

Australia 2024

FRESHO

Seafood Supply Trends in Food Service

Welcome to Fresho's 2024 Seafood industry report. It provides an analysis of seafood orders placed by food service venues in Australia, with suppliers using the Fresho platform.

The Data Insights team at Fresho has analysed 1.6 million orders (with 5.7 million order lines) and a total value of almost \$1 billion, to identify key trends. The data relates to the four years from 2020.

I believe that insights like those in the report can help, by giving suppliers a view of the evolving market at a macro level. We welcome your feedback and questions.

You can contact us at hello@fresho.com



James Andronis
CEO & Co-Founder @ Fresho

TOTAL SEAFOOD PURCHASES

per venue were unchanged in 2023



Following rapid growth (29% and 10%) in the previous two years, the average that venues spent on seafood in 2023 was unchanged at \$66,800.

Meanwhile, spend on meat increased, whilst fruit and vegetables decreased.

While value per order was up, line items per order were down. Have you noticed customers are ordering fewer items?



The diversity and variety of products within seafood orders has decreased across the board with kitchens looking to be more efficient when it comes to stocking and holding ingredients.

Venues appear to be offering fewer menu options in response to a tougher operating environment.

Average annual order value per venue

2022 vs. 2023

SALMON, PRAWNS, OYSTERS AND BARRAMUNDI

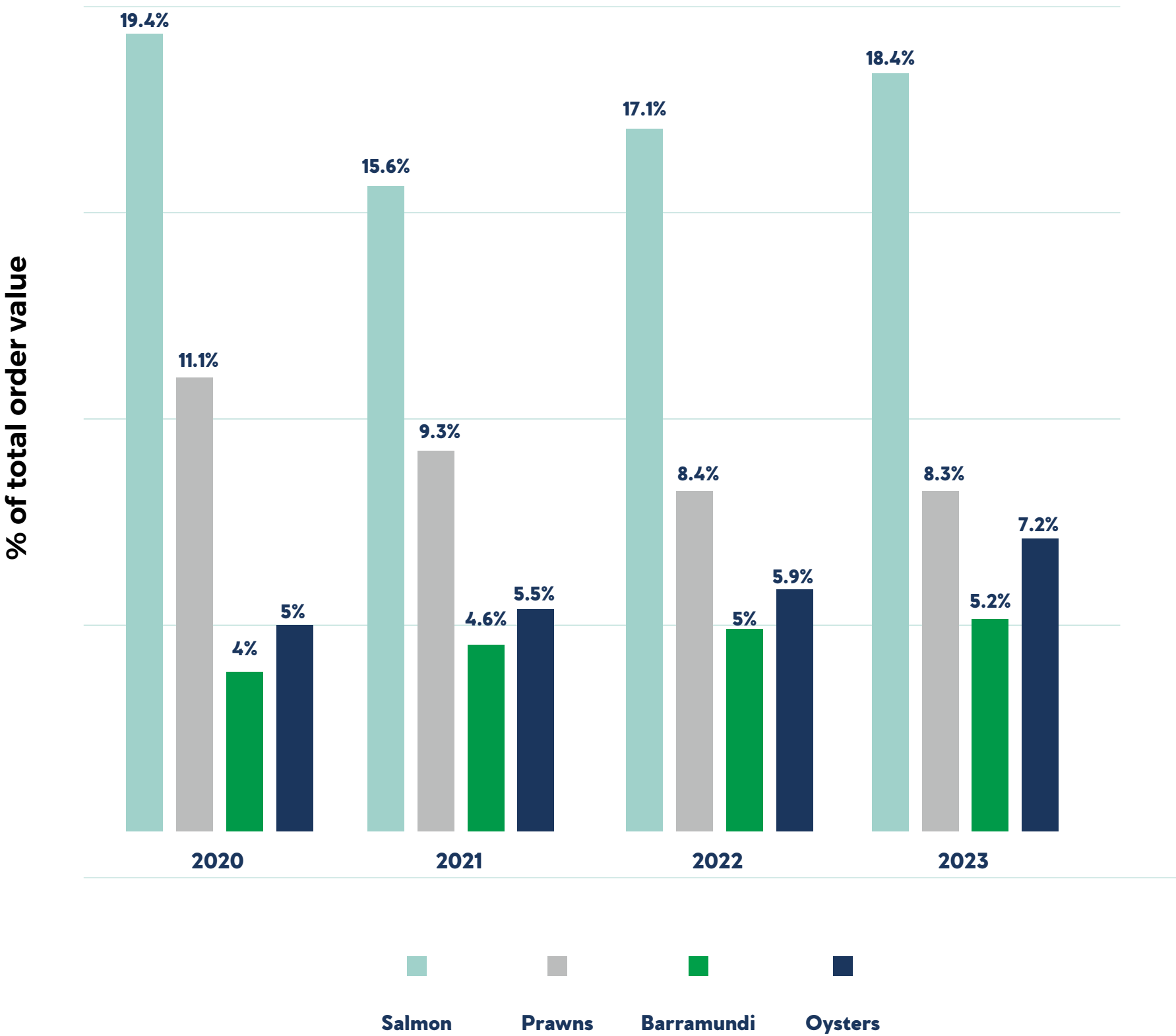
remained the most-ordered products in 2023

Salmon	18.4
Prawns	8.3
Oysters	7.2
Barramundi	5.2

Highest-grossing seafood types as a % of total value.

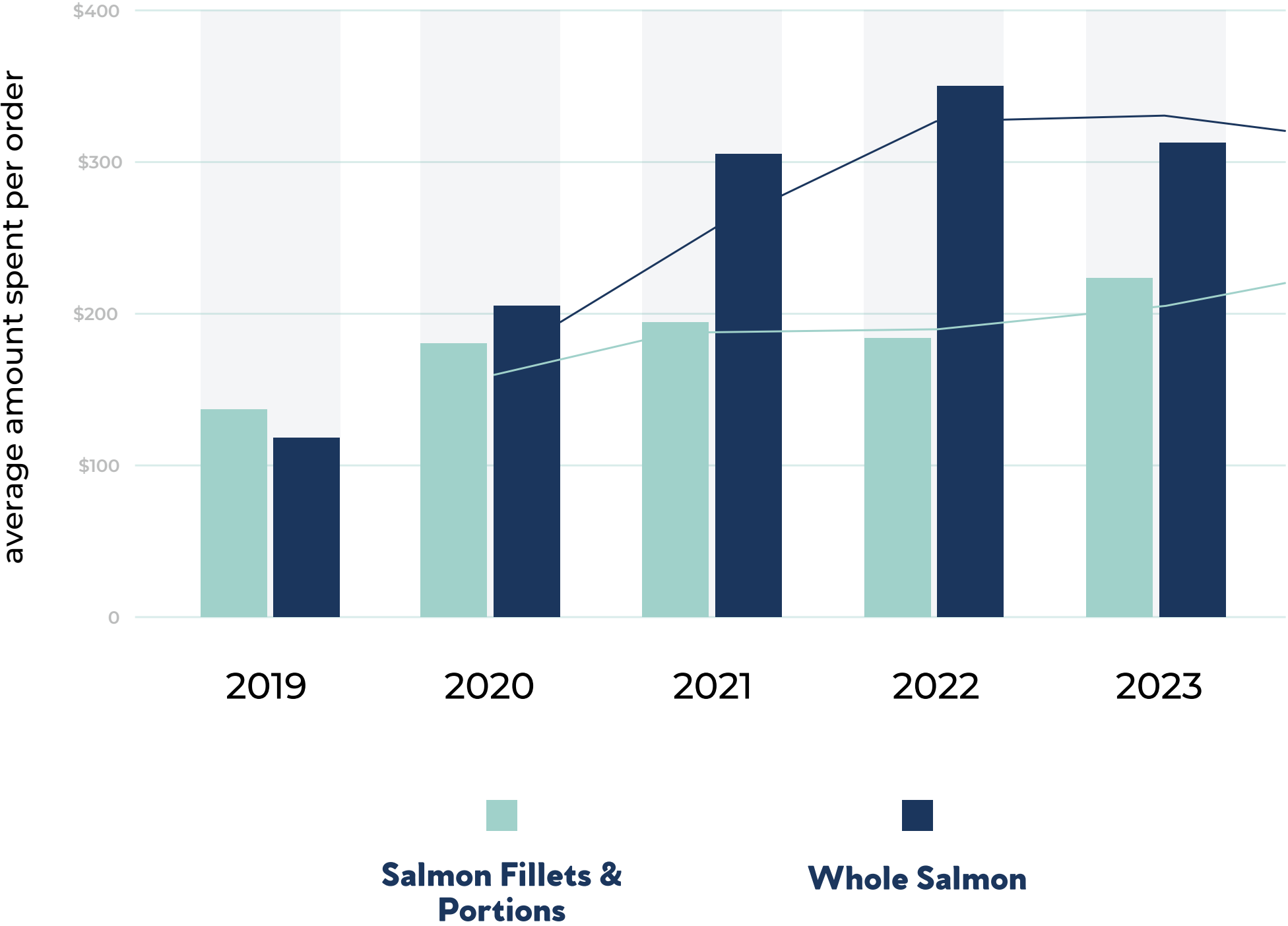
Salmon continues to reverse its 2021 drop.

The value of prawn purchases has been in decline while oysters have seen a consistent increase.



FILLETS & PORTIONS CONTINUE TO TAKE SHARE FROM WHOLE FISH

as venues battle labour skills, costs and availability.



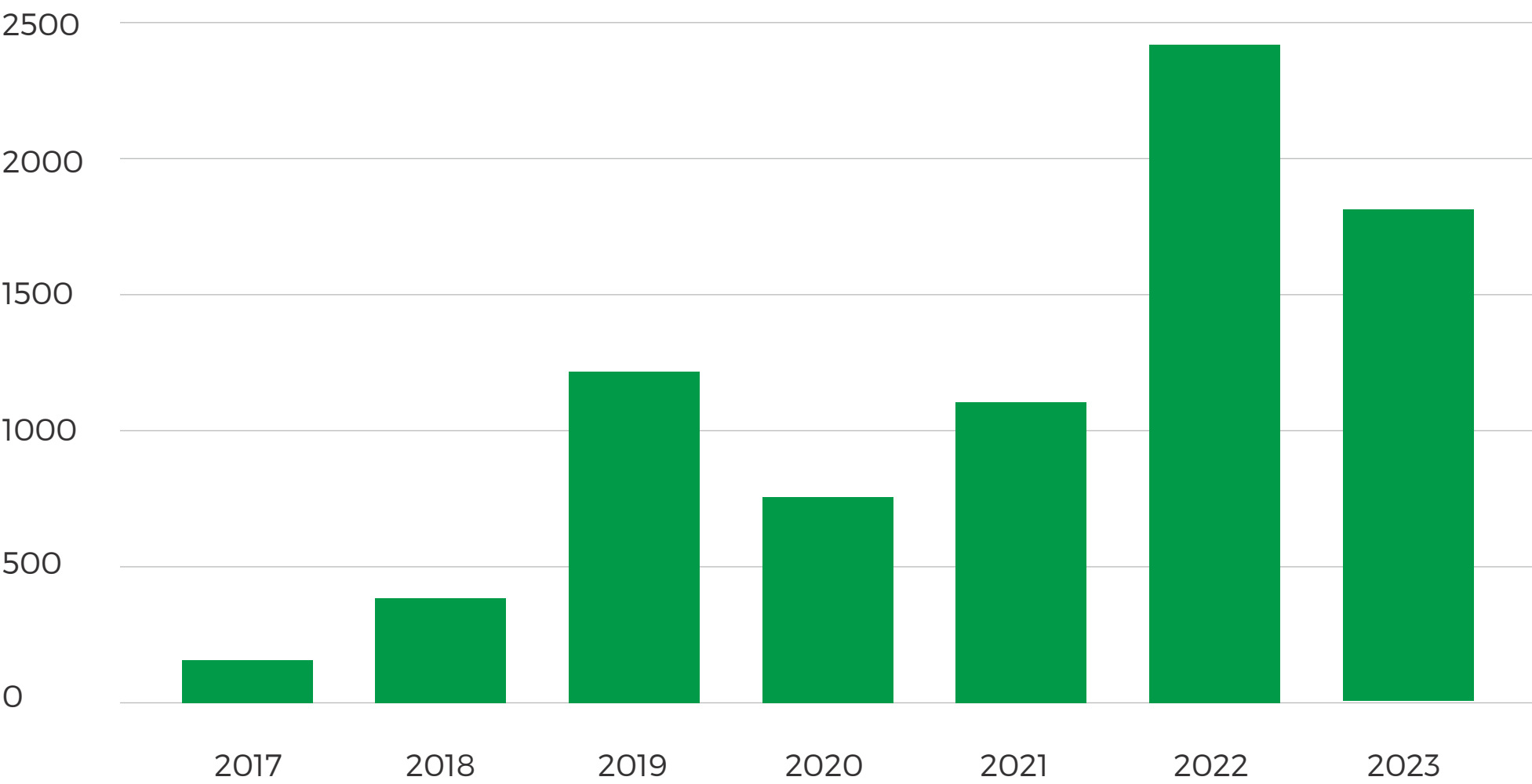
“Staff shortages and costs have been a challenge so we’ve shifted focus to ordering fillets instead of whole fish. It’s helped us provide maximum value to diners with the resources we have.”

Kane Vokoun, Head Chef, Movida Original

VACUUM-PACKED PRODUCT IS GROWING

as demand for retail and prepared packaged product increases.

Average per supplier



Orders containing vacuum-packed products

The number of orders containing vacuum product fell in 2023 but remains above its long-term level.

ABOUT FRESHO

Fresho is a global order management platform that brings fresh food wholesalers closer to their customers.

With our industry background, we know that order processing can be stressful, time-consuming, expensive and error-prone.

We solve the significant problem of receiving orders through an increasing number of channels so you achieve on-time, in-full deliveries, with clear and timely customer communication.

By removing the daily noise, we give you time to focus on your customer relationships, the health of your business, and the important things in life.

WANT TO KNOW MORE ABOUT FRESHO?

Email us at hello@fresho.com