

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

**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]	Altintzoglou 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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