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**Fish & seafood dishes becoming more prominent on menus**

According to latest piece of monthly analysis from Lumina Intelligence’s Menu Tracker, across Spring/Summer (SS) menus in 2020, 17% of mains have a fish or seafood core component and 21% of starters have a fish or seafood core component. Both of these are up 1pp versus SS 2019.

Prawns and squid are the most popular types of fish to feature within starters – 33% of starters include prawns (+3pp YOY) and 25% contain squid (+6pp YOY). Prawns are also the most common type of fish to appear within main courses, with salmon second most popular. 37% of main courses include prawns (+3pp YOY) and 16% include salmon (+0pp YOY).

Calamari is the most common starter and fish & chips the most common main course. Calamari accounts for 16% of all fish/seafood starters on SS menus in 2020 – up 3pp on SS 2019. Fish & chips accounts for 11% of all fish/seafood main dishes – up 1pp on SS 2019.

In regard to NPD, fish/seafood were included within 24% of new starter dishes on SS 2020 menus, up 9pp on SS 2019, and 16% of main dishes, up 1pp on SS 2019.

Katherine Prowse, Insight Manager at Lumina Intelligence said, *“Growth in consumers reducing red meat intake has seen fish increase in share on menus. Fish and seafood are versatile and can be relatively cheap ingredients to create tempting and on trend dishes that will appeal to consumers who are more interested in healthier dishes or seeking out a treat occasion.”*

*“New product development in fish dishes across menus are echoing current trends in provenance, healthier and lighter and indulgence. Consumers are increasingly seeking out locally sourced ingredients and dishes following a ‘buy local’ boom as a result of the coronavirus pandemic and Brexit.”*

Find out more about Lumina Intelligence’s Menu Tracker [here](https://www.lumina-intelligence.com/product/menu-tracker/).

**ENDS**

**Report methodology**

Data for this report has been collated using the Lumina Intelligence Menu Tracker, which is a database of over half a million menu items across over 150 different foodservice operators.

Within this piece of analysis:

* Spring/Summer 2019 & 2020 data
* A sample of 106 operators from chain restaurants, fast food and managed pub/bar restaurants
* All data is taken from a site within the operators “brand standard region”, i.e. the region with the highest number of sites.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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