

Supplementary Material

Table S1. Framework for determining identified publication's individual score (adopted from the Ref. [1]).

Indicator	Criteria
Validity	<ol style="list-style-type: none"> 1. 'Are the findings substantiated by the data and has consideration been given to limitations of the methods that may have affected the results?' 2. 'Are there issues in applying the method to some research question(s), i.e., was the methodology adequate for the research question?'
Rigour	<ol style="list-style-type: none"> 1. Is the context or setting adequately described? 2. Is (are) the research question(s) clear? 3. Is the method used appropriately to answer the research question(s)? 4. Is the method applied correctly? 5. Is there evidence that the data collection was rigorously conducted to ensure confidence in the findings?
Reliability	<ol style="list-style-type: none"> 1. Is the data analysis rigorously conducted to ensure confidence in the findings? 2. Is the methodology adequately described to ensure confidence in the findings?

Table S2. Criteria for evaluating the size, quality, and consistency within the identified research clusters (adapted from the Ref. [1]).

Indicators	Categories	Criteria
Size	Large	>10 documents
	Medium	$5 \geq$ and $10 \leq$
	Small	<5
Quality	High	>0.75 scores across all three indicators i.e., validity, rigour, and reliability
	Moderate	<0.75 at least one score, but >0.5 at least two scores
	Low	<0.5 scores at least two scores
Consistency	Consistent	A range of studies with identical, or similar conclusions.
	Inconsistent	Different studies point to a range of conclusions. For instance, different designs or methods applied in different contexts resulting contrasting findings.

Table S3. Information on selected publications.

[Research Cluster 1 (RED) = **Product attributes, availability, and accessibility**; Research Cluster 2 (Yellow) = **Willingness to pay for aquatic foods**; Research Cluster 3 (Purple) = **Psychosocial factors**; Research Cluster 4 (Blue) = **Sociodemographic and lifestyle factors**; Research Cluster 5 (Green) = **Aquatic food miscellaneous factors**]

Ref.	Author(s)	Year	Focus	Country	Research design, sampling, data collection method and period	Sample size	Sample composition	Age range	Data analysis method	Type of products analysed
[2]	Chuenba and Sawmong	2018	Determinants of canned seafood product	Thailand	Cross-sectional, systematic random, face-to-face interview, Sep 2016	400	Consumers who purchased and consumed canned and processed seafood	21-60 and older	Structural equation modelling	Canned and processed seafood
[3]	Devadawson et al.	2015	Drivers and barriers to fish consumption	Sri Lanka	Cross-sectional, purposive, face-to-face interview, Dec 2013 – Oct 2014	150	Consumer who purchases and consume fish	n/a	Quantitative descriptive analysis	Fish and seafood in general
[4]	Das et al.	2013	Drivers and barriers to fish consumption	India	Cross-sectional, multistage stratified random, face to face interview, June-July 2011	160	Fish consumers	25 and younger – 45 and older	Rank-based quotient	Fish and seafood in general
[5]	Akter et al.	2019	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, purposive, face-to-face interview, Feb 2018	100	Households participated in USAID funded projects	n/a	One way ANOVA and Tukey's post hoc test	Fish in general
[6]	Chokenu et al.	2019	Drivers and barriers to fish consumption	Thailand	Cross-sectional, multi-stage simple random, face-to-face interview, Oct 2015-Dec 2015	700	Consumer purchased processed fish products	n/a	Structural equation modelling	Processed fish products
[7]	Chuenba et al.	2021	Drivers and barriers to fish consumption	Thailand	Cross-sectional, systematic random, face-to-face interview, n/a	400	All types of consumers	n/a	Structural equation modelling	Canned tuna
[8]	Hossain et al.	2021	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, stratified simple random, self-administered, Nov 2017-Feb 2018	300	All types of consumers	n/a	Hedonic price model	Tilapia
[9]	Hossain	2021	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, simple random, face-to-face interview, Dec 2020	200	All types of consumers	35 and younger-45 and older	Hedonic price model	Fish in general
[10]	Intyas and Primyasta	2020	Consumers' preferences for fish attributes	Indonesia	Cross-sectional, convenience, face-to-face interview, n/a	38	Consumers of preserved Mackerel tuna fish products	20 and younger-49	Cross-tabulation, multiple	Mackerel tuna fish

									regression, F test and t-test	
[11]	Mitra et al.	2021	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, simple random, face-to-face interview, Feb 2019 – Mar 2020	138	Consumers who buy capture and culture fishes	n/a	Logit model, hedonic pricing model	Capture and culture fish
[12]	Tan et al.	2017	Consumers' preferences for fish attributes	Philippines	Cross-sectional, multistage stratified random, face to face, NA	378	All types of consumers	20 and younger-60 and older	Descriptive statistics, ordinal least square regression	Milkfish
[13]	Uddin et al.	2019	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, purposive random, face to face, NA	150	All types of consumers	15 and younger-55 and older	Descriptive statistics, Logit model	Pangas and Tilapia Fish
[14]	Wang et al.	2021	Consumers' preferences for fish attributes	China	Cross-sectional, convenience, web-based questionnaire, Dec 2016	981	All types of consumers	32.1±n/a	Descriptive statistic, binary logistic regression	Lobster
[15]	Wang and Somogyi	2018	Drivers and barriers to shellfish consumption	China	Cross-sectional, quota, web-based questionnaire, Dec 2016	643	All types of consumers	18 – 40 and older	Descriptive statistics, structural equation modelling	Shellfish in general
[16]	Ahmed et al.	2011	Drivers and barriers to fish consumption	Malaysia	Cross-sectional, simple random, face-to-face interview, Dec 2007	700	Household member responsible for purchasing food	18 and younger – 55 and older	Descriptive statistics, Logit model	Fresh fish
[17]	Omar et al.	2011	Drivers and barriers to fish consumption	Malaysia	Cross-sectional, convenience, self-administered, n/a	212	Fish snack consumers	n/a	Cross-tabulation, correlation, t-test	Fish snack
[18]	Sajeev et al.	2021	Drivers and barriers to fish consumption	India	Cross-sectional, purposive random, face-to-face interview, 2019-2020	97	Consumers purchasing fish online	39.28±11.13	Cross-tabulation, ordinal alternative least square	Fish in general
[19]	Wijayanto et al.	2021	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, cluster, self-administered, 2019	720	All types of consumers	32 and younger-59 and older	Regression and correlational analysis	Fresh shrimp
[20]	Linh et al.	2019	Drivers and barriers to fish consumption	Vietnam	Cross-sectional, convenience, self-administered, n/a	300	All types of consumers	20-35 and older	Word association, factor analysis,	Fish sauce products
[21]	Castro et al.	2016	Consumers' preferences for fish attributes	Philippines	Two stages, focus group, convenience, Jun-Jul 2015 + cross-sectional, convenience, face-to-face interview, n/a	69 (focus group) + 204 (survey)	Consumers who purchase canned tuna	16-75	Content analysis + hierarchical and k-mean cluster analysis, probit model	Canned tuna

[22]	Izzhati et al.	2018	Drivers and barriers to fish consumption	Indonesia	Two stages, Focus group + conjoint analysis, Cross sectional, convenience, self-administered, n/a	n/a + 100	All types of consumers	18-60	Content analysis + cross tabulation, correlation	Smoked fish
[23]	Rejula et al.	2021	Drivers and barriers to fish consumption	India	Cross-sectional, purposive random, face-to-face interview, Dec 2018-Mar 2020	400	Fish consuming households	19-77	Cross-tabulation	Fish in general
[24]	Mugaonkar et al.	2011	Consumers' preferences for fish attributes	India	Two-stage, convenience, face to face interview + sensory evaluation, Jan-Feb 2009	140 (survey) + 50 (sensory test)	All types of consumers + willingness to taste value-based products	25 and younger – 35 and older	Cross-tabulation, factor analysis	Fish in general
[25]	Zaeema and Hassan	2016	Drivers and barriers to fish consumption	Maldives	Cross-sectional, convenience, self-administered, n/a	450	All types of consumers	18 to 50 and older	Structural equation modelling, one way ANOVA	Canned tuna
[26]	Sajiki and Lu	2022	Drivers and barriers to fish consumption	Japan	Cross-sectional, convenience, web-based questionnaire, Nov 2018	1000	Household member responsible for purchasing seafood	20 or older	Conditional logit model and random parameter logit model	Raw fish
[27]	Kitano and Yamamoto	2020	Drivers and barriers to fish consumption	Japan	Cross-sectional, convenience, web-based questionnaire, n/a	493	Consumers responsible for household's fresh food purchasing decision	50.89±16.0	Factor analysis, Poisson model, ordinal least square	Fish in general
[28]	Mugaonkar et al.	2013	Drivers and barriers to fish consumption	India	Cross-sectional, simple random, face-to-face interview, Jul-Oct 2012	120	Household member responsible for food purchasing/cooking	n/a	Ordered probit model	Fish and seafood in general
[29]	Alam and Alfnes	2020	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, convenience, face-to-face interview, Feb-Mar 2016	400	Household heads responsible for at least 50% of food purchasing	25-60	Mixed logit model	Pangasius and Rohu
[30]	Ariji	2010	Consumers' preferences for fish attributes	Japan	Cross-sectional, convenience, web-based questionnaire, Mar 2009	12000	All types of consumers	20-40 and older	Conjoint analysis	Bluefin tuna
[31]	Hoque	2021	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, convenience, face-to-face interview, Aug-Oct 2018	490	Household member responsible for buying fish	20-69	Multinomial logit model, latent class logit model	Fish in general
[32]	Mohammed et al.	2021	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, stratified random, face-to-face interview, Aug-Oct 2019	660	Household member responsible for buying fish	33.93±8.97	Descriptive analysis, Rank-ordered logit model	Shrimp
[33]	Hoque and Alam	2020	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, stratified random, face-to-face, Mar-Apr 2018	498	households who prefer fish and are responsible for buying for household	20-70 and older	Structural equation modelling	Farmed fish in general

[34]	Hoque et al.	2021	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, random, face-to-face interview, Jan-Apr 2019	1053	All types of consumers	41.25±13.28	Structural equation modelling	Farmed fish in general
[35]	Hori et al.	2020	Consumers' preferences for fish attributes	Japan	Cross-sectional, convenience, web-based questionnaire, 2017 and 2019	3000	All types of consumers	20 and older	Factor analysis, multiple regression analysis, marginal willingness to pay	Fish and seafood in general
[36]	Karnad et al.	2021	Drivers and barriers to fish consumption	India	Two stage, semi-structured interview + cross-sectional, convenience, Jun-Oct 2018	40 (interview)+ 531 (survey)	Seafood eaters	20 and younger-60 and older	Content analysis + crosstabulation	Fish and seafood in general
[37]	Kim and Lee	2018	Drivers and barriers to fish consumption	South Korea	Cross-sectional, simple random, web-based questionnaire, Jun-Jul 2017	2773	Household member responsible for food purchasing/cooking	20-69	Descriptive statistics, ordered probit model	Seafood in general
[38]	Murakami et al.	2017	Drivers and barriers to fish consumption	Japan	Cross-sectional, simple random, web-based questionnaire, Dec 2015	1148	All types of consumers	20-69	Post-hoc test, logistic regression, t-test	Fish and shellfish in general
[39]	Prince and Wahid	2020	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, stratified random, face to face interview, Mar-Jun 2020	320	Organic fish consumers	24-60 and older	Structural Equation modelling	Organic fish
[40]	Zheng et al.	2021	Consumers' preferences for fish attributes	China	Cross-sectional, simple random, face-to-face interview, 2015	1017	All types of consumers	37.20±13.51	Descriptive statistics, random parametric logit model, ordinal least square regression model	Salmon
[41]	Omar et al.	2021	Drivers and barriers to fish consumption	Malaysia	Cross sectional survey, purposive, self-administered, NA	307	Sardine consumers	NA	Structural equation modelling	Canned sardine
[42]	Sayeed et al.	2021	Consumers' preferences for fish attributes	Singapore	Cross-sectional, stratified, web-based questionnaire, Mar-Apr 2021	312	All types of consumers	18-55 and above	Descriptive statistics, conditional logit model	Mud crabs
[43]	Tan	2017	Drivers and barrier to fish consumption	Philippines	Cross-sectional, multistage stratified random, face-to face interview, n/a	378	All types of consumers	20 and younger-60 and older	Cross-tabulation, One-way ANOVA	Milkfish
[44]	Uchida et al.	2014	Consumers' preferences for fish attributes	Japan	Cross sectional, convenience, web-based questionnaire, Mar 2009	3370	All types of consumers	42.5±10.6	Mixed logit model	Eco labelled seafood

[45]	Wakamatsu et al.	2017	Consumers' preferences for fish attributes	Japan	Cross-sectional, convenience, face-to-face interview, Jun 2009	159	Females who are responsible for purchasing/cooking food	40 and younger-50 and older	Latent class, multinomial logit, Chi-Square	Eco labelled seafood
[46]	Wakamatsu and Miyata	2017	Consumers' preferences for fish attributes	Japan	Cross-sectional, convenience, web-based questionnaire, Nov 2015	2378	General domestic seafood consumers	15-60	Random utility model, conditional logit model	Seafood in general
[47]	Xu et al.	2012	Consumers' preferences for fish attributes	China	Cross-sectional, convenience, face-to-face interview, Nov 2009	386	All types of consumers	39.53±13.38	Descriptive analysis, probit regression	Seafood in general
[48]	Xuan et al.	2021	Drivers and barriers to fish consumption	Vietnam	Cross-sectional, stratified random quota, face to face interview, Mar-Apr 2019	754	All types of consumers	36.79±12.89	Cross-tabulation, ordered logistic regression, multiple indicators multiple causes model	Shrimp
[49]	Xuan	2021	Consumers' preferences for fish attributes	Vietnam	Cross-sectional, random quota, face-to-face interview, Mar-Apr 2019	353	Household member responsible for purchasing/cooking food	37.38±11.43	Multinomial logit model, mixed-logit model	Aquaculture products
[50]	Yi	2019	Drivers and barriers to fish consumption	South Korea	Cross-sectional, stratified, web-based questionnaire, Nov-Dec 2018	960	All types of consumers	20-60 and older	Descriptive statistics, structural equation model	Aquaculture products
[51]	Yi	2019	Drivers and barriers to fish consumption	South Korea	Cross-sectional, convenience, web-based questionnaire, n/a	1000	All types of consumers	20-60 and older	Factor analysis, double bounded dichotomous choice model, contingent valuation model	Red seabream
[52]	Yin et al.	2020	Consumers' preferences for fish attributes	China	Two stages, focus group: convenience, Oct-Nov 2016 + cross-sectional, simple random, face-to-face interview, Jan - Mar 2018	Focus group n/a + survey 996	Household member responsible for purchasing and had purchased seafood within the last month	18 and older	n/a + descriptive statistics, generalised mixed logit model	White shrimp
[53]	Zhang et al.	2020	Consumers' preferences for fish attributes	China	Cross-sectional, purposive, web-based questionnaire, May -Jun 2018	372	Seafood and salmon consumers	18 and older	Mixed logit model, conditional logit model, equality constrained latent class	Salmon

[54]	Peng et al.	2021	Drivers and barriers to fish consumption	China	Secondary data analysis, face-to-face interview, 2004, 2006, 2009	13,386	Households from the China Health and Nutrition Survey (CHNS)	48.96±15.22	Chi-Square, Tobit model	Seaweed
[55]	Ghosh et al.	2018	Drivers and barriers to fish consumption	India	Cross-sectional, simple random, face to face interview, Dec 2014 - Feb 2015	120	All types of consumers	15 – 60 and older	Rank-based quotient	Ready to eat fish products
[56]	Abidin et al.	2021	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, convenience, web-based questionnaire, n/a	144	Fish consumers	20-23	Structural equation modelling	Fishery functional foods
[57]	Chen and Wang	2021	Drivers and barriers to fish consumption	China	Cross-sectional, random stratified, web-based questionnaire, Jun 2020	1096	All types of consumers	30 and younger – 60 and older	Structural equation modelling	Wild freshwater fish
[58]	Dai et al.	2021	Drivers and barriers to fish consumption	China	Cross-sectional, convenience, web-based questionnaire, May – July 2019	4221	All types of consumers	18 and older	Multinomial ordinal logistic regression model	Aquatic products
[59]	Fiandari et al.	2019	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, Convenience, face-to-face interview, Jun 2017-Feb 2018	365	Consumed fish for at least one year	17 and older	Structural equation modelling	Fish in general
[60]	Gajaria and Mantri	2021	Drivers and barriers to seaweed consumption	India	Cross-sectional, convenience, web-based questionnaire, Jun 2020 – Jun 2020	310	All types of consumers	15-50 and older	Student's t-test, ANOVA	Seaweed
[61]	Ghifarini et al.	2018	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, Purposive, web-based questionnaire, Jan- Feb 2016	120	All types of consumers	30 and younger-40 and older	Structural equation modelling	Shrimp
[62]	Li and Zhong	2017	Drivers and barriers to fish consumption	China	Cross-sectional, convenience, web-based questionnaire, May-Jun 2016	337	All types of consumers	18 and younger-60	Structural equation modelling	Green aquatic products
[63]	Novita and Rowena	2019	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, convenience, self-administered, n/a	307	All types of consumers	20-50	Structural equation modelling	Fish in general
[64]	Pethiyagoda and Olsen	2013	Drivers and barriers to fish consumption	Sri Lanka	Cross sectional, convenience, face to face interview, NA	207	All types of consumers	33±12	Confirmatory factor analysis and structural equation modelling	Fish in general
[65]	Quan et al.	2014	Drivers and barriers to fish consumption	China	Cross sectional, simple random, face to face interview, Nov 2009	386	All types of consumers	21-60	Structural Equation modelling	Eco labelled fish
[66]	Siddique	2012	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, convenience, face to face, Feb-Apr 2011	558	All types of consumers	18-45	Exploratory factor analysis, multiple regression	Dry fish
[67]	Thong and Olsen	2012	Drivers and barriers to fish consumption	Vietnam	Cross sectional, convenience, face- to	208	All types of consumers	25-55	Descriptive statistics, structural	Fish in general

					face interview, Aug 2006				equation modelling	
[68]	Wang and Somogyi	2019	Drivers and barriers to fish consumption	China	Cross-sectional, quota stratified random, web-based questionnaire, Dec 2016	643	All types of consumers	18-40 and older	Descriptive statistics, structural equation modelling	Shellfish in general
[69]	Fauziyah	2020	Drivers and barriers to fish consumption	India	Cross-sectional, convenience, face-to-face interview, Apr 2019	150	Adolescents	15-17	Chi-Square, multiple logistic regression	Fish in general
[70]	Junaidi et al.	2020	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, convenience, web-based questionnaire, n/a	55	All types of consumers	26-40	Structural equation modelling	Fresh fish
[71]	Ho Huy et al.	2013	Drivers and barriers to fish consumption	Vietnam	Cross-sectional, convenience, face-to-face interview, n/a	466	Eat fish at least once a week	18-76	Structural equation modelling	Fish and seafood in general
[72]	Duy and Ai	2019	Drivers and barriers to fish consumption	Vietnam	Cross-sectional, systematic random, self-administration, n/a	299	All types of consumers	n/a	Factor analysis, linear regression model	Fish and seafood in general
[73]	Rotuauli et al.	2020	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, accidental, self-administered, n/a	100	All types of consumers	21-69	Cross-tabulation, correlation	Freshwater fish
[74]	Muganokar et al.	2017	Drivers and barriers to fish consumption	India	Cross-sectional, convenience, face to face interview, 2012	120	Fish consumers	15 and younger – 45 and older	Rank-based Quotient	Pangasius
[75]	Danso et al.	2017	Consumers' preferences for fish attributes	Vietnam	Cross-sectional, simple random, face-to-face interview, 2014	136	Household member responsible for food purchasing/cooking	25 and younger-65 and older	Latent class model, conditional logit and random parameters logit models.	Fish products
[76]	Ahmad et al.	2016	Drivers and barriers to fish consumption	Malaysia	Cross-sectional, two-stage proportionate stratified, face-to-face interview, Feb 2008 – May 2009	2675	Household member responsible for food purchasing/cooking	43.4±16.2	Student's t-test, one way ANOVA, Mann-Whitney U and Kruskal-Wallis H test	Fish in general
[77]	Arthatiani et al.	2021	Socio-economic determinants of preserved fish consumption	Indonesia	Data were taken from the National socio-economic survey for Indonesia, 2019	96,360	All types of consumers	40 and younger – 55 and older	Probit regression model	Preserved fish
[78]	Devadawson et al.	2015	Drivers and barriers to fish consumption	Sri Lanka	Cross-sectional, stratified random, face-to-face interview, 2014	1777	Fish consumers	25-75	Cross-tabulation, Kruskal – Wallis test	Fish in general

[79]	Fu et al.	2019	Drivers and barriers to fish consumption	China	Cross-sectional, simple random, face-to-face interview, Jun 2017-Jan 2018	451	All types of consumers	36.36±17.74	Mann-Whitney U-tests, Kruskal-Wallis tests	Asian horseshoe crabs
[80]	Haque et al.	2019	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, convenience, quota-based, self-administered, 2018	120	Household member responsible for purchasing seafood	35 and younger-60 and older	Descriptive statistics and chi-square	Fish in general
[81]	Hoa and Kare	2017	Drivers and barriers to fish consumption	Vietnam	Cross-sectional, purposive, Face-to-face interview, 2010	413	Teenagers	12-20	Factor analysis, t-test and ANOVA	Fish in general
[82]	Islam et al.	2018	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, convenience, self-administered, n/a	658	Consumers responsible for their household purchasing	16 to 65 and older	Factor analysis, cross-tabulation, F-test	Fish in general
[83]	Kashem et al.	2021	Drivers and barriers to fish consumption	Bangladesh	Cross-sectional, convenience, web-based questionnaire, Jul-Aug 2020	300	All types of consumers	24 and younger – 45 and older	Descriptive statistic, correlation	Fish in general
[84]	Lee and Nam	2019	Drivers and barriers to fish consumption	South Korea	Cross-sectional, stratified random sampling, telephone-based interview, Jul 2012	800	Household member responsible for food purchasing/cooking	20-69	Descriptive statistics, ordered Probit model	Live fish
[85]	Poti et al.	2021	Drivers and barriers to fish consumption	Malaysia	Case study, opportunistic, semi-structured interview, Jul-Sep 2017	73	Household member responsible for buying fish	20-80	Binary logistic regression	Sea turtle egg
[86]	Rahman and Islam	2020	Consumers' preferences for fish attributes	Bangladesh	Cross-sectional, simple random, self-administered, Dec 2019-Jan 2020	128	All types of consumers	n/a	Linear regression	Fish in general
[87]	Sajeev et al.	2021	Drivers and barriers to fish consumption	India	Cross-sectional, stratified proportional, face-to-face interview, Dec 2019-Feb 2020	200	Household member responsible for purchasing food	n/a	Cross-tabulation, Henry Garret ranking test	Fish in general
[88]		2020	Drivers and barriers to fish consumption	India	Cross-sectional, simple random, self-administered, n/a	n/a	All types of consumers	n/a	Cross-tabulation	Fish in general
[89]	Supartini et al.	2018	Drivers and barriers to fish consumption	Singapore	Cross-sectional survey, stratified random, web-based questionnaire, Jan 2017	600	All types of consumers	20-69	Chi-Square, t-test, multiple logistic regression	Fish in general
[90]	Zhou et al.	2015	Drivers and barriers to shellfish consumption	China	Secondary data analysis – China Health and Nutrition Survey (2000, 2004, 2006)	731, 918 and 1083	Household member responsible for purchasing/cooking food	n/a	Generalised least square regression model	Fish in general
[91]	Yadav et al.	2021	Drivers and barriers to fish consumption	Maldives	Cross-sectional, convenience, face-to-face interview, n/a	100	Household member responsible for purchasing/cooking food	18-80	Two-way ANOVA, generalised linear mixed model	Reef fish and tuna

[92]	Tezzo et al.	2021	Fish consumption practices	Myanmar	Qualitative case study, purposive, semi-structured interview, n/a	13 households, 46 individuals in total	All types of consumers	28-62	Social practices approach + Thematic analysis	Fish in general
[93]	Salim et al.	2020	Drivers and barriers to fish consumption	India	Cross-sectional, purposive and simple random, face-to-face interview Mar-May 2019	355	Fish consumers	25-60	Cross-tabulation	Fish in general
[94]	Gohet et al.	2013	Drivers and barriers to fish consumption	Malaysia	Cross-sectional, purposive, self-administered, 2015-2016	385	All types of consumers	18 – 60 and older	Cross-tabulation, ANOVA, Tukey post hoc	Fish and seafood in general
[95]	Salim	2020	Consumers' preferences for fish attributes	India	Cross-sectional, convenience, self-administered, Jan-Dec 2012	600	Household member responsible for buying fish	35 and younger-60 and older	Cross tabulation, logit model	Fish and seafood in general
[96]	Zhang et al.	2021	Drivers and barriers to shellfish consumption	China	Cross-sectional, stratified, face-to-face interview, 2012-2016	1201	Household member responsible for purchasing/cooking food	44 and younger - 89	Ordered probit model, Tobit model	Fish and seafood in general
[97]	Huang et al.	2020	Drivers and barriers to fish consumption	China	Cross-sectional, probability-proportional-to-size, face-to face interview, Aug 2018	424	Household member responsible for food purchasing/cooking	52.33±12.66	Structural equation modelling	Fish in general
[98]	Zheng et al.	2017	Drivers and barriers to fish consumption	China	Cross-sectional, simple random, face-to-face survey, Jun-Jul 2015	1017	All types of consumers	37.80-13.51	Cross tabulation	Alaska salmon
[99]	Zheng et al.	2018	Drivers and barriers to shellfish consumption	China	Cross-sectional, simple random, face-to-face interview, Jun-Jul 2015	1017	All types of consumers	18-85	Descriptive statistics, ordered logit model	Wild salmon
[100]	Wang et al.	2018	Drivers and barriers to fish consumption	China	Cross-sectional, purposive, web-based questionnaire, Dec 2016	882	Consumed lobster before	18-41 and older	Cross-tabulation, t-test, one way ANOVA, partial least squares regression	Lobster
[101]	Wang and Somogyi	2020	Drivers and barriers to fish consumption	China	Cross-sectional, convenience, web-based questionnaire, May 2018	967	All types of consumers	18-70	Descriptive statistic, linear regression model, factor analysis, two-step cluster analysis	Seafood in general

[102]	Skalerud et al.	2012	Drivers and barriers to fish consumption	China	Cross-sectional, random stratified, telephone interview, NA	1200	Female member of the household	15-69	Multinomial logit analysis	Norwegian salmon
[103]	Meng et al.	2021	Drivers and barriers to fish consumption	China	Convenience, face-to-face interview, simple random, self-administered, Jun 2016	394	Household member responsible for food purchasing/cooking	39.24±12.22	Descriptive statistics and Tobit model	Aquatic products
[104]	Juwitaningtyas et al.	2018	Consumers' preferences for fish attributes	Indonesia	Cross-sectional, convenience, self-administered, n/a	101	Fresh fish consumers	n/a	Importance-performance analysis	Fish in general
[105]	Hu and Yuan	2015	Drivers and barriers to fish consumption	China	Cross-sectional, purposive, self-administered, Dec 2011-Feb 2012	1020	University students	19-30	Cross-tabulation	Fish and seafood in general
[106]	Farradia and Sunarno	2020	Drivers and barriers to fish consumption	Indonesia	Cross-sectional, convenience, self-administered, n/a	107	Consumers who prefer to buy online	n/a	Regression and correlation, ANOVA	Fresh fish
[107]	Fabinyi et al.	2016	Drivers and barriers to fish consumption	China	Cross-sectional, quota, web-based questionnaire, Jan – Mar 2015	300	All types of consumers	18-60	Chi-Square test	Aquatic products
[108]	Fabinyi and Liu	2014	Drivers and barriers to seafood consumption	China	Case study, Convenience, semi-structured interview, Apr – Jul 2012	34	20 seafood restaurants managers or chefs, 7 seafood restaurant consumers, 7 trading sector informants	n/a	Thematic analysis	Seafood in general
[109]	Fabinyi and Liu	2016	Drivers and barriers to seafood consumption	China	Ethnographic study, interviews and observations, 2011-2014	n/a	n/a	n/a	Thematic analysis	Seafood in general
[110]	Newton et al.	2021	Drivers and barriers to fish consumption	China	Cross-sectional, simple random, face-to face interview + web-based questionnaire, n/a	267	All types of consumers	n/a	Cross-tabulation	Fish and seafood in general
[111]	Altintzoglu et al.	2016	Drivers and barriers to fish consumption	Japan	Cross-sectional, convenience, web-based questionnaire, n/a	897	All types of consumers	18-64	Cross-tabulation, correlation, ANOVA tests	Sushi and sashimi

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