

Special Issue

Factors Affecting the Choice and Consumption Behavior Towards Aquatic Products

Message from the Guest Editors

Aquatic foods are highly heterogeneous in terms of their type/species, origin, production, and processing. Many intrinsic and extrinsic factors (type of food, taste, texture, odour, as well as price, availability, convenience, eco-labels, etc.) cause to choose or prefer one type of aquatic food over another. In addition, individual factors, such as socio-demographic characteristics, gender, age, psychological traits, and sensory sensitivity, play a pivotal role in the preferences and choices of consumers. Therefore, from a marketing perspective, and in order to expand the literature in this field, an enhanced understanding of the factors that influence the consumption of aquatic food is necessary. This Special Issue of *Foods* aims to collect both original research papers and reviews, compiling insights from interdisciplinary fields. We particularly welcome articles that focus on the relationships among variables that determine food preferences, food choices or people's eating habits, as well as articles that address the development of new aquatic foods.

Guest Editors

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Deadline for manuscript submissions

closed (28 February 2026)



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About the Journal

Message from the Editor-in-Chief

Foods (ISSN 2304-8158) is an open access and peer reviewed scientific journal that publishes original articles, critical reviews, case reports, and short communications on food science. Articles are released monthly online, with unlimited free access. Currently, *Foods* has been indexed by the Science Citation Index Expanded (SCIE - Web of Science), PubMed, and Scopus. Our aim is to encourage scientists, researchers, and other food professionals to publish their experimental and theoretical results as much detail as possible. We therefore invite you to be one of our authors, and in doing so share your important research findings with the global food science community.

Editor-in-Chief

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