

CASE STUDY

SEAFOOD

FOR U.S. MARKET



MARKET OVERVIEW AND OPPORTUNITY

»»» **U.S. Seafood Market Size:** One of the largest seafood consumers globally, with increasing demand for fresh, frozen, and processed seafood.

»»» **Growth Drivers**

- »» Health-conscious consumers shifting to seafood-based diets.
- »» Sustainability trends increasing demand for certified seafood.
- »» Rising consumption of convenient, ready-to-cook seafood products.

»»» **Key Opportunity:** High demand for premium, traceable, and sustainably sourced seafood.

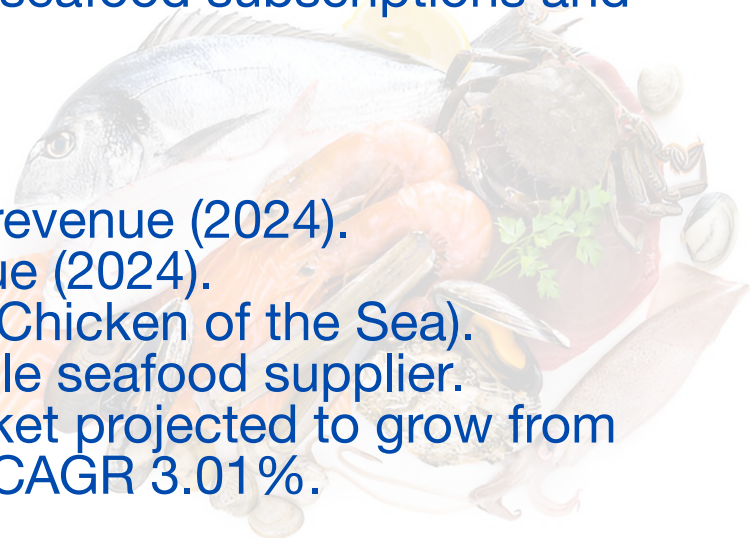


MARKET SEGMENTS

- » **Retail:** Supermarkets, specialty seafood outlets, online grocery platforms.
- » **Foodservice:** Restaurants, hotels, catering services, sushi chains.
- » **E-commerce:** Direct-to-consumer seafood subscriptions and meal kits.

COMPETITIVE LANDSCAPE

- » **US Foods Holding Corp.:** \$6.81B revenue (2024).
- » **Sysco Corporation:** \$2.77B revenue (2024).
- » **Thai Union Group:** \$4B+ revenue (Chicken of the Sea).
- » **Trident Seafoods:** Major sustainable seafood supplier.
- » **Market Growth:** U.S. seafood market projected to grow from \$53.56B (2023) to \$69.95B (2032), CAGR 3.01%.





MARKETING STRATEGY

- »» **Branding:** Emphasize sustainability, product origin, and traceability.
- »» **Digital Marketing:** Utilize SEO, social media campaigns, influencer partnerships.
- »» **Retail & Foodservice Expansion:** Participate in trade shows, implement in-store promotions, establish strategic partnerships.



RISK MITIGATION STRATEGY

- »» **Regulatory Compliance:** Adhere to FDA and USDA standards.
- »» **Supply Chain Stability:** Diversify suppliers and logistics partners.
- »» **Competitive Pricing:** Offer volume-based pricing and direct-to-consumer models.



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SALES PLAN



- ▶▶▶ Achieve consistent revenue growth over the next five years.
- ▶▶▶ Expand market share by targeting key customer segments.
- ▶▶▶ Establish strong distribution partnerships to maximize reach
- ▶▶▶ Develop a multi-channel sales approach, including retail, B2B, and e-commerce.



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»»» Retail and Foodservice Expansion

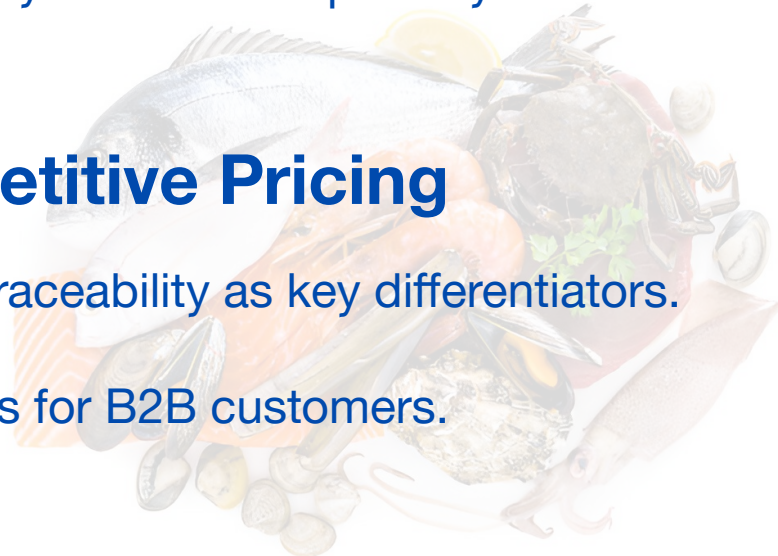
Partner with major distributors (Sysco, US Foods) to penetrate retail and foodservice channels.

Secure shelf space in premium grocery chains and specialty seafood stores.

»»» Brand Positioning & Competitive Pricing

Highlight sustainability, quality, and traceability as key differentiators.

Offer volume-based pricing incentives for B2B customers.



YEAR	PROJECTED REVENUE (\$xx)	GROWTH RATE (%)
YEAR 1	-	-
YEAR 2	-	-
YEAR 3	-	-
YEAR 4	-	-
YEAR 5	-	-

*Estimated VendorMatch sales activities projections; customizable per client's goal

»»» Sales Metrics:

- »»» Monthly revenue and unit sales.
- »»» Customer acquisition cost (CAC) vs. lifetime value (LTV).

»»» Retail & Foodservice Expansion:

- »»» Number of distribution agreements secured.
- »»» Number of retail and restaurant partnerships.

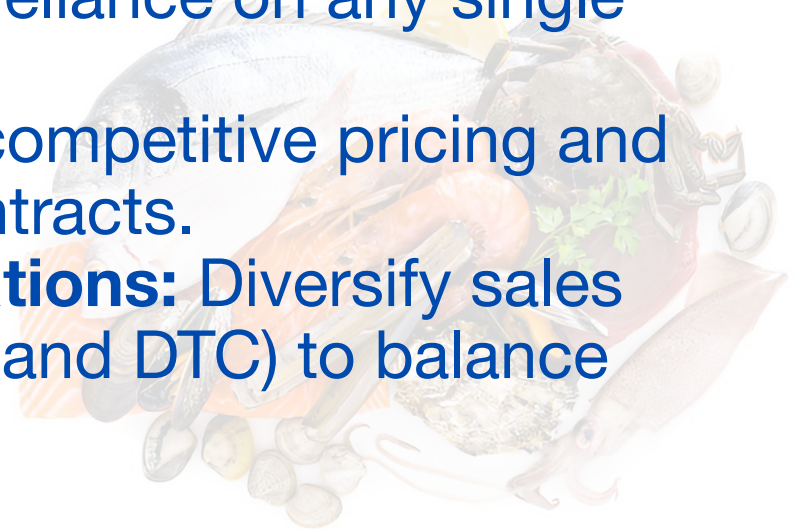
»»» E-commerce Performance:

- »»» Website traffic and conversion rates.
- »»» Subscription retention rate.



RISK MITIGATION & CONTINGENCY PLAN

- ▶▶▶ **Regulatory Compliance:** Ensure FDA, USDA, and sustainability certifications are met to prevent import disruptions.
- ▶▶▶ **Supply Chain Stability:** Partner with multiple seafood suppliers to reduce reliance on any single source.
- ▶▶▶ **Market Competition:** Offer competitive pricing and exclusive deals to secure contracts.
- ▶▶▶ **Consumer Demand Fluctuations:** Diversify sales channels (retail, foodservice, and DTC) to balance revenue streams.





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