



REQUEST FOR PROPOSAL (RFP)

WorldFish Bangladesh Asia - Africa BlueTech Superhighway (AABS) project Market assessment study for coastal and marine aquaculture in Bangladesh

A. Background

With an emphasis on implementing the Integrated Multitrophic Aquaculture (IMTA) system, Asia-Africa BlueTech Superhighway (AABS) Project of the WorldFish would like to evaluate the market supply and demand for coastal and marine products, understand product forms, and analyze purchase and consumption patterns in Asia and Africa. The goal of the study is to comprehend these sectors' prospects and difficulties, especially as they relate to livelihood effects. Bangladesh, Kenya and Nigeria are the target countries of this project.

With funding from the UK's Climate and Ocean Adaptation and Sustainable Transition (COAST) initiative, the AABS project is being carried out by the WorldFish organization. The project, which is scheduled to run from 2023 to 2027, is to support climate change adaptation in coastal communities while also advancing sustainable aquaculture, improving food security, and generating jobs in Bangladesh and other nations in Africa and Asia.

Bangladesh is one of the world's top producers of both inland and marine fish because to its thriving aquaculture sector. While shellfish farming, especially shrimp, is a significant export sector, finfish farming—primarily for species like carp and tilapia—is essential for the local food chain. Seaweed farming has a lot of potential, but it is still in its infancy and might expand given the right environmental circumstances. However, the present expansion of aquaculture poses questions about sustainability and necessitates the use of cutting-edge strategies like IMTA to lessen environmental harm.

B. Objective of the Study

This study aims to assess the market supply and demand for coastal and marine products, understand product forms, and analyze purchase and consumption patterns in Bangladesh. Specifically, this study aims to achieve the following objectives:

- To evaluate the production capacity and supply chain structure of coastal and marine products in Bangladesh.
- To analyze consumer preferences, demand trends, and willingness to pay for these products in Bangladesh.
- To examine the forms in which coastal and marine products are available and their popularity in Bangladesh.
- To investigate purchase behaviors and consumption patterns.
- To understand regional and international market dynamics impacting the sector.

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