

Trends in new fish product development

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New products are one of the main consequences of the innovation process in companies. The factors determining innovation are key to understand the reason for new product development, their evolution and tendencies.

We can represent innovation as a space of encounter of very different factors or forces that evolve in different ways depending on their intensity, duration and localization.

These fundamental factors are basically: (1) the market and the consumer, that will require different answers to their needs depending on the demographic structure and consumption tendencies; (2) the industrial and technological capacities, focusing processes into new offers that must give value to the consumer; (3) the resources, their situation and structure as well as the environmental concerns that will make viable only the sustainable and non-aggressive developments and (4) the regulations and social aspects that will accept only some specific applications.

The application and conformation of these 'forces' depend on the structure, size and field of work of each company, as well as on the market where it operates, because industrial strategies depend on the capacities and inner potentials. On the other hand, the differences in the consumption behaviour and the population structure in Europe are still strong, and the weight of cultural aspects in consumption habits is very important.

Nowadays, the main tractors for new products' demand are: health, convenience and pleasure, and there are innumerable the possible technologies with the capacity to answer these demands. But still there are some important aspects to be taken into account, between them the availability of raw materials and food safety regulations and control.

Constraints to fish products consumption should be solved with imagination and originality, and its associated health benefits and concerns must be highlighted and evidenced on the basis of arguments coming from scientifically rigorous designed studies. 'The battle of proteins' has a lot of fronts that have to be won by Seafood Products.