

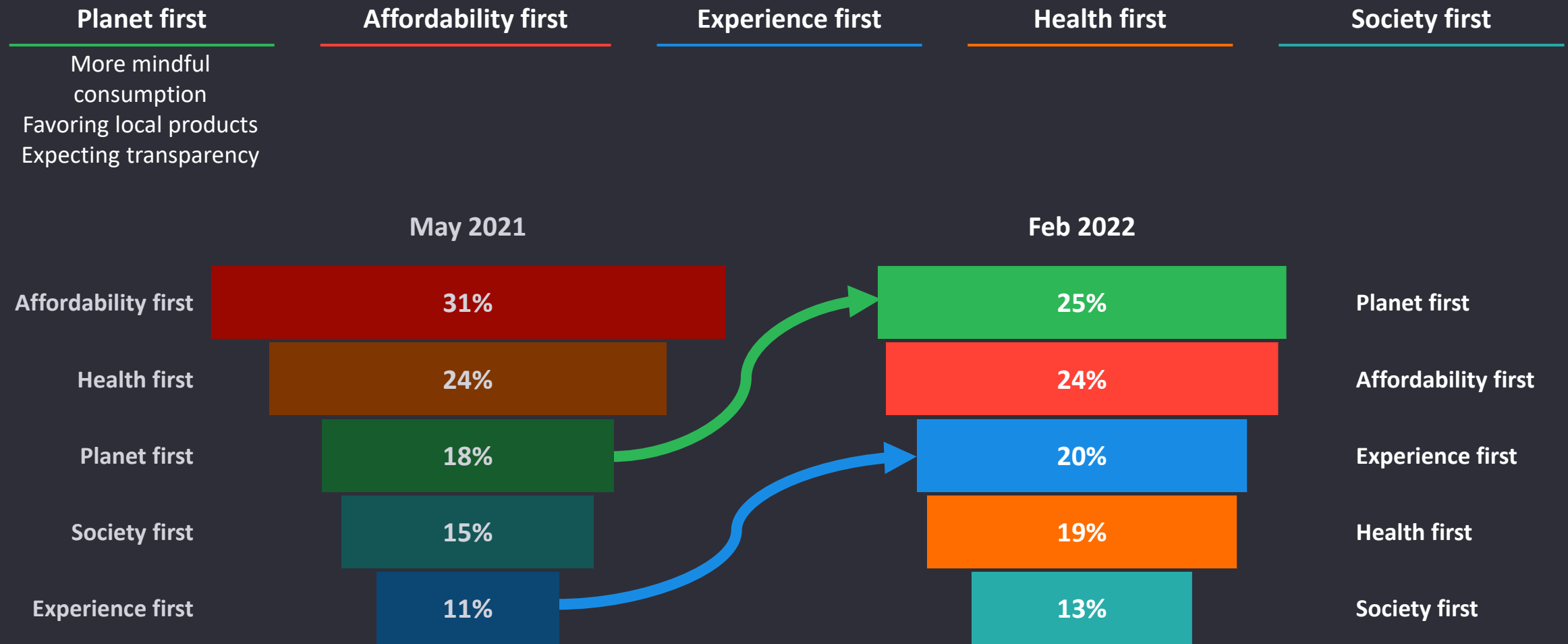


# Consumer perspective

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# Pandemic-led prioritization of affordability and health are shifting towards sustainability

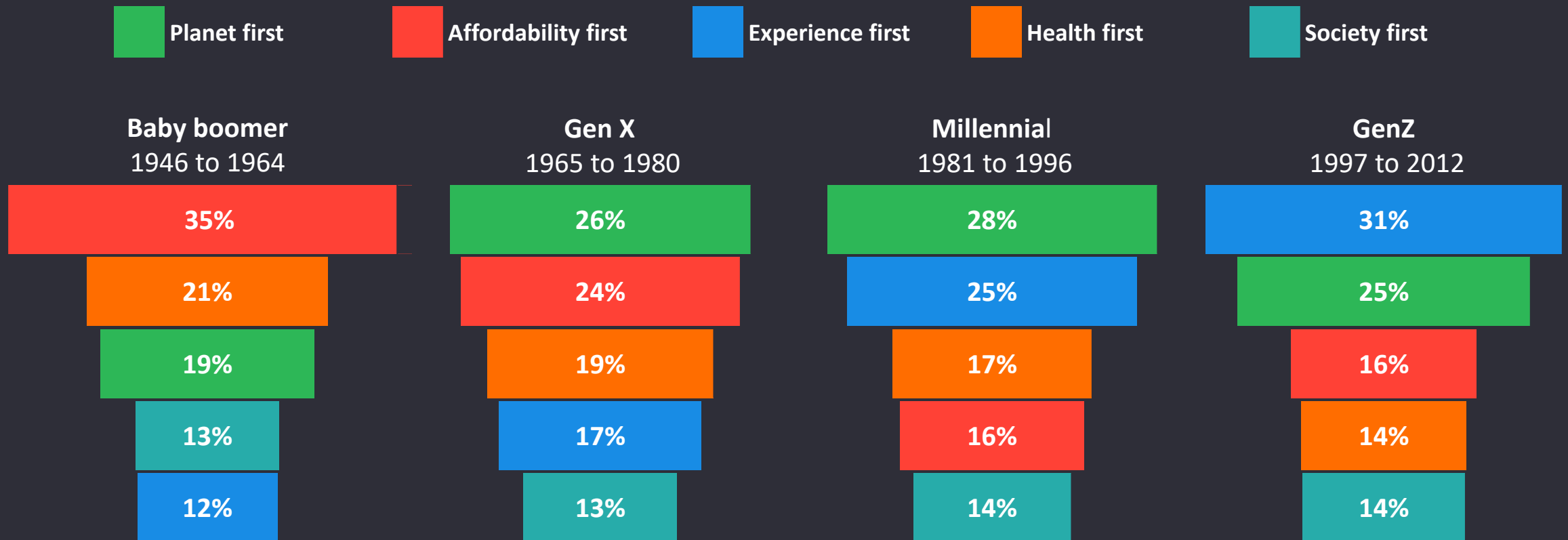


# Experience-first has become the largest emerging segment in some countries

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<b>Planet first</b>	Brazil	China	Spain	Germany	Italy	KSA	Indonesia	UK	Mexico
<b>Affordability first</b>	Finland	Mexico	Norway	Denmark	Canada	Australia	South Africa	US	New Zealand
<b>Experience first</b>	US	Thailand	India	France					
<b>Health first</b>	Japan								

# The demand for experiences is mostly driven by the younger population while older generations continue to pay more attention to affordability



# Experience-first has become the largest emerging segment in some countries

