

The Grocer

Focus On: Fish

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Submissions deadline: 23 October 2026

Intro: Overfishing, climate challenges and soaring energy costs are resulting in shortages of fish. As a result, supermarkets are changing their sourcing strategies. So how are suppliers of chilled and ambient fish and seafood faring?

Shortages: Sourcing challenges

- Which retailers have changed their sourcing strategies and why?
- How has labelling changed to reflect this?
- Do consumers know what they're eating?

Pricing: Cost of living

- What are the main causes of price increases?
- To what extent has pricing impacted shopper habits?
- How does the pricing dynamic between brands and own label compare?

Brands: Recent performance

- How are brands faring compared with own label?
- Which brands have been at the forefront of innovation?
- Who is winning new listings?

Scottish salmon: State-of-play

- How important is Scottish salmon to UK the export market?
- What challenges is the market currently facing?
- What opportunities are there?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.