Understanding Retail Salmon Expenditure Across U.S. Household Demographics

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Overview

- In 2023, U.S. consumers spent approximately $53.6 billion on seafood products
- Salmon ranked as the second most consumed seafood in the U.S., with a per capita consumption of 2.70 pounds in 2023
- Consumer seafood preferences and spending behavior vary by socio-demographic factors
- Understanding which household characteristics drive salmon consumption can inform targeted marketing strategies and evidence-based policy decisions

Objective

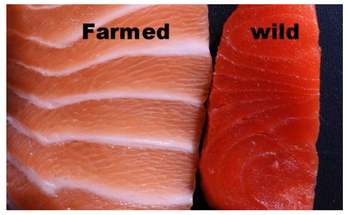
Explore how retail salmon expenditure differs by household characteristics such as race and income

Literature Review

- Love et al. (2020) found that seafood consumption and spending vary significantly by household income, education, and race, with higher income households more likely to purchase seafood
- Sun et al. (2025) found that per capita seafood demand varies by region, with the Southern U.S. showing the highest retail sales, while the East North Central region (which includes Ohio, Michigan, Illinois, Indiana, and Wisconsin) reported the lowest per capita consumption
- USDA Economic Research Service (2024) shows that food purchasing behavior varies by income, race, and household composition, especially for high-value protein foods like salmon

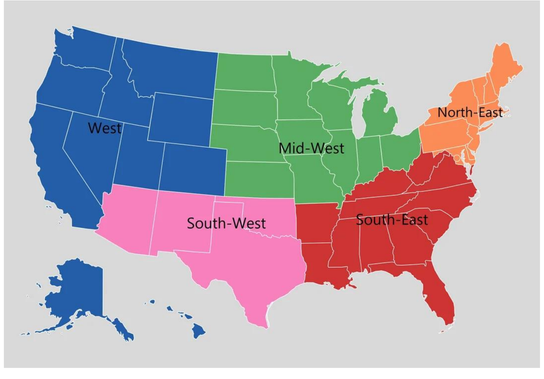
Data

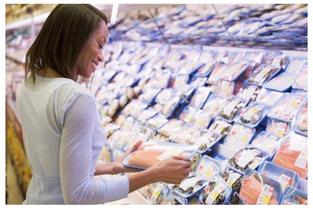
- This research will use Circana Consumer Network data provided by Circana Inc. through the U.S. Department of Agriculture Economic Research Service
- The scanner data tracks consumer food purchases across various demographics.
- I will use salmon expenditure data by household demographics for 2023



Methods

- To understand whether there are differences in total retail salmon expenditure by household characteristics in 2023:
  - I will use descriptive statistics such as frequencies, bar charts, and cross-tabulation tables
  - I will perform chi-square tests to check for statistically significant associations between consumer expenditure groups and demographic characteristics





Expected Results

- I expect the chi-square analysis results to show a statistically significant association between expenditure group and the following variables: region, race, and income
- The findings will suggest that households spend on salmon varies meaningfully by income group, race, and region

Summary

- The findings will suggest that Salmon marketing and product placement strategies should be tailored based on household demographics
- This study will reveal consumer segmentation for salmon, which can help salmon producers, stakeholders, and policymakers better understand who the core buyers of salmon are and improve marketing strategies
- Next steps: continue analyzing household scanner data to identify salmon spending patterns based on product characteristics such as farmed vs. wild and fresh vs. frozen

References

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*These findings in this poster are those of the authors and do not necessarily reflect the views of the National Oceanic and Atmospheric Administration (NOAA), the U.S. Department of Agriculture (USDA), or Circana