

CASE STUDY

BOTTLED FISH
PRODUCTS

FOR U.S. MARKET



MARKET OVERVIEW AND OPPORTUNITY

- »» The US seafood market is projected to reach **\$31.52 billion in 2025.**
- »» Rising consumer demand for **convenient and sustainable seafood options.**
- »» Bottled fish presents a **unique opportunity** in the **growing gourmet tinned seafood segment.**
- »» **Key focus areas:** Coastal states and major metro regions.



SEGMENTATION & COMPETITIVE LANDSCAPE



TARGET MARKET

- » Health-conscious consumers
- » Seafood enthusiasts
- » Busy professionals seeking ready-to-eat meals



COMPETITIVE LANDSCAPE

- » **StarKist Co.:** \$1.5 billion+ in annual sales.
- » **Bumble Bee Foods:** Contributes to 45% of the canned tuna market share.
- » **Thai Union Group:** Holds part of the 45% global canned tuna market share.



DIFFERENTIATION

- » **Premium Quality:** Offering superior taste and texture. *Grand View Research*
- » **Sustainability:** Ensuring eco-friendly sourcing and processing.
- » **Packaging Innovation:** Utilizing convenient, user-friendly designs.



MARKETING AND RISK MITIGATION STRATEGY



MARKETING STRATEGY

- »» Digital marketing: Social media, influencer collaborations
- »» Retail promotions: In-store tastings, discount coupons
- »» Public relations: Food bloggers, industry events



RISK MITIGATION STRATEGY

- »» Regulatory compliance (FDA, USDA approvals)
- »» Diversification across retail, foodservice, and e-commerce
- »» Quality assurance and sustainability certifications



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SALES PLAN



- »» **Year 1 Target Revenue:** \$x.x million
- »» **Market Share Goal:** 1% of the US packaged seafood market by Year 3
- »» **Retail Penetration:** Secure placements in 500+ grocery stores by Year 2
- »» **E-commerce Growth:** Achieve 20% of total sales via online channels

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



»» PRIMARY AUDIENCE

Health-conscious consumers (30%)

Seafood enthusiasts (40%)

Busy professionals seeking convenience (30%)

»» GEOGRAPHICAL FOCUS

Top Metro Areas: New York, Los Angeles,
Chicago, Houston, Miami

Coastal States: California, Florida, New York,
Washington



»»» Distribution Channels

Retail (50%) → Partner with major grocery chains (Whole Foods, Sprouts, Trader Joe's)

Foodservice (30%) → Target hotels, restaurants, and catering services

E-commerce (20%) → Sell via Amazon, Walmart, and direct-to-consumer website

»»» Sales Execution Plan

Q1: Secure distributor partnerships, begin retail negotiations

Q2: Launch in first 100 retail stores, initiate digital marketing

Q3: Expand to 300+ stores, introduce e-commerce promotions

Q4: Evaluate sales performance, optimize marketing spend



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**

- »» **Revenue Growth:** Track year-over-year sales increase.
- »» **Market Penetration:** Measure distribution expansion in retail and e-commerce.
- »» **Customer Acquisition Cost (CAC):** Evaluate the cost of acquiring new customers.
- »» **Repeat Purchase Rate:** Monitor customer retention and loyalty.
- »» **Sales Conversion Rate:** Assess the effectiveness of sales and marketing efforts.
- »» **Profit Margins:** Ensure sustainable pricing and cost management.
- »» **Brand Awareness:** Gauge engagement through digital marketing and PR metrics.

»» CONTINGENCY PLAN

Regulatory Compliance: Ensure FDA and USDA approvals

Supply Chain Stability: Maintain multiple suppliers for raw materials

Competitive Pricing: Adjust pricing based on market conditions

Retail Strategy Adjustments: Shift resources to e-commerce if needed

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SERVICE DELIVERABLES



»»» Market Intelligence & Entry Strategy

- »» Comprehensive US bottled and canned seafood market research report
- »» Consumer segmentation analysis (demographics, purchase behavior, trends)
- »» Go-to-market roadmap and phased entry strategy

»»» Regulatory Compliance & Documentation

- »» FDA & USDA regulatory compliance checklist
- »» Nutrition labeling guidance and review
- »» Import requirements, FSVP documentation assistance
- »» Product registration and facility compliance support



»» Sales Channel Development

- »» US distributor and retailer matchmaking (focus: Whole Foods, Sprouts, specialty food stores)
- »» Sales deck and product pitch materials
- »» E-commerce launch guide (Amazon, Walmart, direct-to-consumer setup)

»» Marketing Strategy & Launch Execution

- »» Digital marketing plan (social media, influencer campaigns, SEO)
- »» US-specific packaging adaptation consulting
- »» In-store promotions and trade show support



»»» Proven Expertise in U.S. Market Entry

»» We specialize in helping international food and seafood brands break into the U.S. market with strategies grounded in data, compliance, and commercial success.

»»» Global Perspective, Local Execution

»» Our team blends international trade knowledge with deep understanding of U.S. consumer trends, distribution networks, and regulatory frameworks.

»»» Data-Driven Market Strategy

»» We don't guess. We analyze. Our strategies are backed by real market intelligence, competitive analysis, and sales forecasting tailored to your product's category and audience.



Regulatory & FSVP Compliance Experts

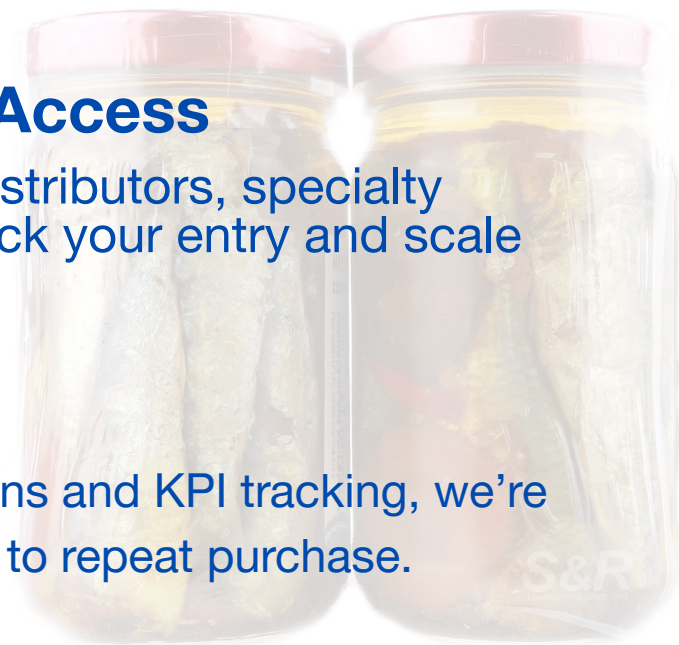
»» We ensure your bottled fish products meet all U.S. FDA, USDA, and labeling standards — preventing delays, detentions, or costly recalls.

Retail & E-Commerce Channel Access

»» We have direct connections with food distributors, specialty retailers, and online platforms to fast-track your entry and scale your presence.

End-to-End Support

»» From packaging localization to PR campaigns and KPI tracking, we're your full-service partner from first shipment to repeat purchase.





CONSULTARE INC. GROUP
A Compliance Co.

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Build Your Brand!

Grow With Us!

info@vendormatch.pro

csuccess@consultareinc.com

1-202-982-3002

