protein án viðbættra aukaefna
- ✓ Kælikeðja og meðhöndlun afl til fyrirmyndar
- ✓ Hátæknivinnslur sem hámarka nýtingu

Whats not to love!



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Meira úr minna



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Þeir fiska sem róa



Someday
I will tell
my grandson
the story
how Icelandic fish skin
saved my life

kerecis®



COLLAB
KOFFIN
SYKURLAUST
5.9g KOLLAGENPROTEIN
FEEL
AN KOLVETNA
330ml

COLLAB



FréttirÚtvarpSjónvarp

Viðskipti

Athugið að þessi frétt er meira en 3 mánaða gömul

Danskt fyrirtæki kaupir Kerecis fyrir 175 milljarða

Danska fyrirtækið Coloplast hefur náð samkomulagi um kaup á íslenska fyrirtækinu Kerecis fyrir 175 milljarða íslenskra króna.

Freyr Gligja Gunnarsson
7. júlí 2023 kl. 08:42, uppfært kl. 09:38



Post operative day # 12



KERECIS

3 Nov

reuters.com

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Coloplast buys fish skin woundcare firm or up to \$1.3 billion

Reuters
by 7, 2023 7:44 AM GMT · Updated 4 months ago

Coloplast A/S

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COPENHAGEN, July 7 (Reuters) - Coloplast (COLPLAQ) has agreed to buy Iceland-based Kerecis, a ologic wound care firm that uses fish skin to develop tissue-transplant products, for up to \$1.3 billion, the anish medical equipment maker said on Friday.

Coloplast said it would finance the deal by raising equity. Its shares were down 4.8% at 0734 GMT.

Kerecis represents an attractive opportunity to strategically strengthen Coloplast's presence in the lvanced wound care market by entering the high-growth, U.S.-centric biologics segment," the Danish m said in a statement.

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Coloplast auto-grafted & ungrafted fish skin raised its full-year forecast

Coloplast lifts forecasts on strong vaccine launch

SeafoodSource

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PEEL SHRIMP FASTER with a JONSSON SYSTEM

Fish-skin woundcare firm Kerecis bought by Coloplast for USD 1.3 billion

By Cliff White
July 13, 2023



Copenhagen, Denmark-based Coloplast is purchasing Isafjordur, Iceland-based Kerecis, which has developed technology that uses fish skin to perform tissue transplants.

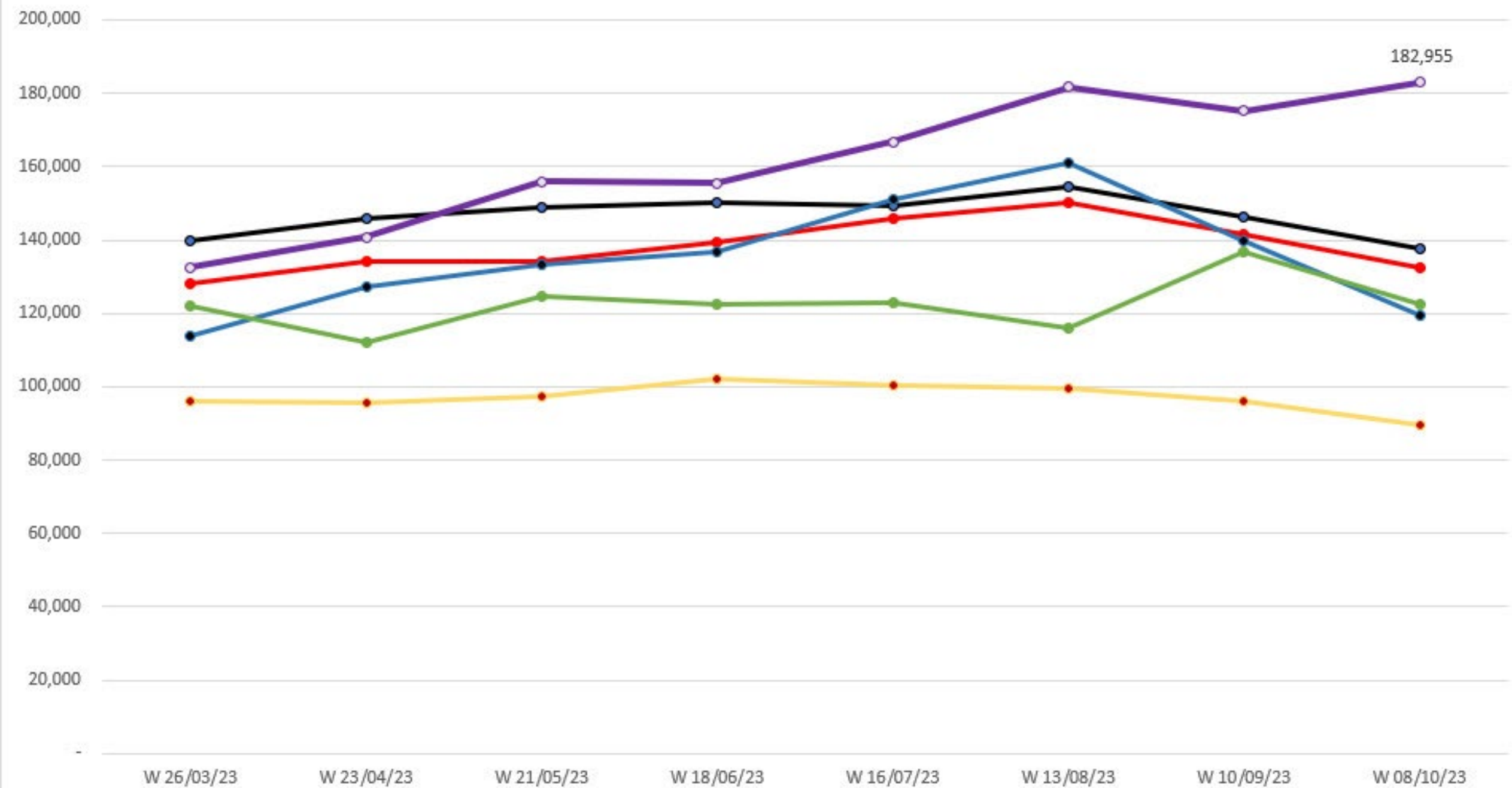
Coloplast, a multinational firm that develops, manufactures, and markets medical devices and services, will pay DKK 8.9 billion (USD 1.3 billion, EUR 1.2 billion) in cash and an earnout potential of up to DKK 680 million (USD 101 million, EUR 91.2 million). Coloplast said it would finance the deal through an equity capital raise. The deal is expected to close in Kerecis' Q4 2022-2023, pending regulatory and shareholder approval.

"Kerecis represents an attractive opportunity to strategically strengthen Coloplast's presence in the advanced wound care market by entering the high-growth, U.S.-centric biologics segment," Coloplast said in a press release. "With a mission to



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Stærstu vörumerki í value





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Takk fyrir!



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