

The Grocer

Focus On: Fish

By Grace Duncan (Grace.Duncan@thegrocer.co.uk)

Publishing: 15 November 2025

Advertising deadline: 31 October 2025

Submissions deadline: 3 November 2025

Change is afoot in fish. This July, the UK scampi fishery began [a project](#) to improve practices and management in the North Sea. The following month, survival rates of farmed salmon in Scotland [marked a record high](#) – the result of a multimillion-pound investment in technology. These are just two examples of positive changes the category is making to boost animal welfare and sustainability.

- Which issues is the category tackling meaningfully – and where does it still lag?
- What are producers and retailers doing to improve animal welfare and sustainability?
- Can doing so help boost sales? How?

Scampi plans

- The UK scampi industry has embarked on a new chapter of its fisheries improvement plan. What does the scheme entail – and how does it fit into the push for more sustainable seafood?
- How do welfare and sustainability concerns around scampi compare to those around fish?

Ongoing concerns

- Despite fishery progress on animal welfare, [concerns](#) remain around both sea- and land-farmed fish. What are the [ongoing issues](#)?
- What future improvements need to be made?

Gen Z

- What are the new products encouraging younger consumers into the category? Have any managed to lure in Gen Z? Which formats and flavours are helping them appeal to this demographic?