



## Background

Opportunity Assessment and Market Intelligence for Pelagic sector with a special focus on Atlantic Mackerel in India

SECTOR: MARINE

## Client Objective

An understanding of market entry routes, distribution channels and key players operating in retail, Horeca and trading landscape

## Market Intelligence

- Market Overview of Indian Pelagic Industry with an insight on local mackerel
- Mapping of geographical hotspots for Atlantic Mackerel and market feedback on volume, sizes and prices for mackerel in India
- Detailed assessment of Import of Pelagic Fish in India
- Tariff & non-tariff barriers
- Labeling and Packaging and specific regulations pertaining to import of fish in India

## Outcome

- Profiles and contact details of major Importers or distributors of seafood in India
- Identification of exporters of mackerel to India
- Information on industry influencers including trade and industry bodies and key decision makers