

# CASE STUDY

## SEAFOOD

FOR U.S. MARKET



# MARKET OVERVIEW AND OPPORTUNITY

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»»» **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.



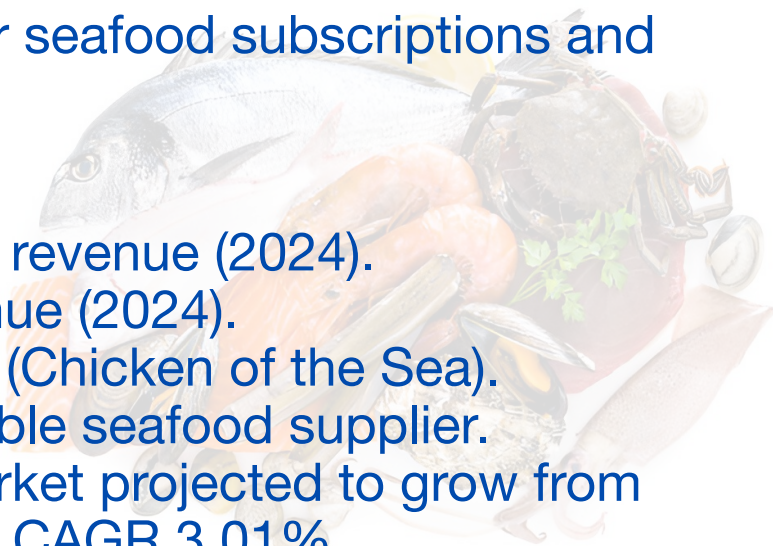
# SEGMENTATION & COMPETITIVE LANDSCAPE

## 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 AND RISK MITIGATION STRATEGY

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## 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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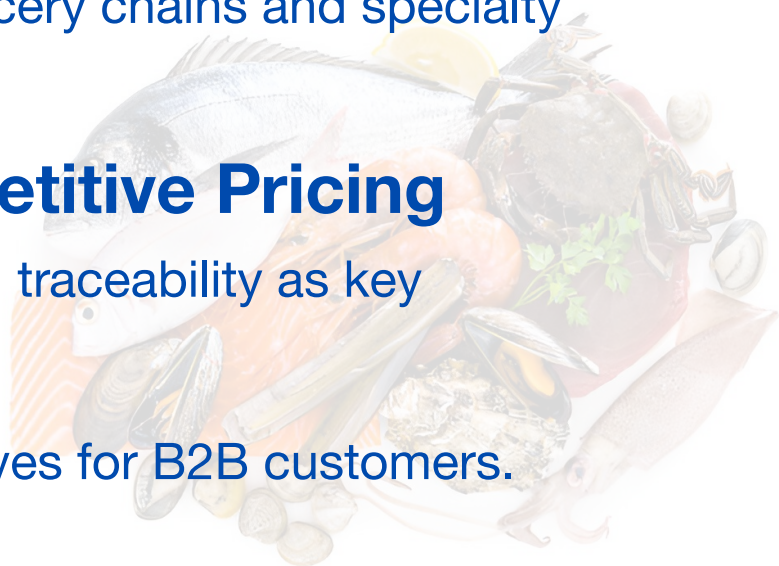


## »»» Retail and Foodservice Expansion

- »» 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

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- **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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# **SERVICE DELIVERABLES**



## »»» Market Entry Strategy

- »» U.S. seafood market research and competitive intelligence
- »» Go-to-market strategy formulation (retail, B2B, e-commerce)

## »»» Sales & Distribution Development

- »» FDA registration, FSVP agent services, labeling review
- »» HACCP, USDA, and third-party sustainability certifications (e.g., MSC, BAP)

## »»» Buyer Matching & Lead Generation

- »» Access to our verified database of U.S. buyers, importers, and foodservice groups
- »» Qualified introductions to retail and foodservice procurement teams



## »» Sales & Channel Strategy Execution

- »» Support in negotiating distribution and private label contracts
- »» Retail listing and promotional program support
- »» DTC (direct-to-consumer) e-commerce setup guidance

## »» Marketing & Brand Launch Support

- »» Branding, packaging consulting for U.S. consumers
- »» Digital marketing, influencer partnerships, and trade show representation





## »»» End-to-End Expertise

»» From compliance to buyer matchmaking, we guide you through every stage of your U.S. market entry—so you can focus on growing your business.

## »»» U.S. Seafood Market Specialists

»» We understand the seafood category inside and out—consumer trends, distribution nuances, and regulatory complexities.

## »»» Verified Buyer Network

»» Access our exclusive network of pre-vetted U.S. buyers, retailers, and foodservice operators actively seeking high-quality seafood products.



## »»» Fast-Track Compliance

»» We simplify the FDA, USDA, and FSVP requirements, helping you avoid delays, rejections, or customs issues.

## »»» Sales-Driven Execution

»» We don't just plan—we deliver. Our services are built to drive real leads, sales growth, and channel partnerships.

## »»» Customizable Support

»» Whether you're exporting shrimp, shellfish, or specialty seafood, our services adapt to your product, scale, and market goals.





CONSULTARE INC. GROUP  
A Compliance Co.

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# Build Your Brand!

## Grow With Us!

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