

Title: **New' and 'old' species meet new seafood market: Russian demand for imported seafood products**

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Abstract: A food consumption revolution is taking place in Russia. After decades of severe constraints on food consumption options under the communist regime Russian consumers are now adopting new food products - including seafood products - at a high pace. Since Russian consumers have had limited seafood consumption choices before, the market can be seen as an interesting laboratory for investigating consumer responses to new products that were previously not available. The opening of the Russian economy has led to a rapid growth in the imports of several species and seafood products. Among imported seafood products are both wild and farmed species. Furthermore, Russian imports include both traditional species such as herring, and "new" species such as pangasius. We analyse Russian monthly import demand data on several seafood products, such as herring, salmon and pangasius, by estimating demand equations. The empirical estimates of demand elasticities are linked to findings from surveys of Russian households to provide an analysis of central trends in Russian seafood consumption.