WEBINARS

DIVING INTO EUROPE'S SEAFOOD MARKET: OPPORTUNITIES FOR U.S. EXPORTERS

Wednesday, Jul 22, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Mar 19 - Wednesday, Jul 22, 2026
Riverside | United States of America

https://www.wusata.org/e/7KV6L48

EVENT DETAILS

Presented by Bryant Christie Inc.,

This webinar is designed for exporters of seafood and specialty agricultural products based in the Western United States who are interested in expanding into the European market. Europe represents one of the world's largest seafood consuming regions, with strong demand for a wide variety of imported products. However, exporters must navigate a complex regulatory environment, evolving sustainability expectations, and diverse consumer preferences across different European countries.

This session will provide a practical overview of Europe's seafood market, highlighting major importing countries, key consumer trends, and regulatory considerations that affect U.S. exporters. Participants will gain insight into how seafood is distributed through retail and foodservice channels, the growing importance of sustainability certifications, and opportunities for U.S. seafood products in both established and emerging markets across the European Union.

Detailed Webinar Overview:

1. Welcome and Opening Remarks

- Introduction
- Brief overview of objectives and what attendees can expect

2. Overview of Europe's Seafood Market

- Size and importance of the European seafood market
- Major seafood consuming countries in the EU
- Dependence on imports to meet demand

3. Key Import Markets for U.S. Seafood

- Major entry markets such as Spain, France, Italy, and the Netherlands
- Differences in consumption patterns and seafood preferences
- Regional distribution and re-export dynamics within the EU

4. Consumer Trends Shaping Seafood Demand

- Increasing demand for sustainably sourced seafood
- Growth of premium and value-added seafood products
- Changing retail and foodservice purchasing behavior

5. Retail and Foodservice Channels

- Role of supermarkets, specialty seafood retailers, and wholesale markets
- Importance of foodservice and hospitality demand
- Opportunities within European restaurant and hospitality sectors

6. Regulatory and Compliance Considerations

- EU import requirements and documentation
- Traceability, labeling, and food safety regulations

- Sustainability certifications and retailer expectations

7. Practical Market Entry Considerations for Exporters

- Working with European importers and distributors
- Understanding logistics and cold chain requirements
- Positioning U.S. seafood products in competitive markets

9. Q&A

- Open floor for participant questions

10. Closing Remarks & Next Steps

- Summary of key takeaways
- Upcoming WUSATA events
- Invitation to one-on-one consulting

Participants will be able to:

1. Understand the size and structure of Europe's seafood market and its reliance on imports.

2. Identify key European markets that offer opportunities for U.S. seafood exporters.

3. Recognize consumer trends influencing seafood demand across European retail and foodservice channels.

4. Understand how sustainability expectations influence seafood purchasing decisions in Europe.

5. Learn the key regulatory and documentation requirements for exporting seafood to the European Union.

6. Understand how seafood is distributed through European importers, wholesalers, and retailers.

7. Identify potential opportunities for U.S. seafood products in both established and emerging European markets.

8. Apply practical insights to evaluate market entry strategies and partnerships within the European seafood sector.