

# Should you sell your oysters directly to consumers?



During 2021 and 2022, we surveyed over 1,000 people in South Carolina, Georgia, and North Carolina to understand their buying habits, motivations, and preferences.

**57%** of people surveyed eat oysters, and 52% of them purchase oysters outside of a restaurant.

- When ordering in-person, people purchase **direct from seafood markets** (81%) and grocery stores (66%) much more than from seafood producers (32%).
- 52% said that **home delivery** was very attractive.

When purchasing direct, the majority of the time people purchase raw oysters in-person versus ordering online or by phone.

**Freshness** was the top reason for wanting to purchase oysters directly from the producer.

**52%** of people surveyed were interested in purchasing raw single oysters direct.

- People said they were interested in purchasing raw singles **7 times per year**, on average.
- **"Freshness"** was most frequent motivation for purchasing direct (70%), followed by **"knowledge of source"** (50%).

- In addition to the people definitely interested, **42% were potentially interested**.
- **Increased convenience** was the top reason for interest in an oyster subscription.
- There was a slight preference for subscription service orders **4 times or less per year**.

**25%** of people surveyed said they would be interested in a subscription model.



## Oyster Producers Best Practices

If selling directly to consumers, market your product as fresh and local, and focus on local markets and grocery stores.