

Circulation and Development of Norwegian Salmon in China



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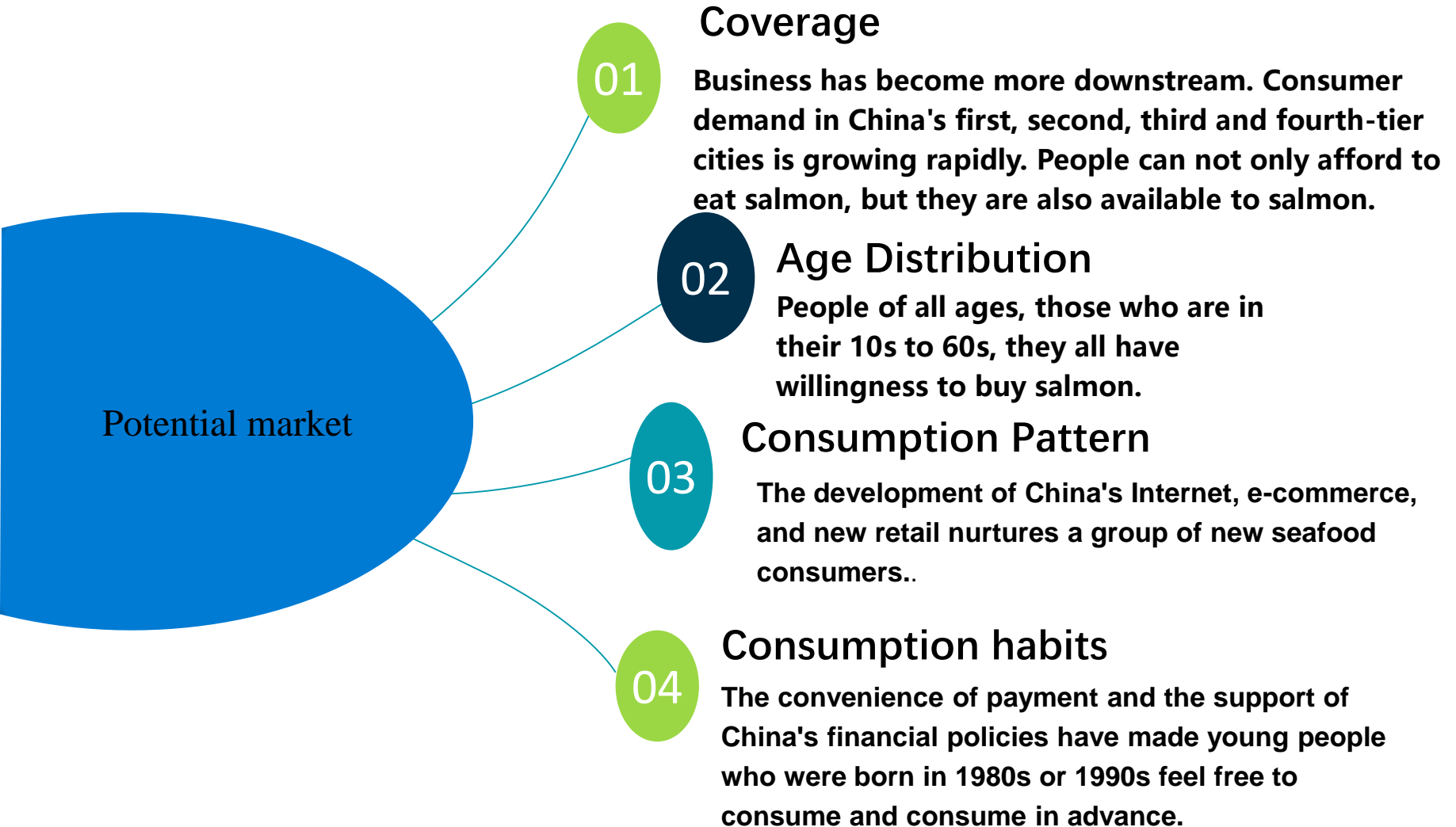
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**Norwegian Salmon's
Development Prospects
In China**

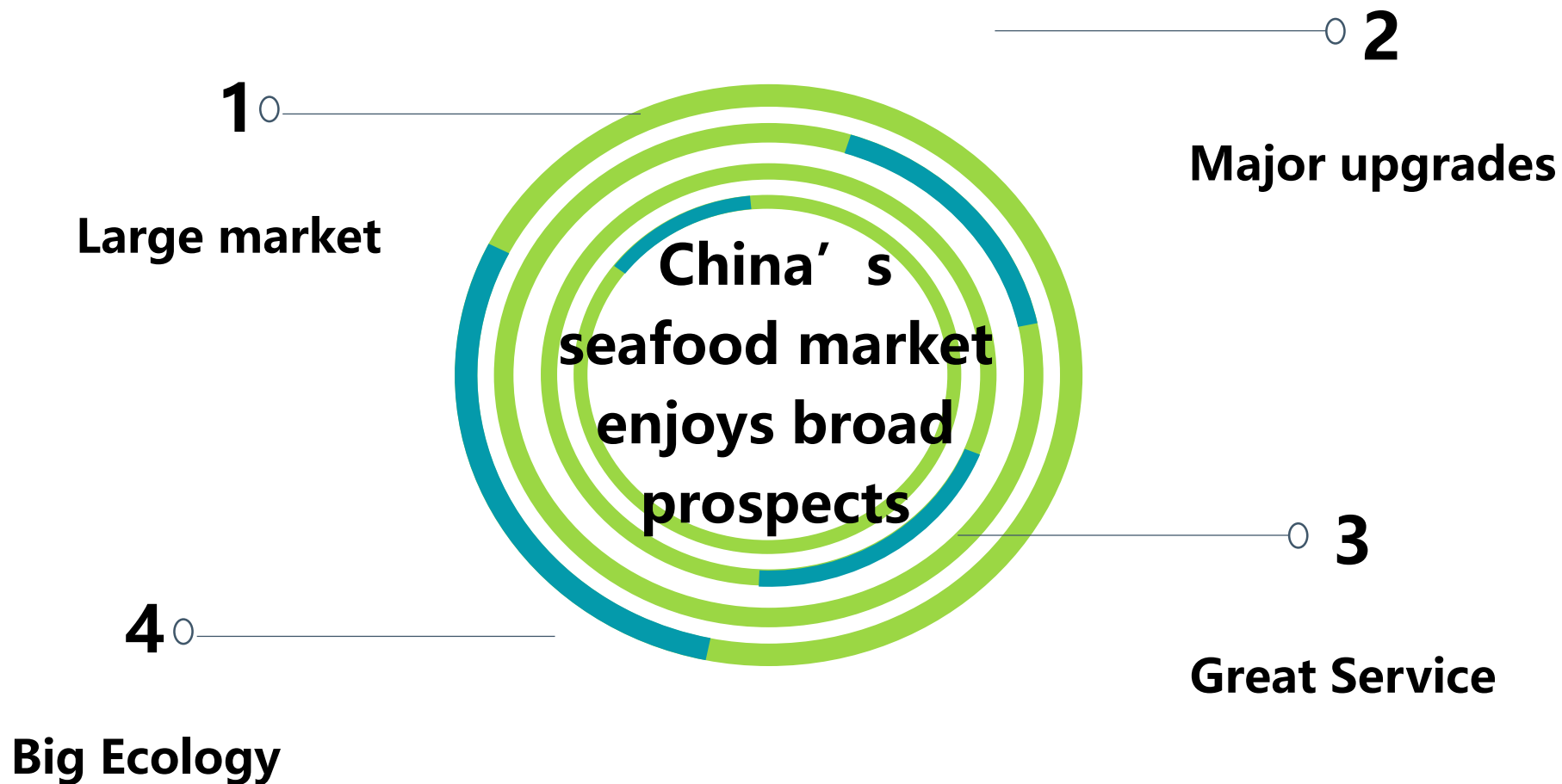
PART 01



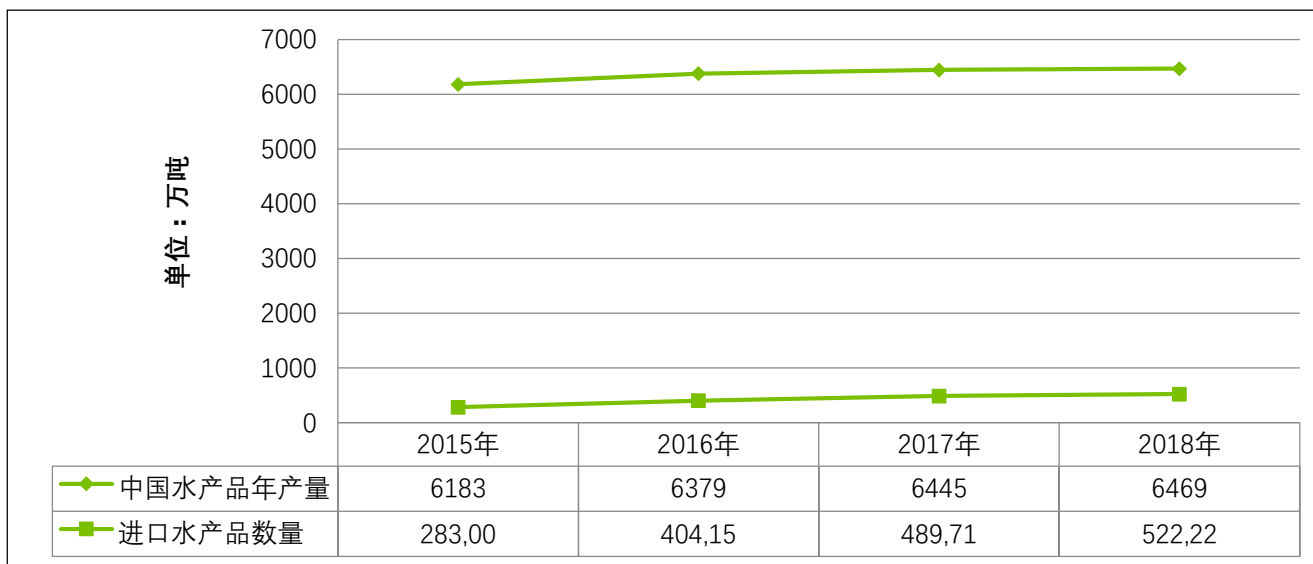
Present Status and Prospects of China Seafood Industry



Seafood Prospects



China is a big consumption market of seafood



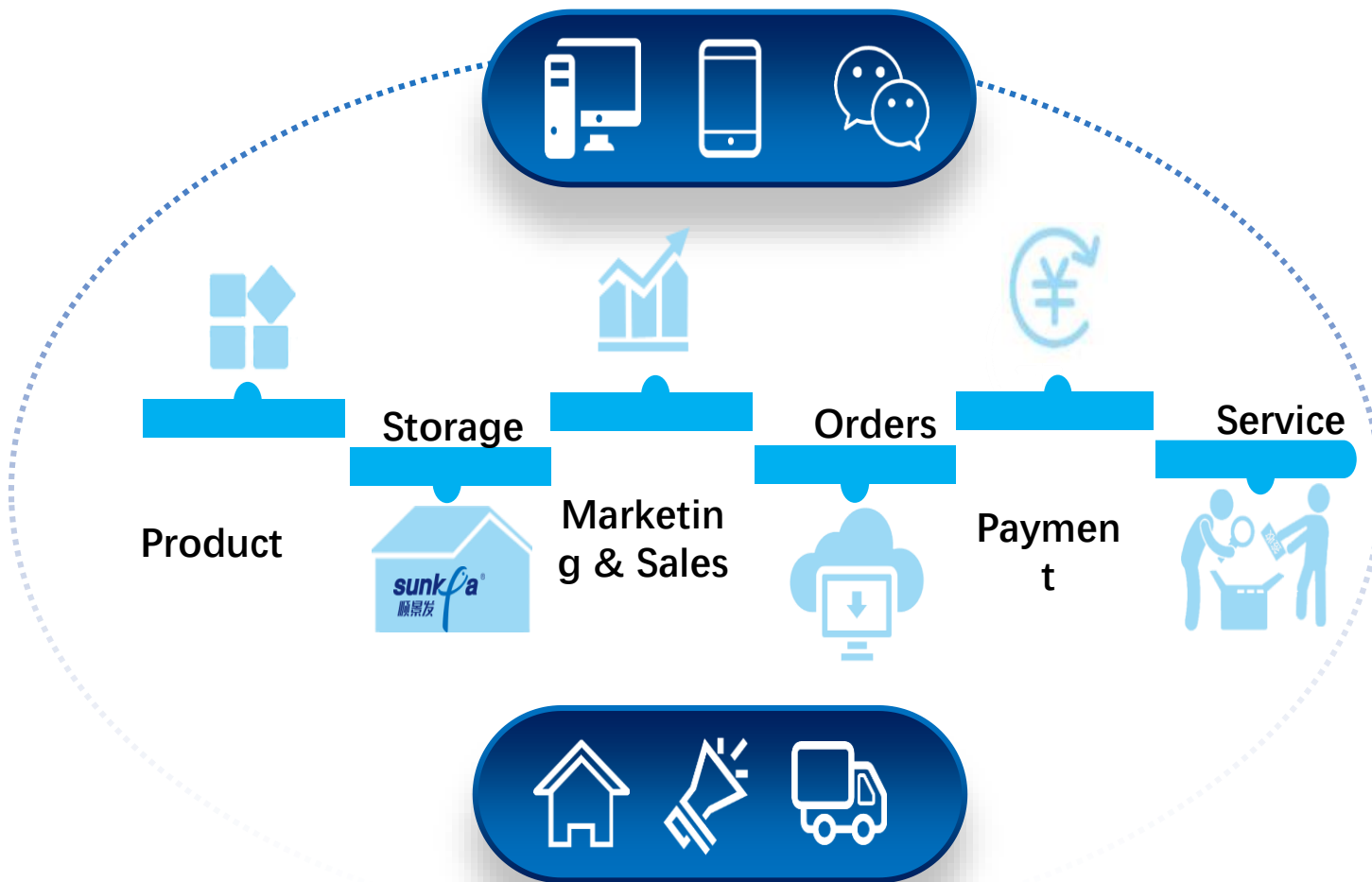
The future is quite bright, and business opportunities in the seafood market are unlimited. The middle class will become the backbone of Chinese consumption market. According to data from McKinsey, it is reported that by the year of 2022, the number of middle class in China will increase to 630 million.

Major upgrades

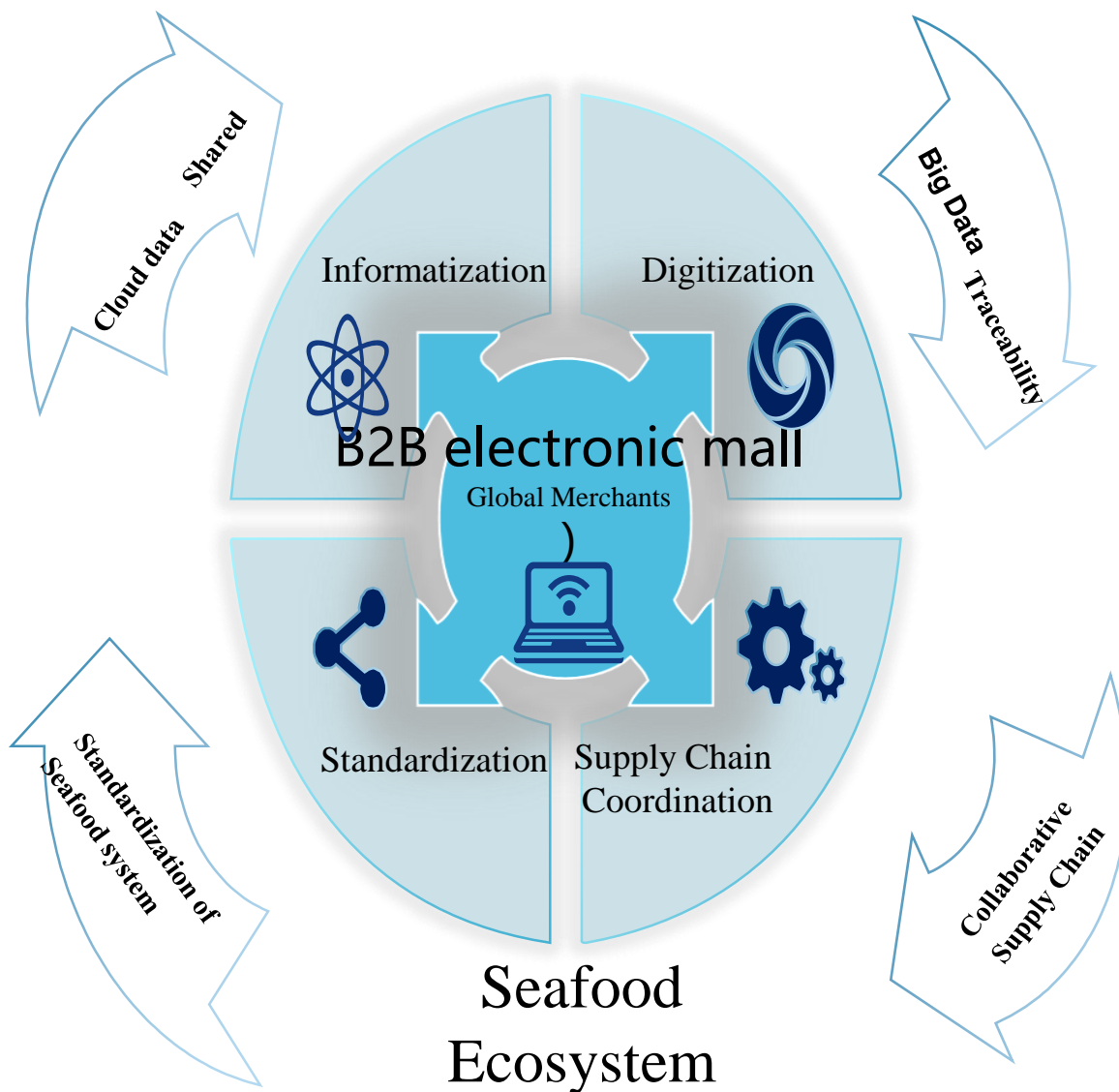


The development of the seafood industry will be upgraded from price war to standard competition; model innovation will be upgraded to product quality innovation; enterprise competition will be upgraded to industry alliance competition; and scale advantage will be upgraded to the increase of big data intelligence level.

Online: PC, APP, WeChat etc.



Offline: Store experience service, Brand promotion, Logistic distribution



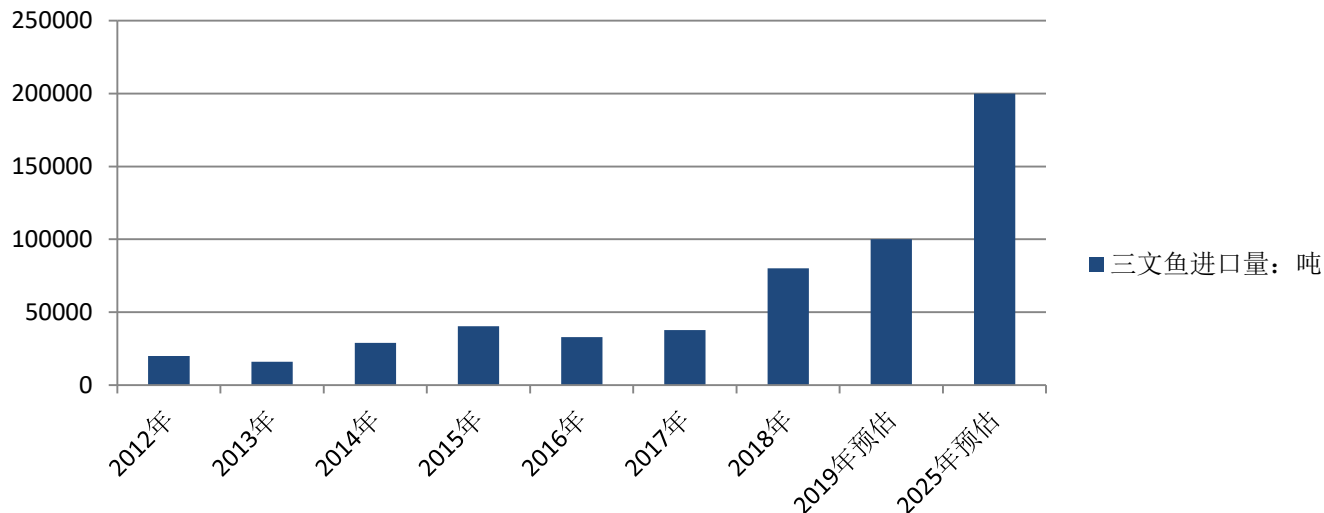
PART 02



Global Salmon Pattern in China

Import Volume

Import Value: ton

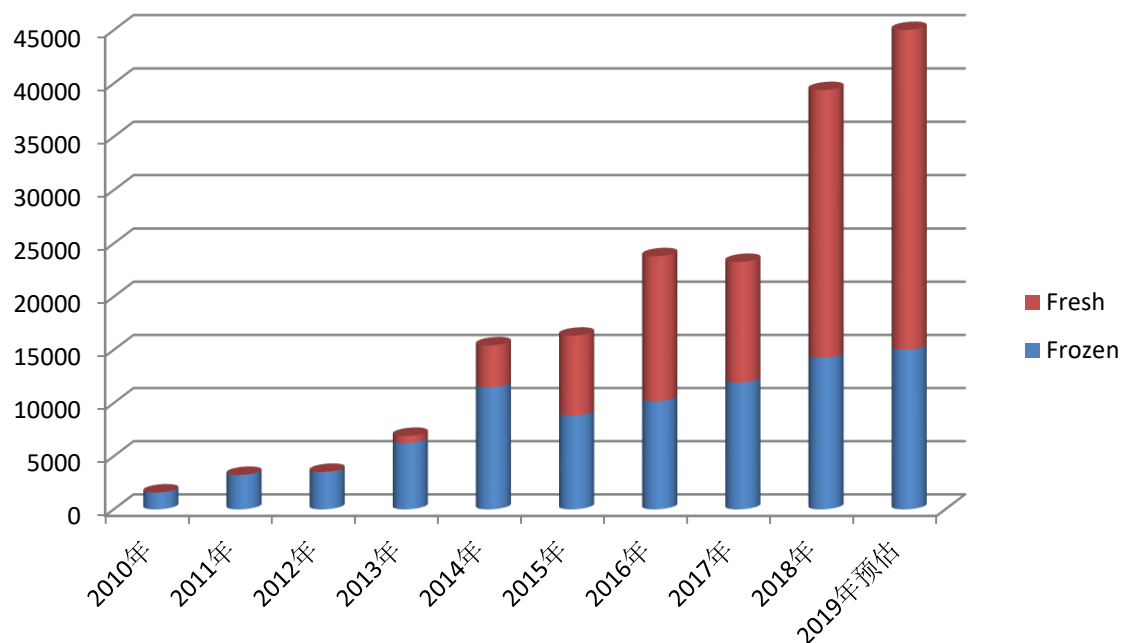


China's Import Volume of Salmon

Year	2012	2013	2014	2015	2016	2017	2018	2019 (estimated)	2025 (estimated)
Import Volume: ton	20054	16111	29065	40418	32806	37773	80000	100000	200000

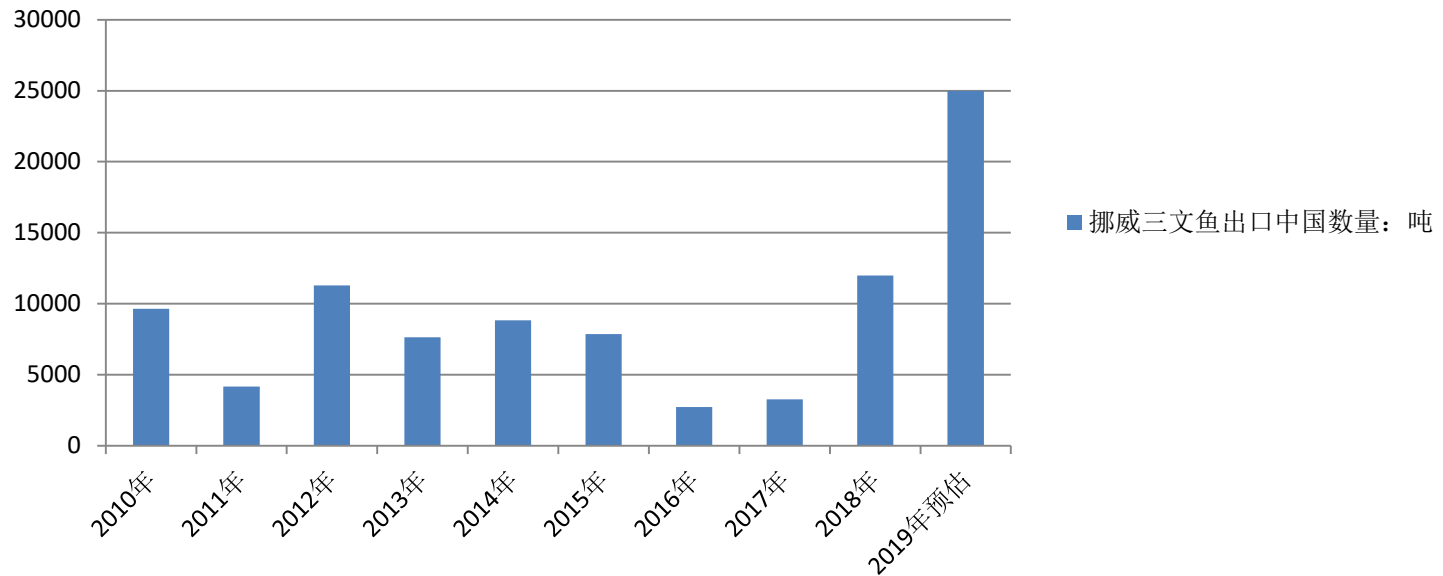
[Source: China customs](#)

1、Chilean Salmon



FTA, zero-tariff
stable volume

2、Norwegian salmon



The overall quality is stable and
the market boasts a good
reputation.
Well-known among Chinese
customers

Market Pattern

3

Faroe Islands' salmon has established brand advantage

4

Australian salmon shows obvious seasonal advantage (September - February next year)

5

British and Canadian salmon continues to hit the market

6

Domestic salmon market share grows steadily

7

Icelandic salmon will enter China's market in September

The pattern of the competition: two main producing areas, namely Norway and Chile, are driving the market, while other producing areas are also gradually expanding.

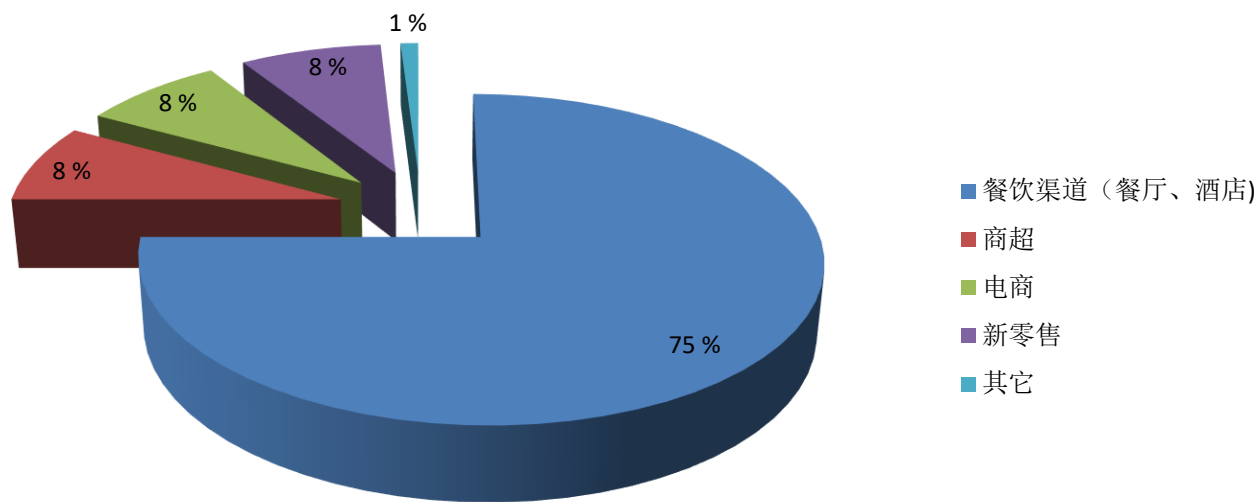
PART 03



**How does Norwegian Salmon meet the demand of
Chinese market?**

Circulation Channels

Main circulation channels for salmon



The market is driven by the demand of restaurants and hotels.

Demand Obsession

Size: Big fish 6kg+; in northern China, fish weights 7 to 8kg will be preferred, and sometimes the fish is even larger than 8kg.

Yield rate

Food Display



Demand Obsession

Color: rosy

Gills: a vivid billboard, the primary element to measure the freshness of salmon

Meat: the rosier, the better



PART 04



the Development Prospects of Norwegian Salmon In China

Cooperation Foundation



In September 2019, the sixteenth round of free trade agreement negotiations between China and Norway made positive progress, which further deepened the opportunities for Sino-Norwegian seafood cooperation.

In July 2018, China further expanded the Norwegian salmon market access, including three major salmon producing areas, namely ST, N and T.

In August 2017, the Sino-Norwegian Free Trade Agreement negotiations resumed.

In May 2017, China and Norway signed a salmon protocol. The Sino-Norwegian fishery department jointly released the “2025 Plan”.

In December 2016, bilateral relations between China and Norway resumed normalization.

Development Prospects

Stable Supply

Stable Quality

Reasonable Price

Strong Demand



Broad
Prospects

