

Market priorities and developments

Victoria Braathen, Director China

The big picture



Norwegian Seafood 2018

NOK 99 billion (+5%)

2,7 million tonnes (+4%)

146 markets

37 million seafood meals daily



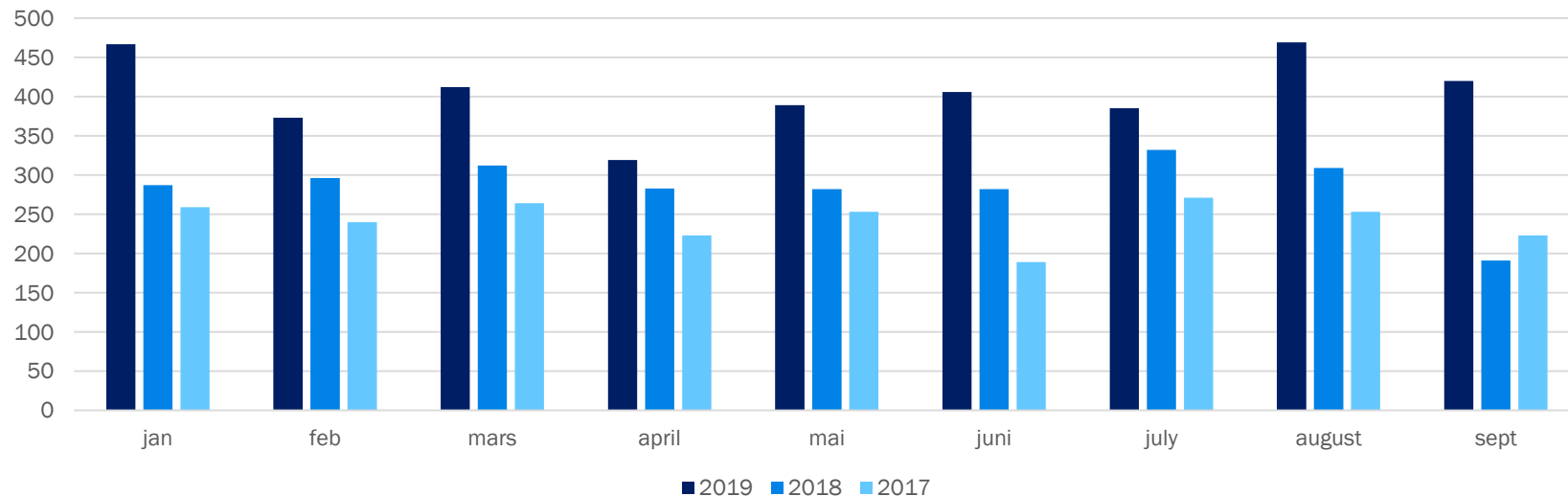
Developments in the market



Strengthening of relations

Norway-China seafood trade YTD

Export value growth 41 percent and volume growth 14 percent



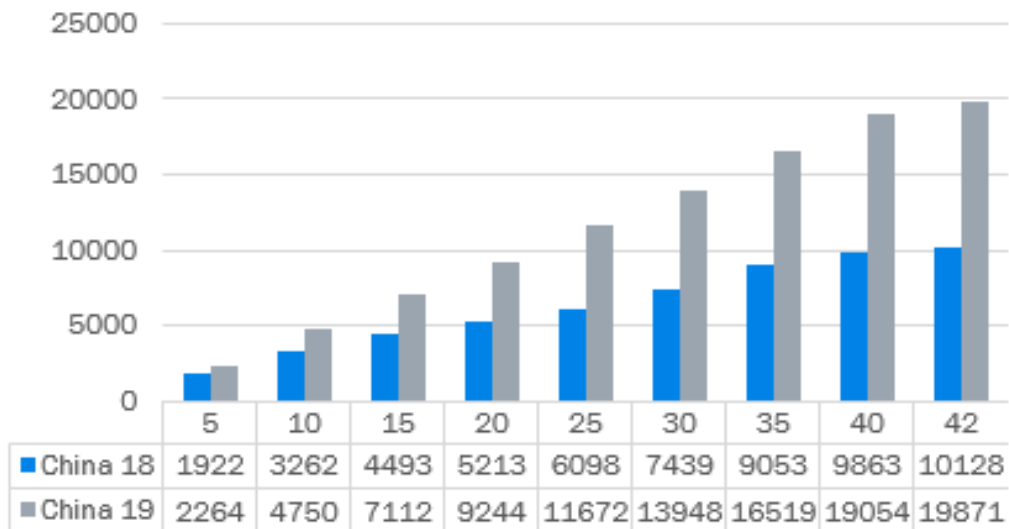
Source: NSC Insight

Norwegian salmon to China



China salmon market

Norwegian fresh salmon to China



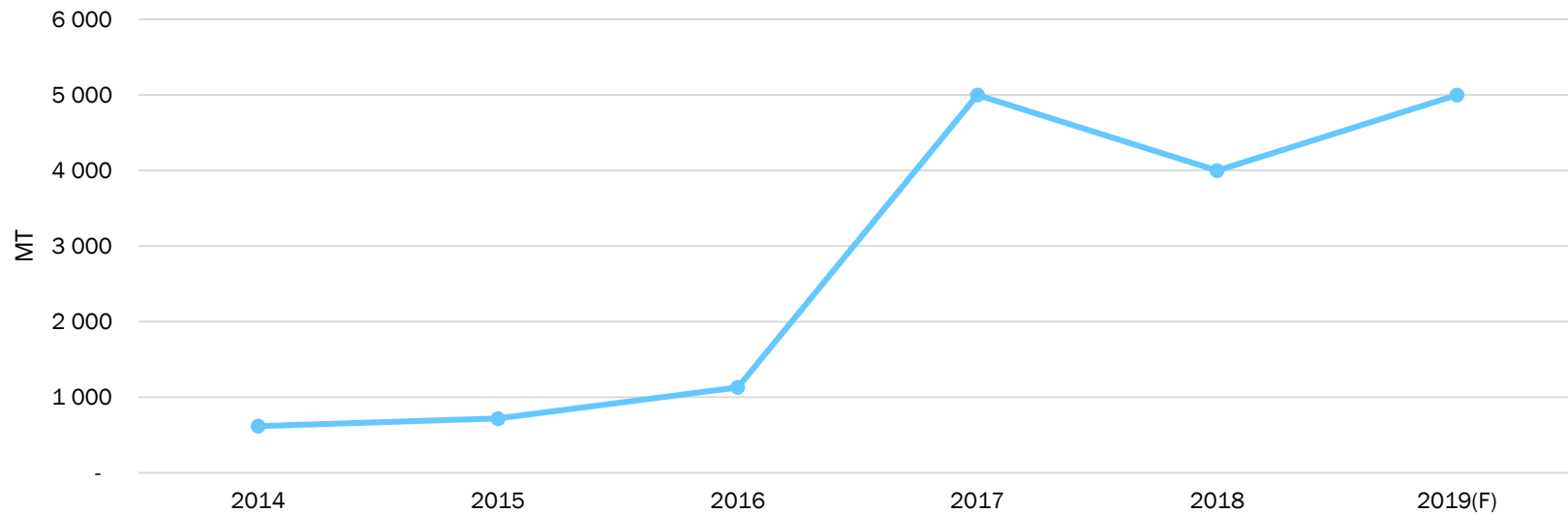
Source: NSC Insight. Weekly export volume of Norwegian salmon to China as per week 42.

Norwegian Arctic cod



Domestic market size

Development and outlook for Norwegian Arctic cod



Source: Promar Consulting

Norwegian mackerel in the China market



Consumer perspectives



12/11/2019

Origin matters

9 out of 10

Chinese consumers think country of origin
is important when buying seafood

Results from study performed in 27 most important markets for Norwegian seafood (SCI) (N = +20.000 each year)

SEAFOOD
FROM
NORWAY



New, Norwegian seafood to China



NORWEGIAN SEAFOOD COUNCIL

