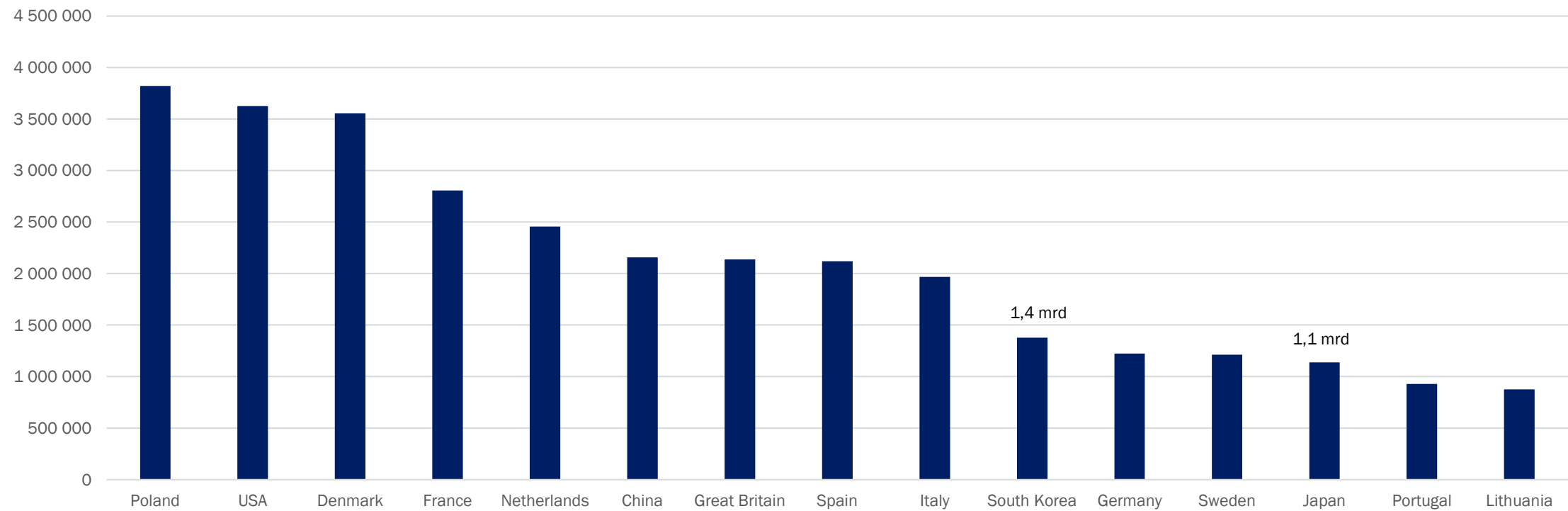


Oppdatering fra Japan & Sør-Korea

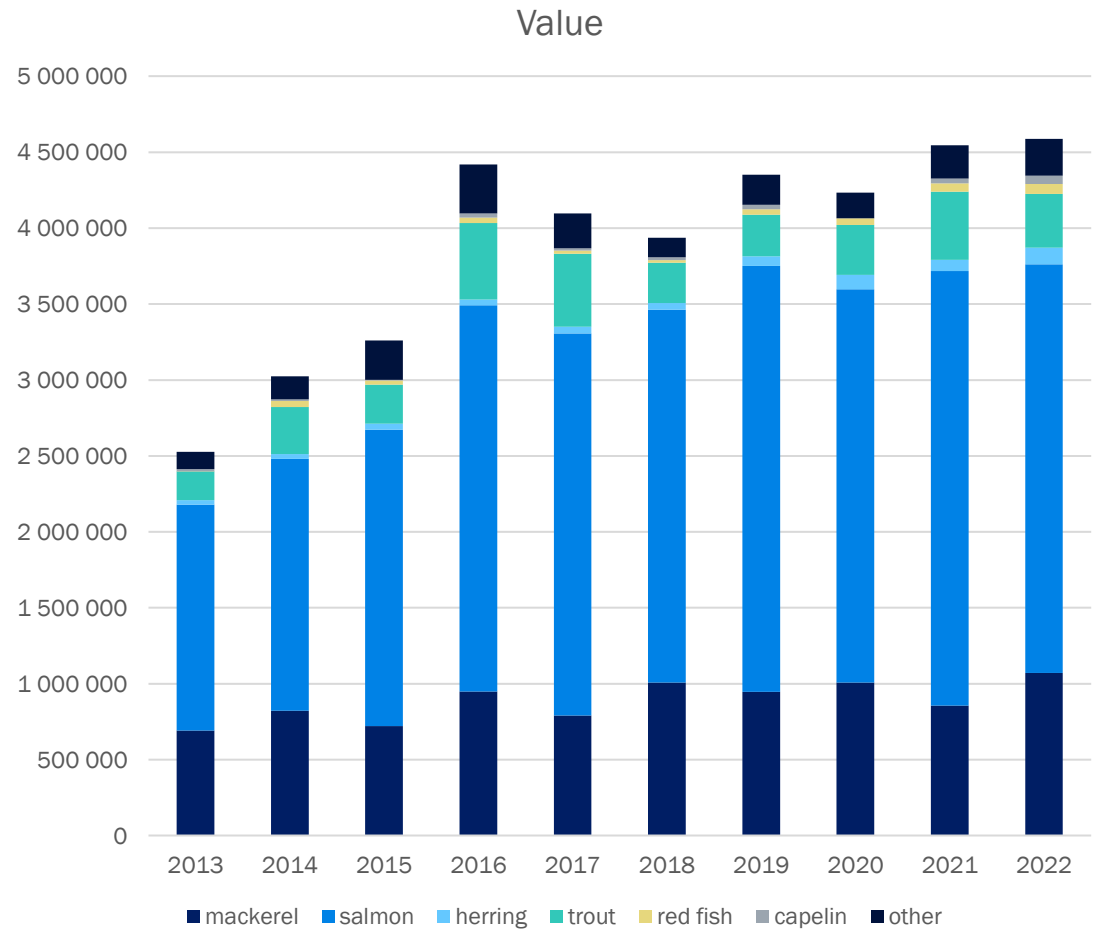
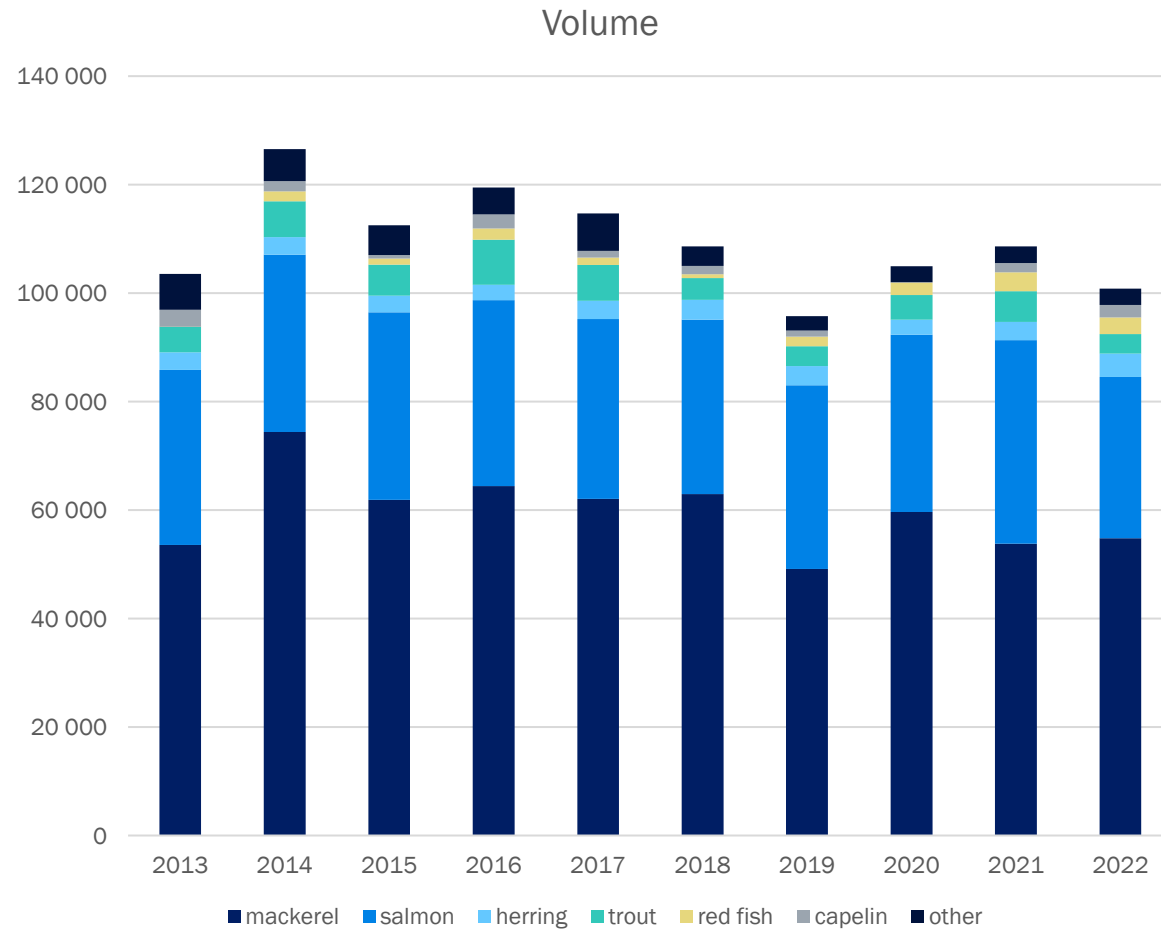
Ålesund onsdag 3. mai 2023

Sjømatutsending til Japan og Korea
Johan Kvalheim

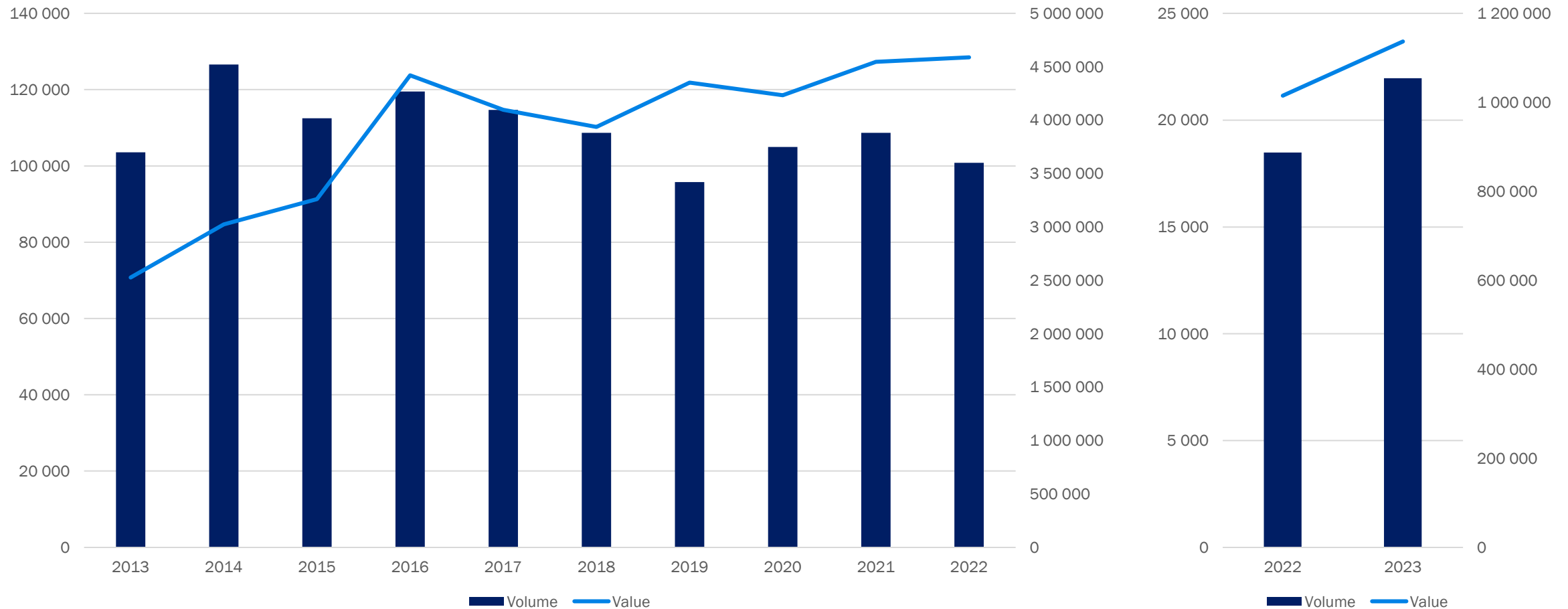
Norwegian seafood exports - Top 15 by value 2023



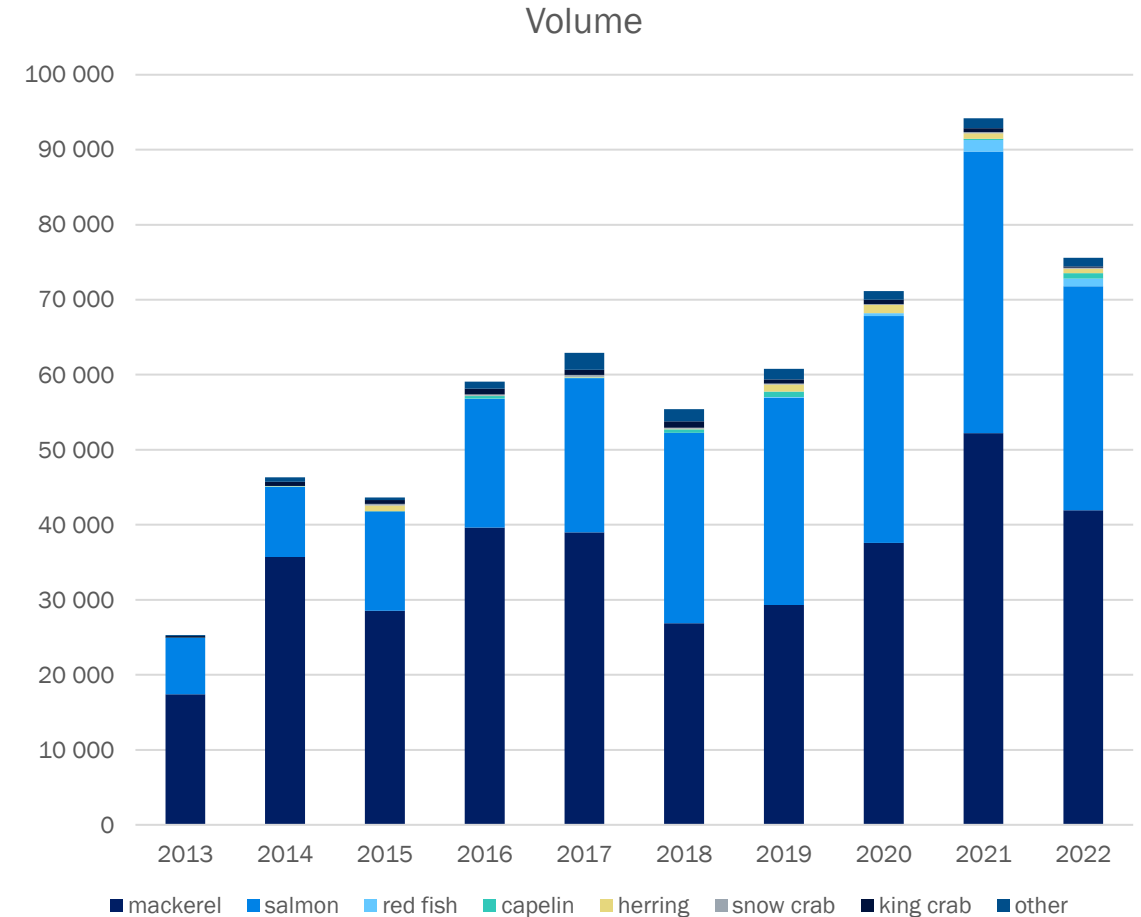
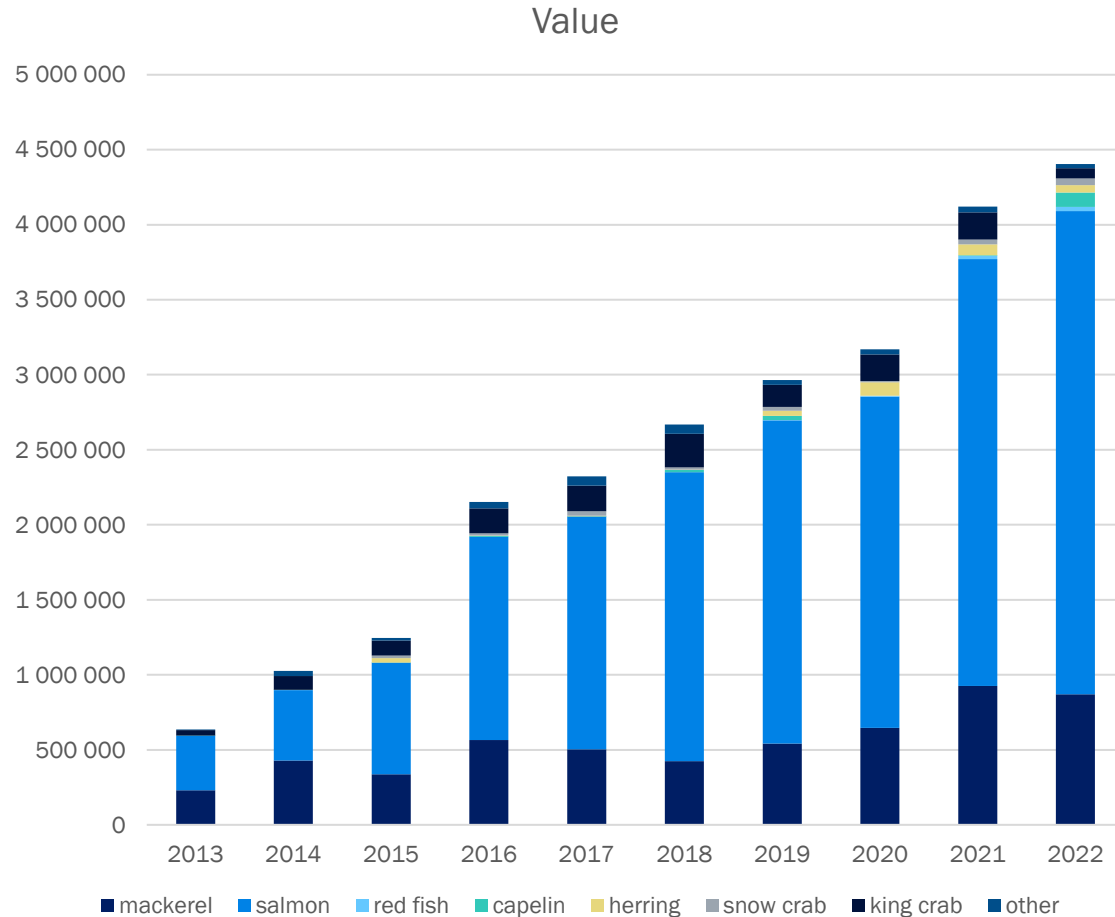
Volume and value development – species to Japan



Norwegian seafood exports to Japan

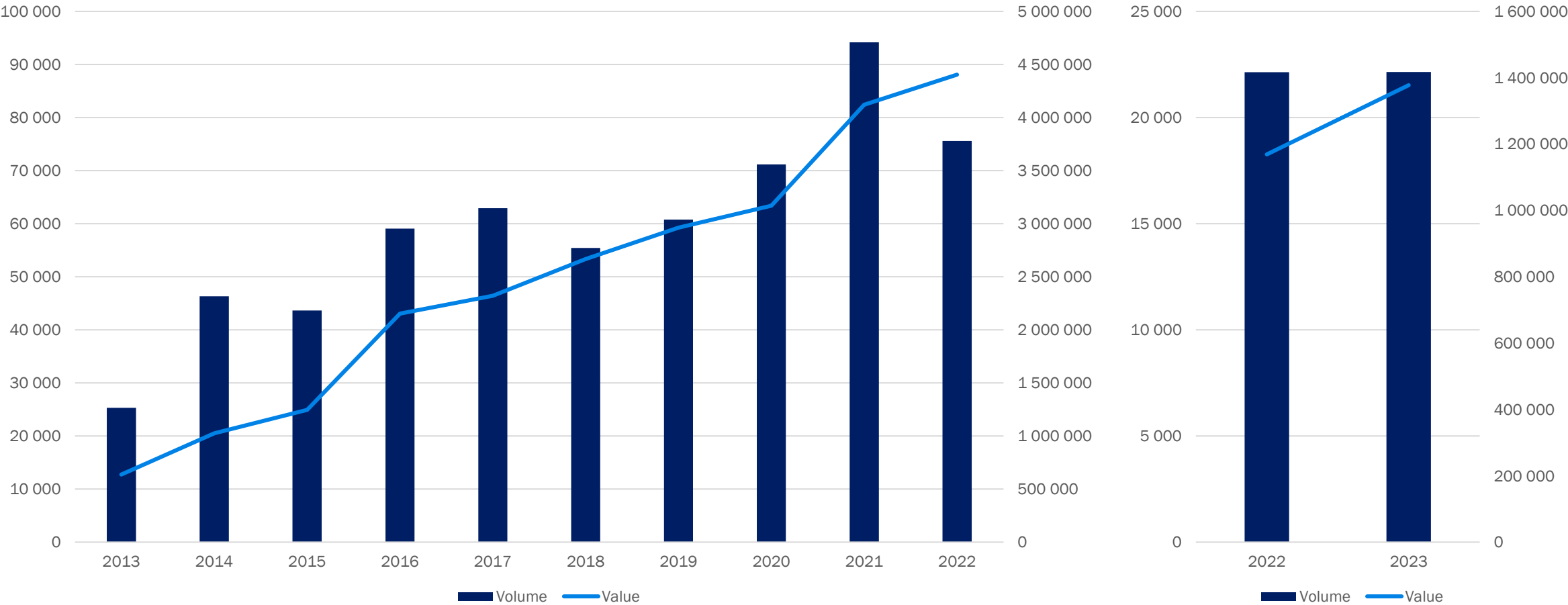


Volume and value development – species to South Korea



Norwegian seafood exports to South Korea

Volume 23/22:	0%
Value 23/22:	+18%
Volume 22/21:	-20%
Value 22/11:	+7%



A top-down photograph of three mackerel fish laid out horizontally on a dark, wet surface, likely a metal table, surrounded by crushed ice and water droplets. The fish have a silvery body with prominent dark, wavy vertical stripes. The text "Mackerel in the Japanese and Korean Markets" is overlaid in a large, white, sans-serif font, centered across the middle of the image.

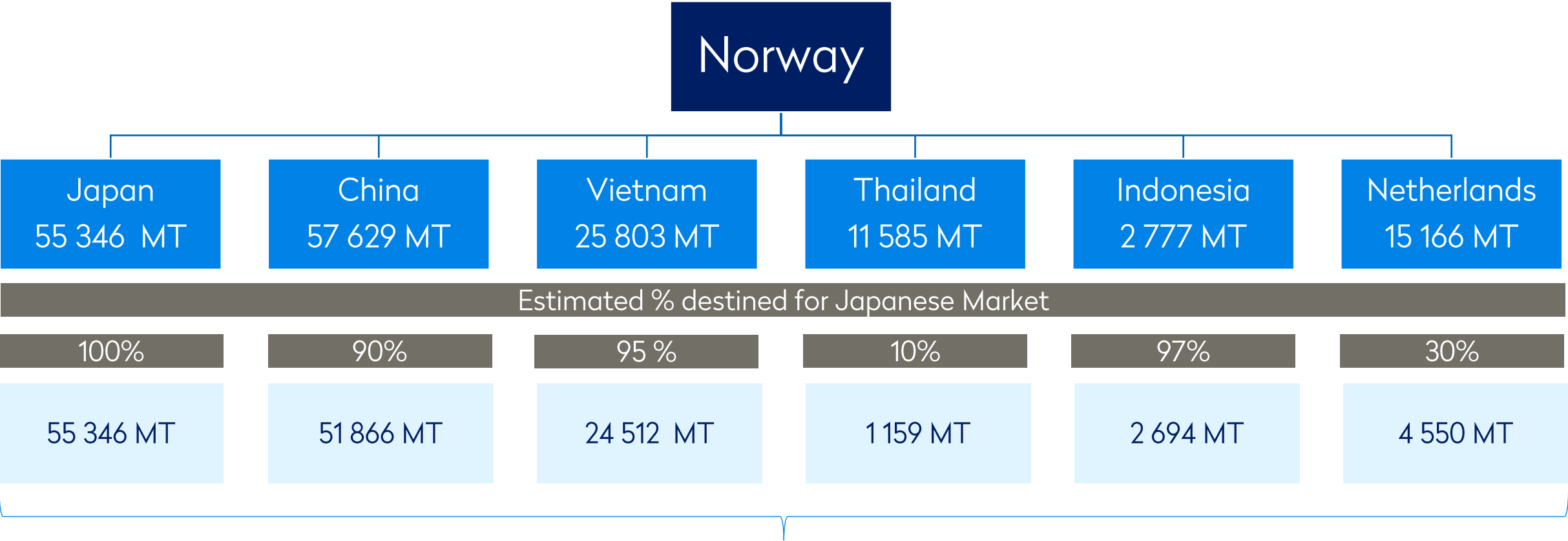
Mackerel in the Japanese and Korean Markets

Japanese Mackerel Market



Norway's **Export** of Mackerel for the Japanese Market (2022)

The diagram below illustrates the estimated flow of Norwegian mackerel to the Japanese market based on **export** numbers.

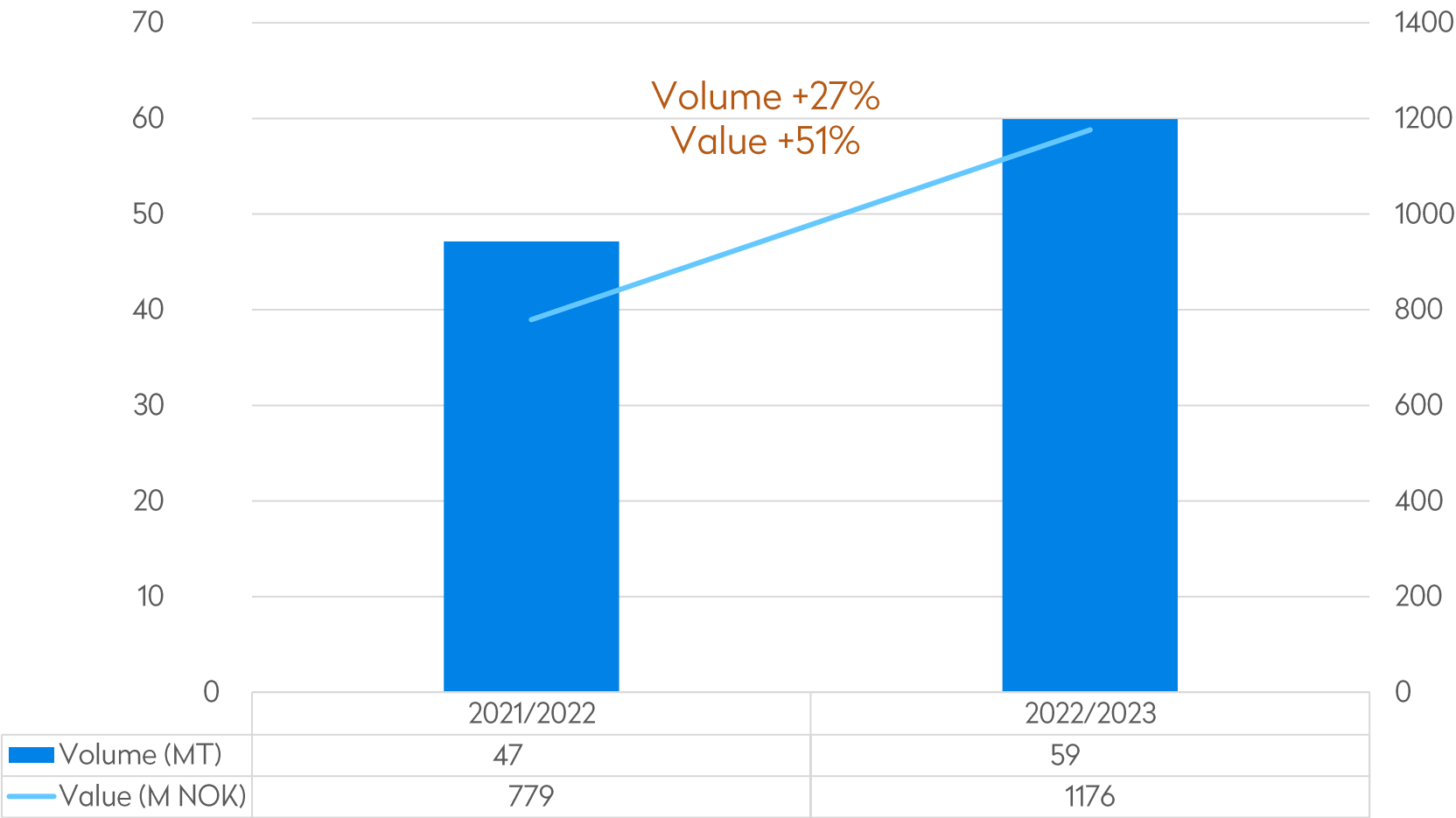


Estimated Mackerel Supply to Japan 140 000 MT (WFE)

1% decrease compared to the previous year

Mackerel Season Norway's Mackerel Export (Direct*) to Japan (August – March)

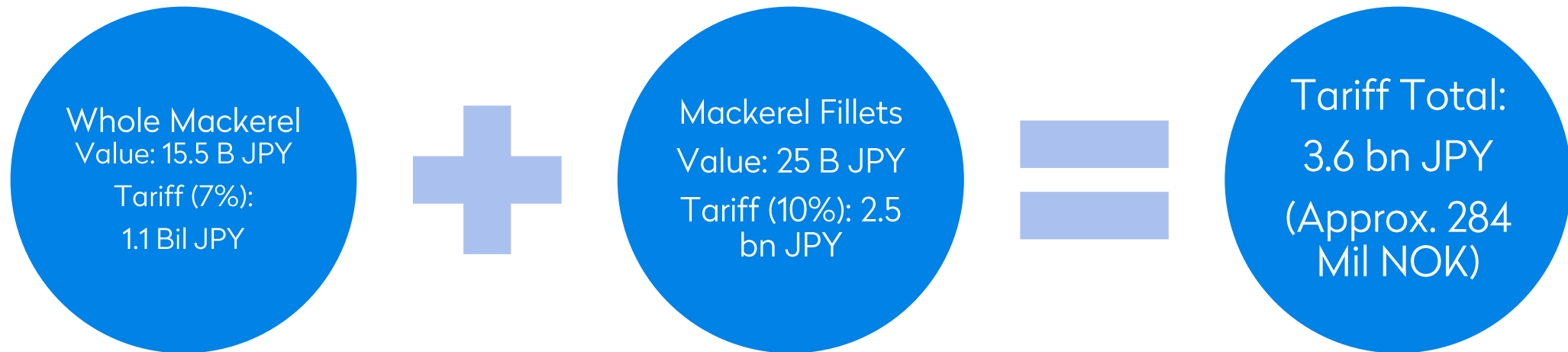
Key reasons is the weakening of the yen & NOK – higher costs to process in 3rd country



Source: NSC Insight

Estimated Tariffs Paid for Norwegian Mackerel (2022)

Calculation of Norwegian Mackerel Tariffs



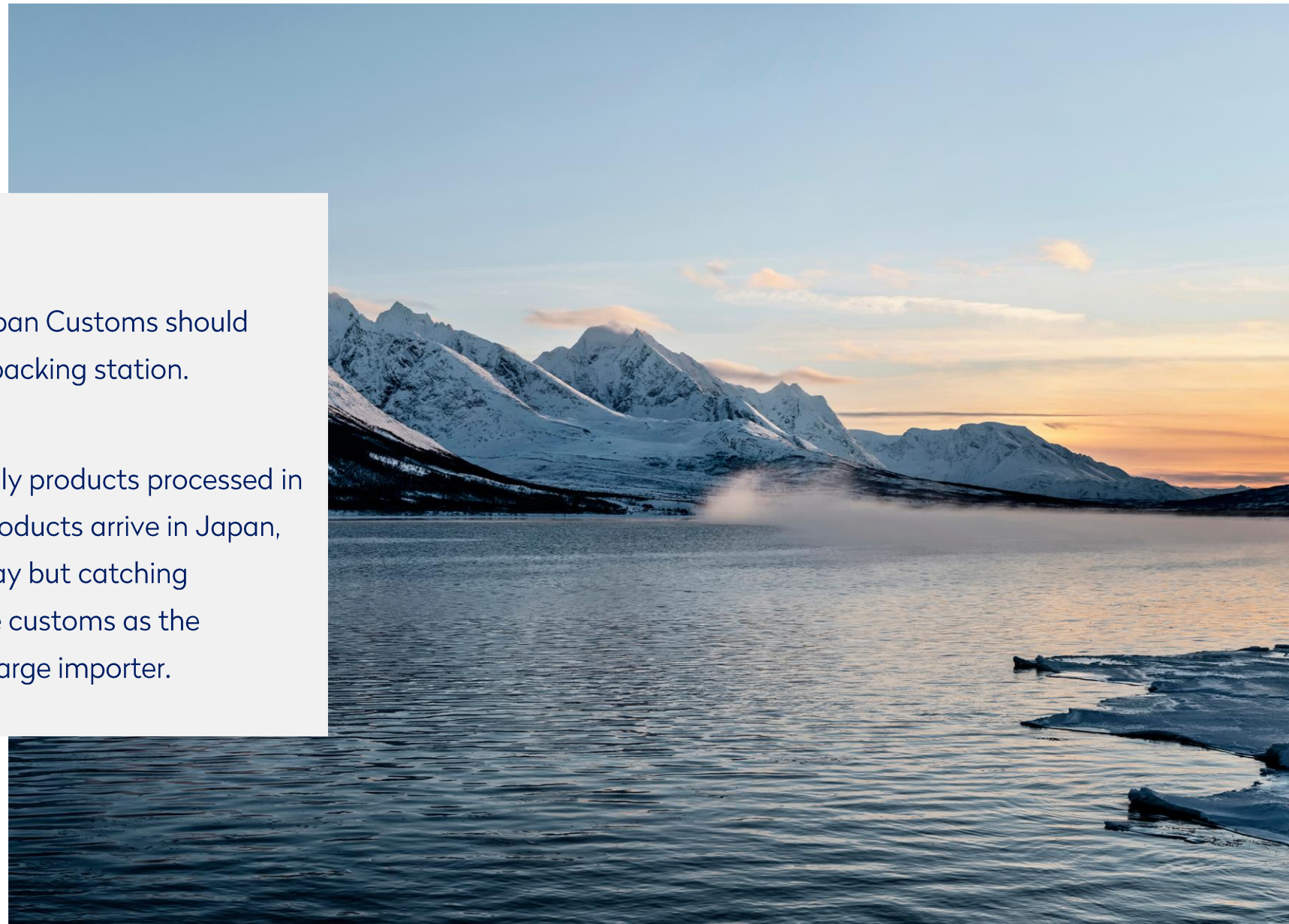
Source: MAFF Japan, Trade Statistics of Japan Ministry of Finance, NSC Calculation

Exchange rate: xe.com 1 JPY = 0.07889 NOK (April 12/2023)

Catch Certificate

Country of origin registered in the Japan Customs should follow the **catching vessels**, not the packing station.

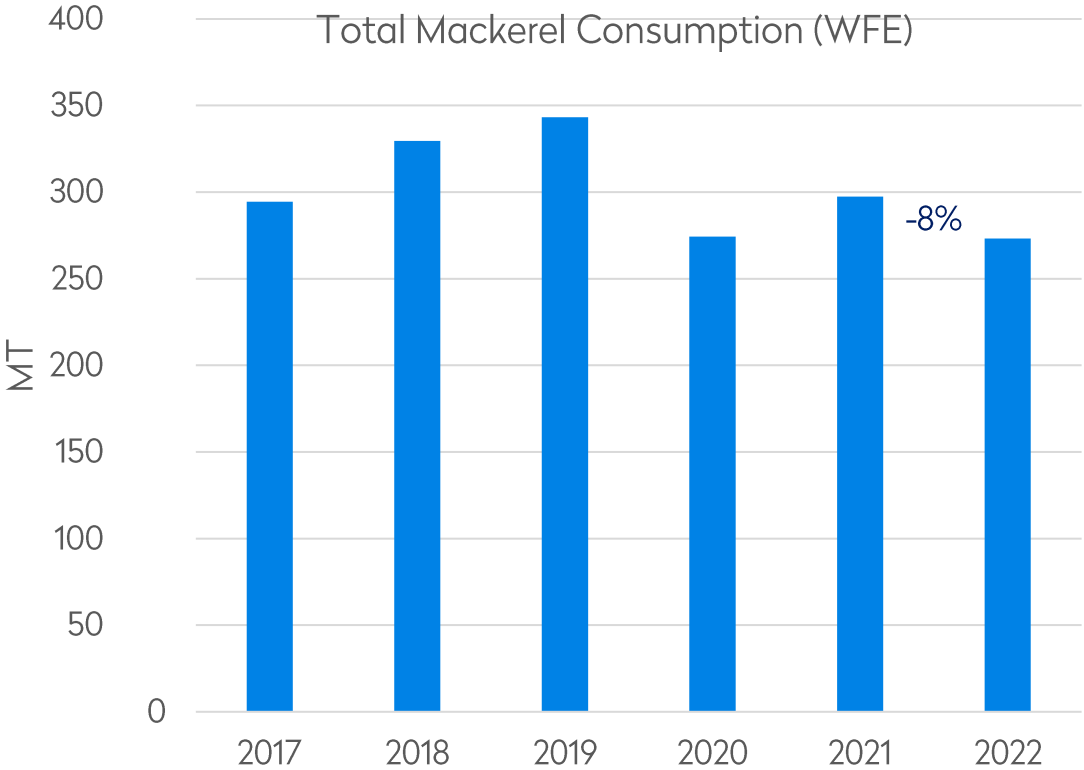
"This is very confusing for us, especially products processed in third country. When the processed products arrive in Japan, they will have country of origin Norway but catching certificate UK. We could not clear the customs as the documents do not match", said one large importer.



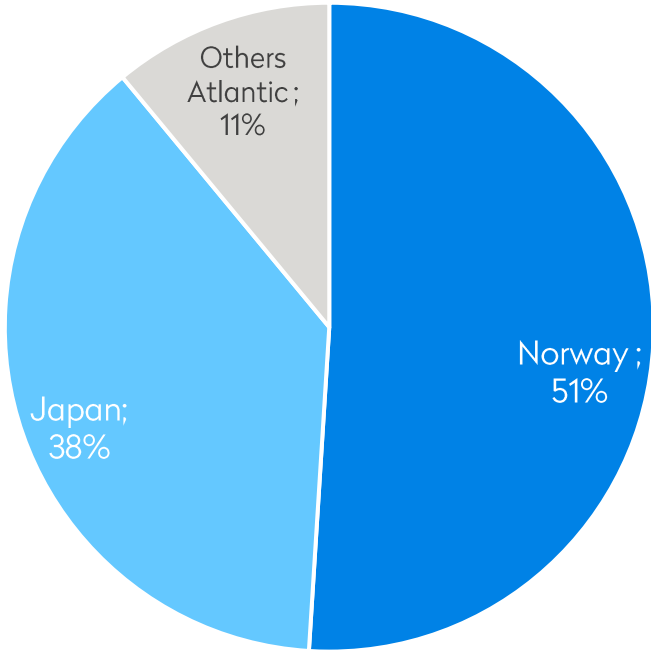
Mackerel Consumption in Japan

Consumption has been flat in the past three years

Mackerel consumption was approx. 273,000 MT in 2022, this was an 8% decrease when compared to 2021. Norway continues to be the largest supplier with approx. 51% of the supply, which is a similar share in 2021.



Note: fillets and processed mackerel are converted to whole fish equivalent weight (WFE)

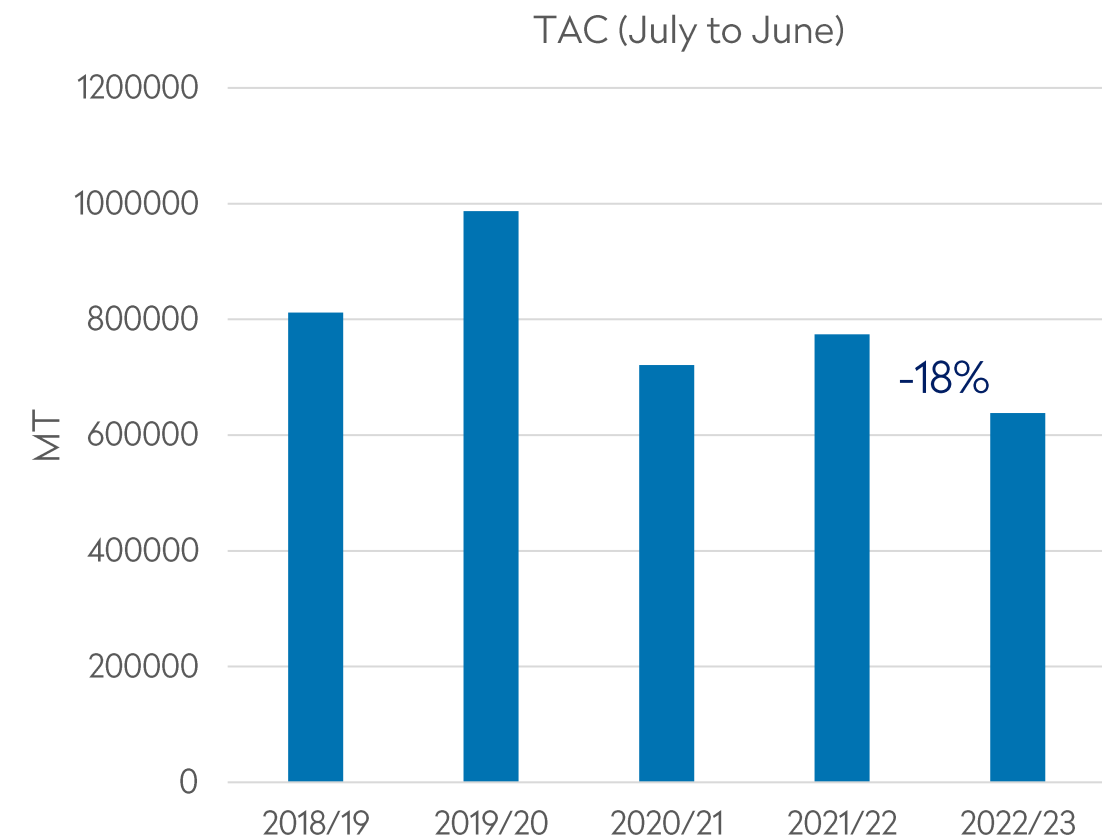
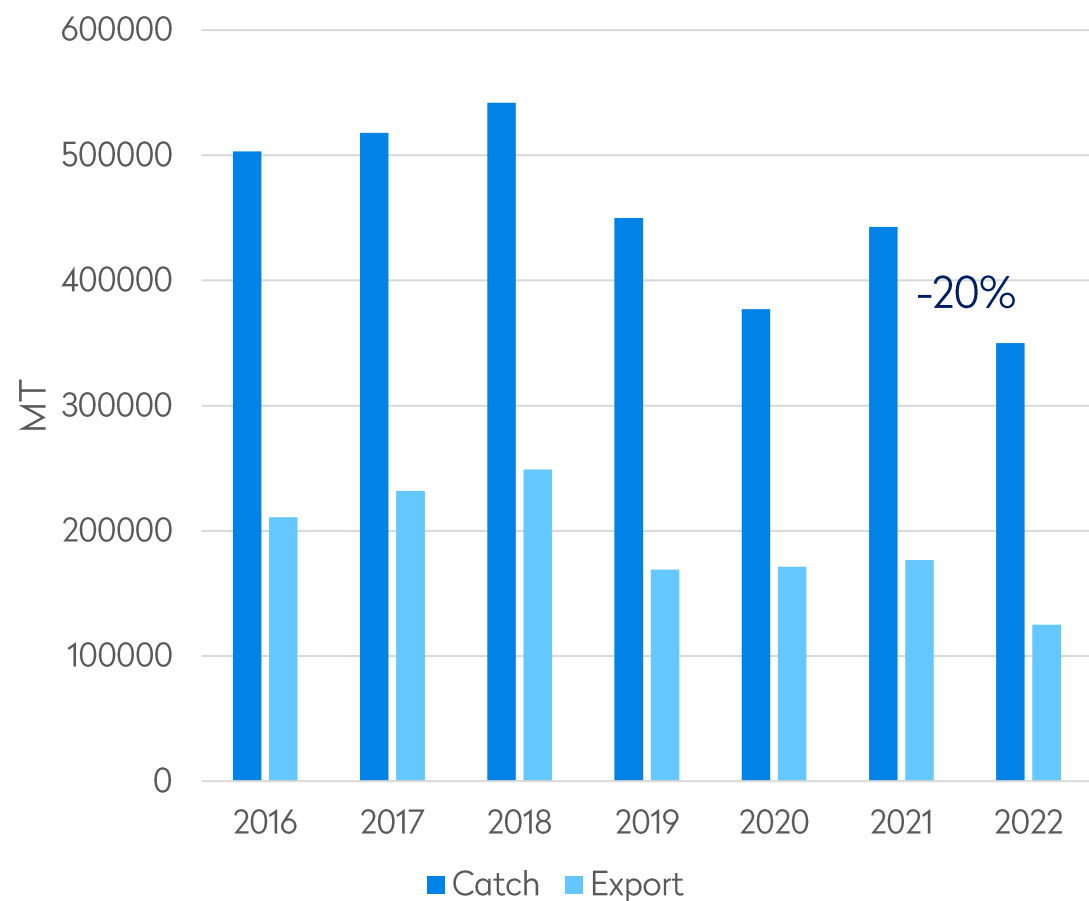


Consumption 2022 (WFE) 273 000 MT

Japanese Mackerel Catch and TAC

The volume and large size catch continues to drop, TAC for 2022/23 is a low level

The catch of 350,000 MT and the total allowable catch (TAC) of 63,8000 MT in 2022, were the **lowest level** in recent years. The size of the fish in recent years has been small (under 250 grams), and most are not suitable for the domestic market.



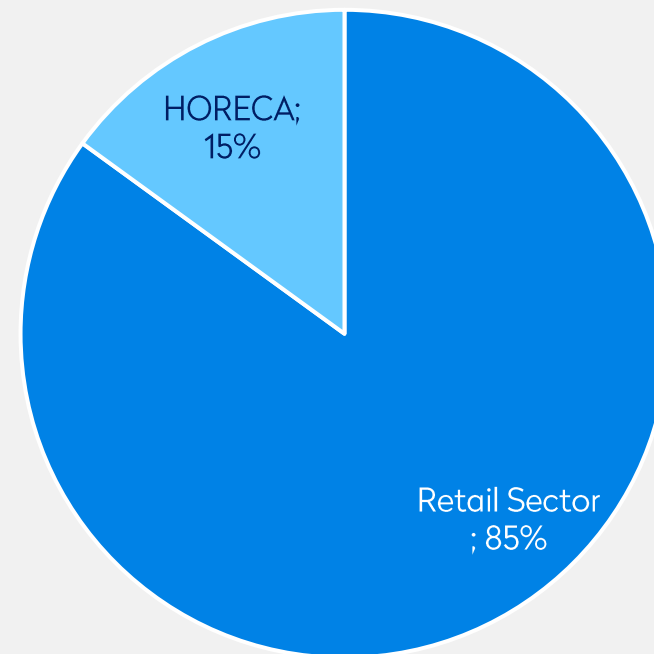
*2022 catch estimated

Norwegian Mackerel in End Channels

Retail accounts for approx. 85%

Retail

Most chain retail stores prefer Norwegian mackerel for their high quality. The lack of domestic supply in 2022 and 2023 increased the demand for Norwegian mackerel.



HORECA

The demand in the HORECA sector has been **flat**. Norwegian mackerel are used in restaurants, meals for schools, hospitals and other catering services.

Mackerel in Retail Sector

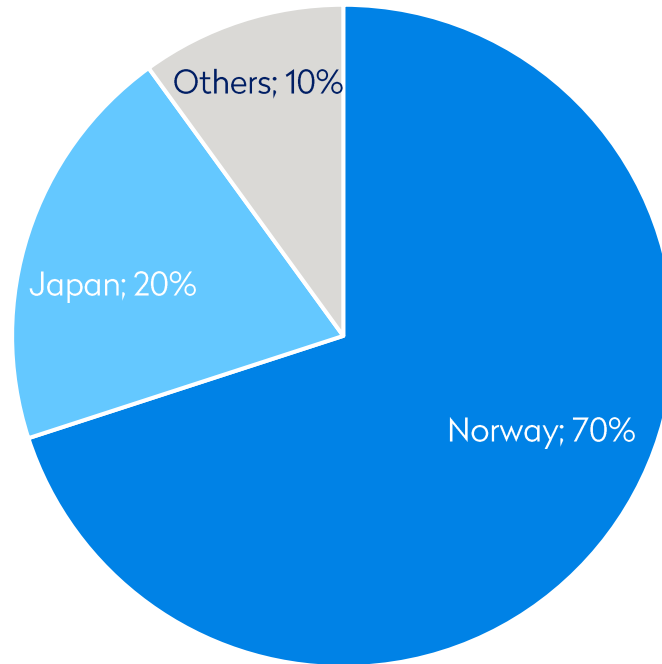
Norway continues to be the largest supplier in retail

The sales for other country of origins (e.g. UK) have increased from approx. 5% (prior to 2022) to approx. 10%.



De-frosted Japanese mackerel

It is becoming more difficult to source domestic mackerel due to the lack of volume of large size fish.

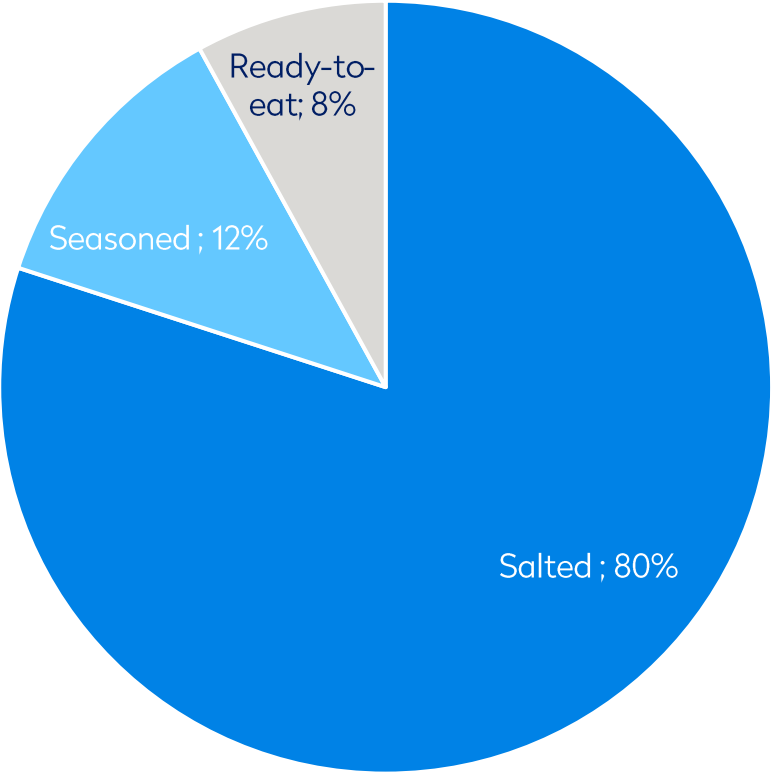


Dried and Salted Norwegian Mackerel

For higher value products in which size and fat content are critical, Norwegian mackerel is favored.

Norwegian Mackerel Products in Retail

Salted share has increased slightly, as there are lack of domestic mackerel for the salted mackerel section



Source: Industry Interviews



Salted Mackerel (Bone-on) – Change in Price

In 2 years, retail price for Norwegian salted mackerel has increased by over 40%



Increased
in price by
40%+ in 2
years

2021 Price

Salted Mackerel (Norway)

880 -1,200 JPY/kg

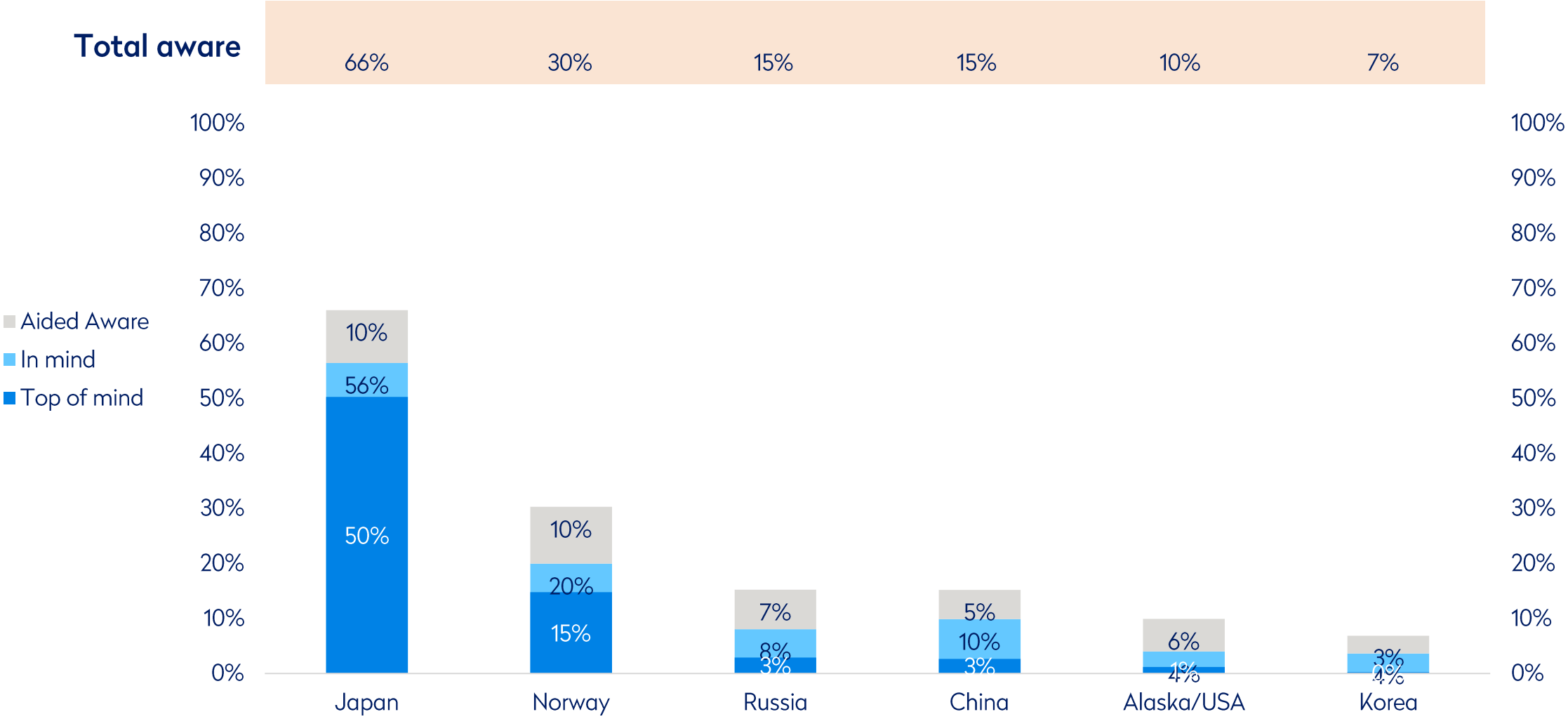


2023 Price

Salted Mackerel (Norway)

1 250-1 700 JPY/kg (98- 134 NOK)

Awareness of Norway as a Country of Origin for Mackerel (2022 December)



Source: IPSOS

Korean Mackerel Market

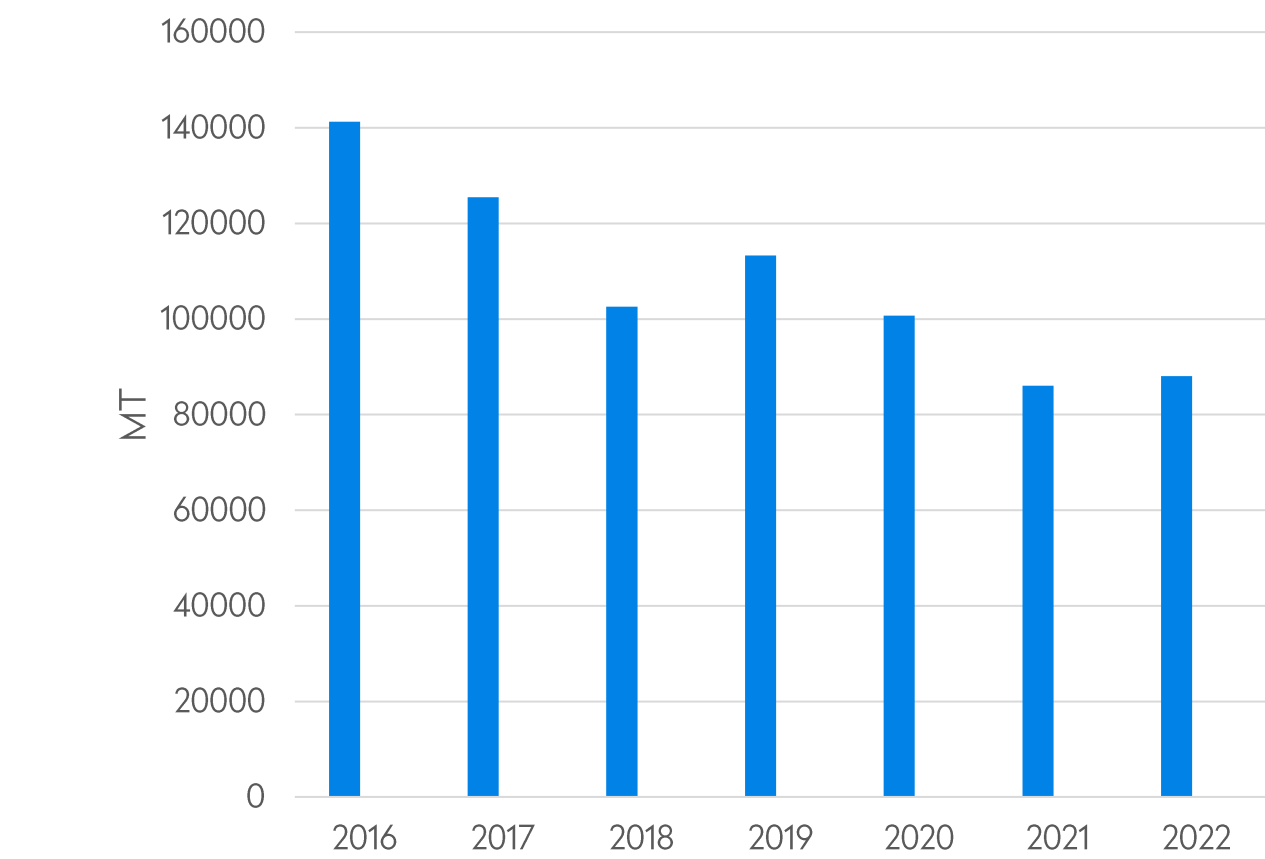
NORWEGIAN SEAFOOD COUNCIL



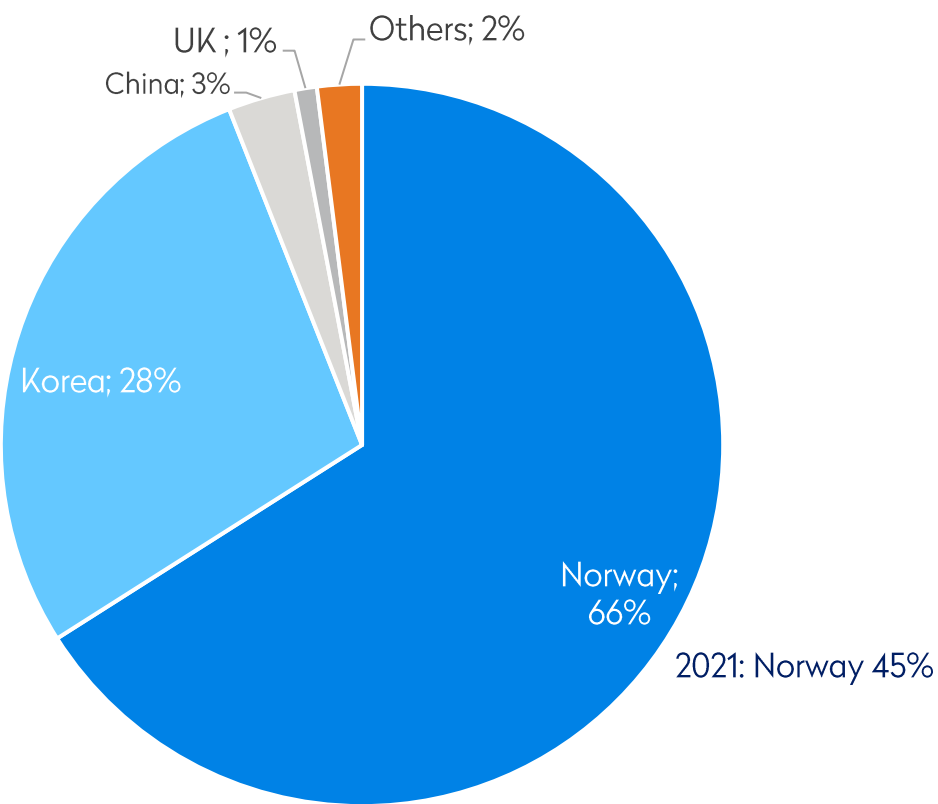
Mackerel Consumption (WFE)

Total mackerel consumption has been decreasing

Mackerel consumption was approx. **88 000 MT** in 2022. **The lack of good quality, large sized Korean mackerel is one of the key reasons for the drop in consumption.**



NORWEGIAN SEAFOOD COUNCIL This includes whole and fillets (converted to WFE)



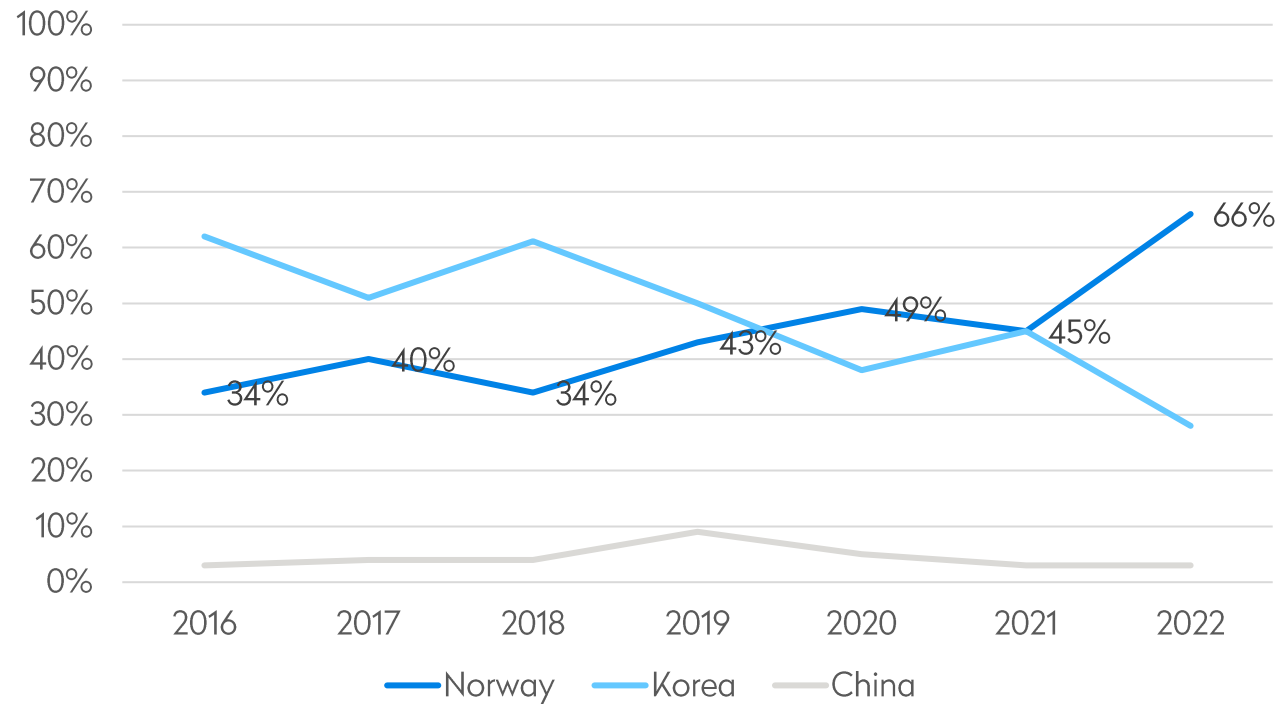
Consumption (2022): 88 000 MT

Source: Korea Trade Statistics, Korea Agro-Fisheries Food Export Support Information, NSC Calculation

Shares

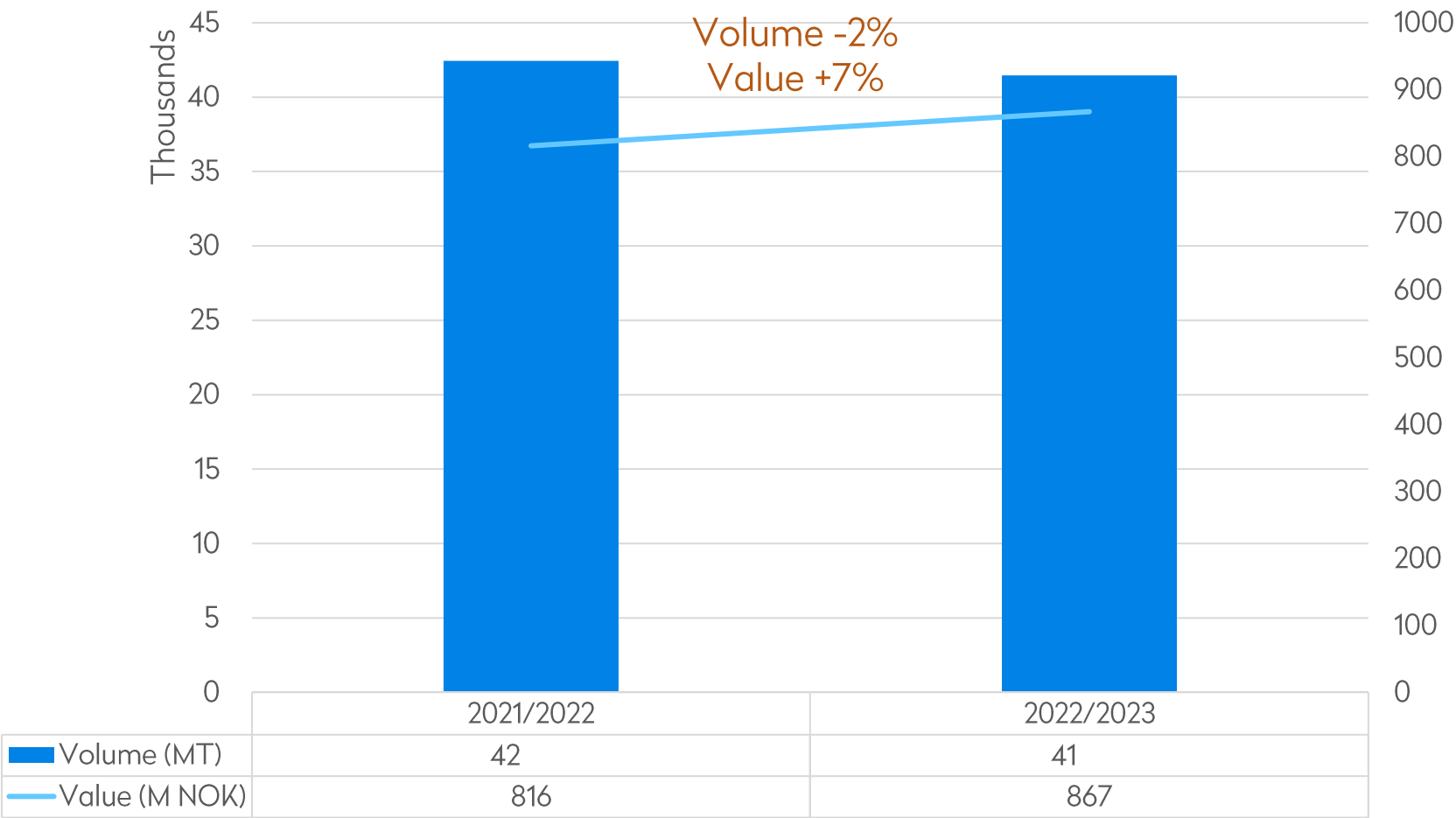
Norway has the highest share in recent years in 2022

Mackerel shares by country (2016-2022)



Source: Korea Trade Statistics, Korea Agro-Fisheries Food Export Support Information

Mackerel Season Norway's Mackerel Export (Direct*) to Korea (August – March)



Source: NSC Insight

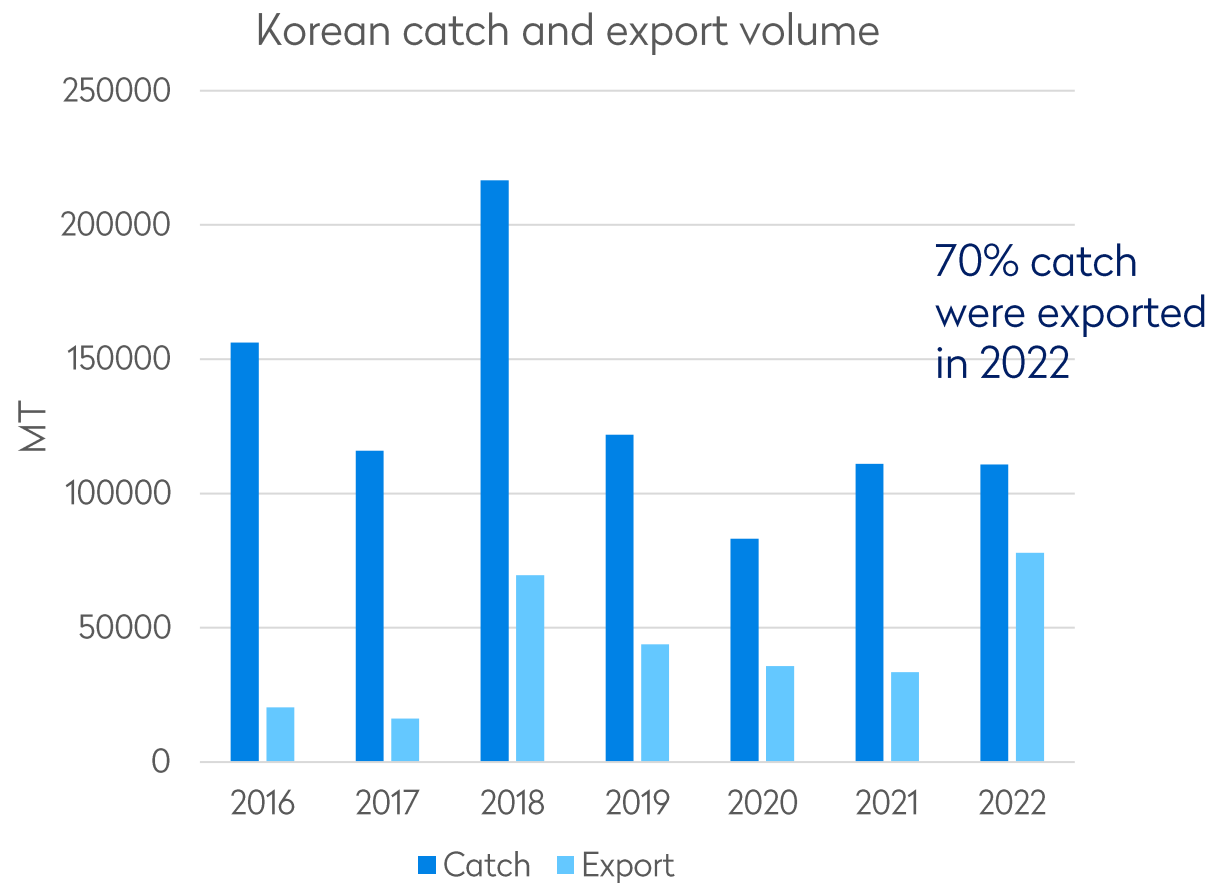
*Do not include mackerel exported to 3rd country which are later destined for the Korean market

Korean Mackerel Catch

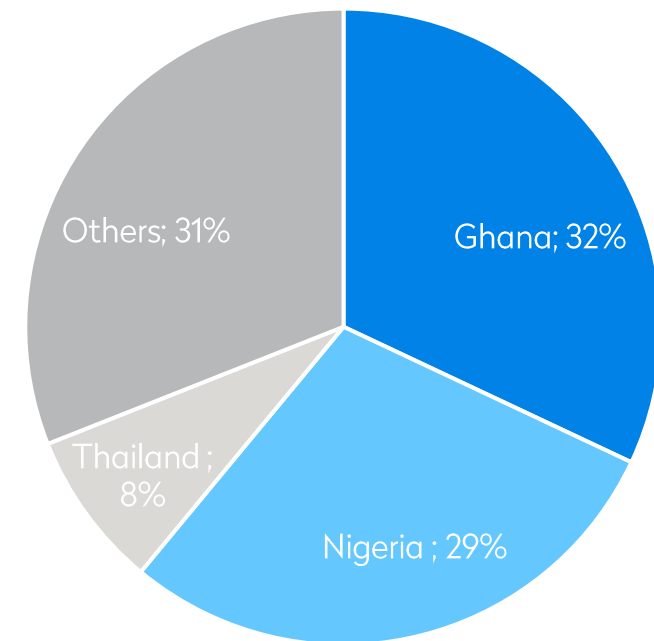
Catch volume has suffered, while export volume has increased

Catch was at a low level of **111 000 MT** in 2022. However, the **export volume** was at the **highest level** in recent years.

Korean mackerel were mainly exported to Asian and African countries. Most of the export products were not re-imported.



Korean mackerel export by country

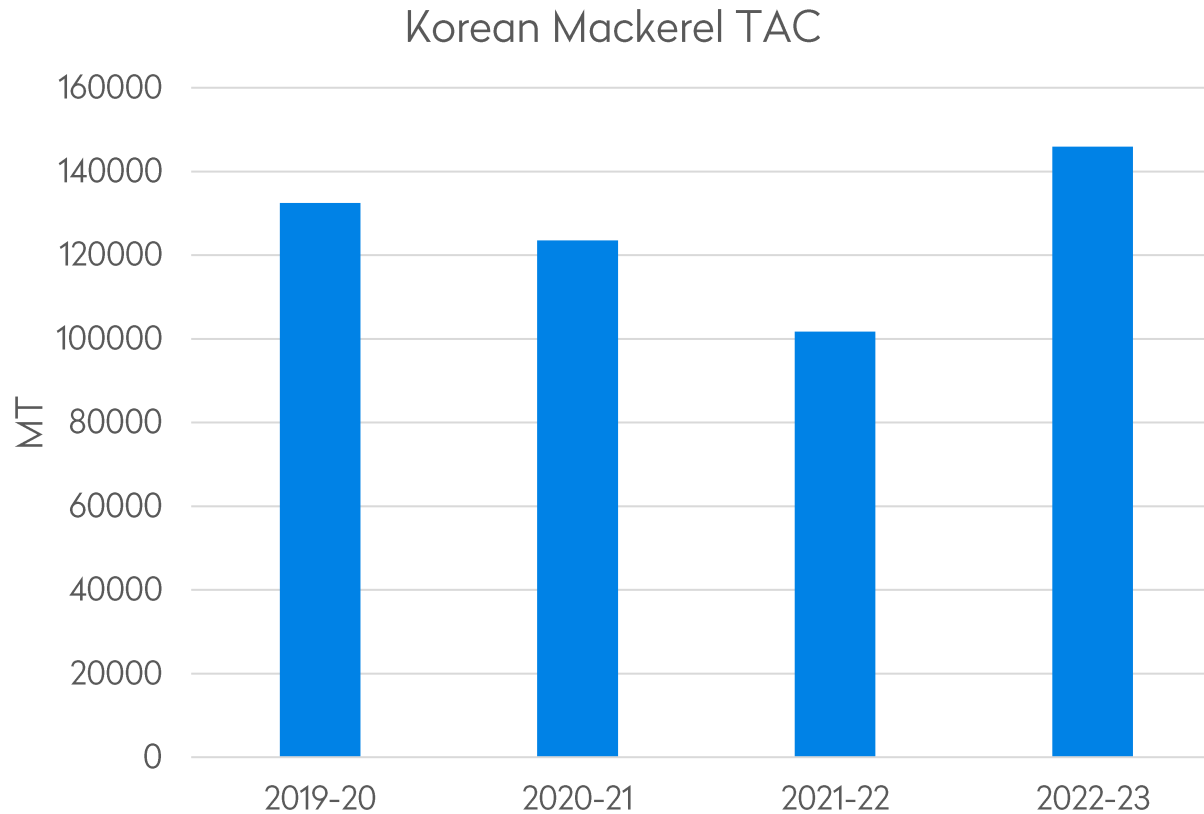


Export Volume (2022): 78 000 MT

Korean Mackerel TAC

Despite having a higher TAC, the actual catch in 2022 was low

The TAC of 145 905 MT was the highest in recent years. However, despite the higher TAC, the catch of large sized fish were the low.



TAC is from July to June the next year

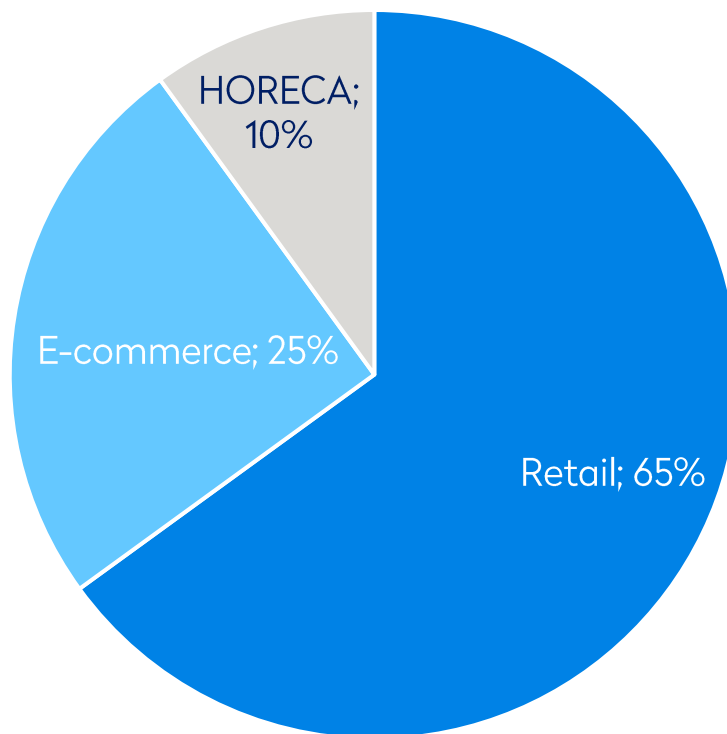


Source: Ministry of Oceans and Fisheries

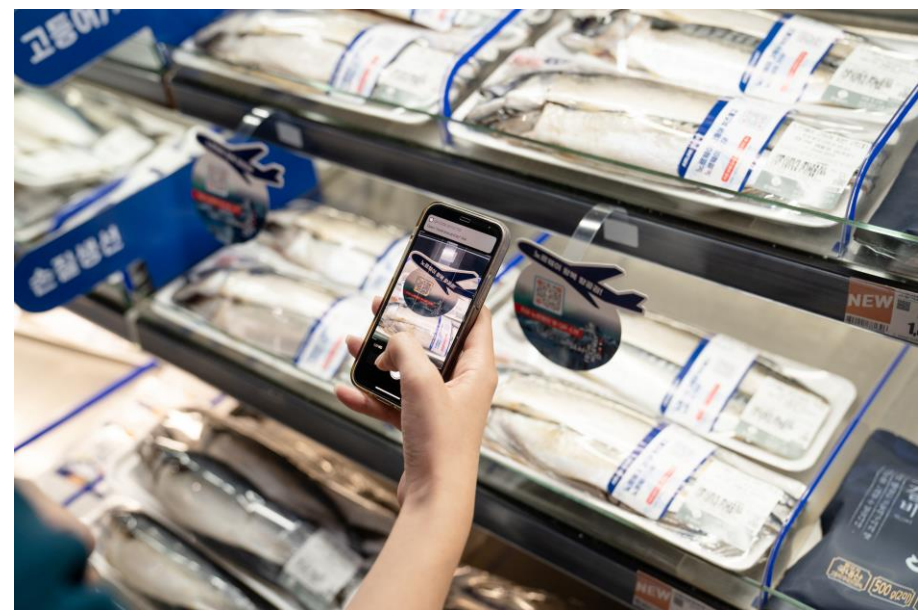
Breakdown in End Channels

Home consumption (retail and e-commerce) accounts for 90%

Mackerel sales in end channels



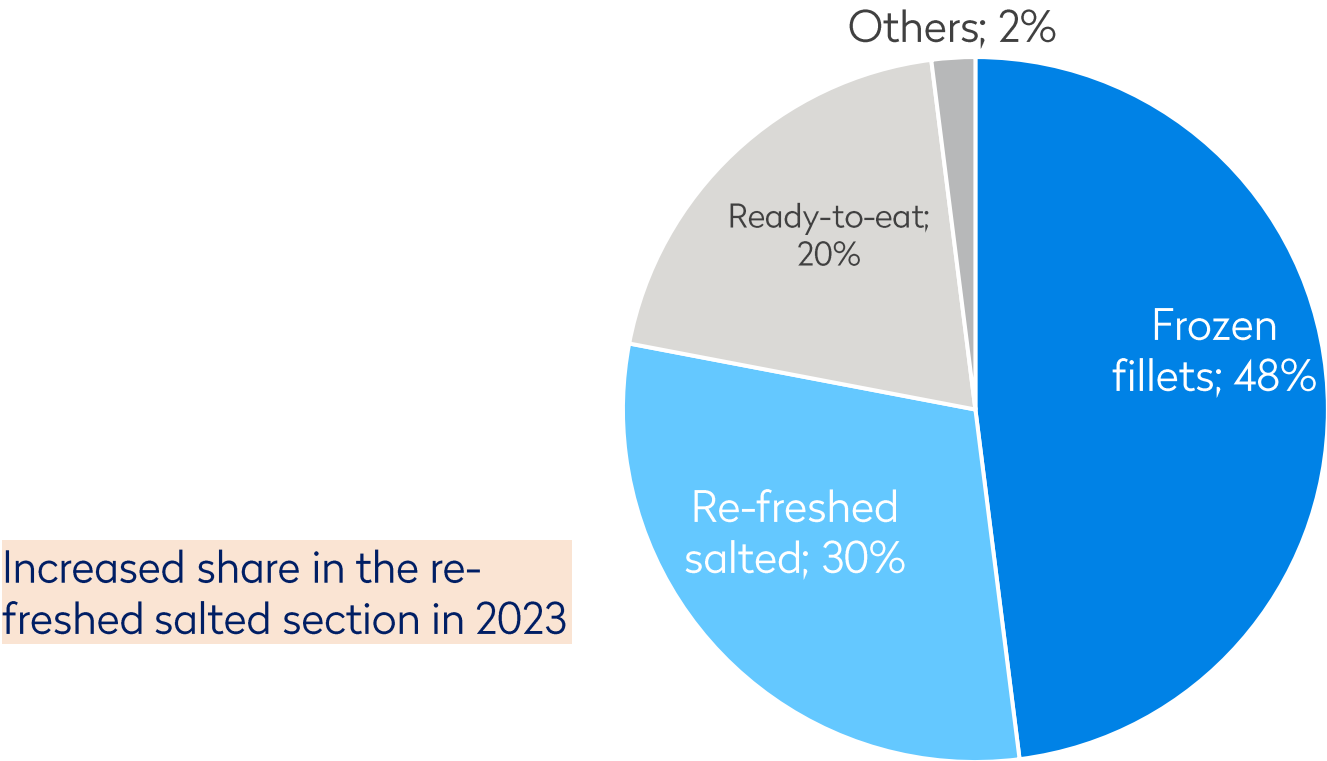
E-commerce include online stores and also orders through phone applications



Product Breakdown in Offline Retail Stores

Due to the lack of supply for domestic mackerel in the salted section, the volume of Norwegian mackerel used as salted mackerel has increased.

Norwegian mackerel in retail stores 2022-2023



Hypermarket

Price has increased in the past two years

Salted Mackerel (Norway)



2023 Price: 6 990-7 990 KWR/2 Whole Fish
(55 – 63 NOK)

Frozen Mackerel (Norway)



2023 Price: 9 900 -16 650 KWR/kg
(79-132 NOK)

Products Online

Frozen Mackerel



이마트몰

[냉동][노르웨이] 손질한 고등어살 (900g)

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원산지: 상세설명참조

13% 12,980 원 14,980원

100g 당 : 1,443원, 총 용량 : 900g

🟡 Club 최대 649원 적립 ⓘ

카드혜택가 11,704 원~

무이자 카드사별 무이자 혜택 ⌵

스마일클럽 가입비 100% 지원 + 최대 12% 적립, SSG.COM

배송 **배송이란?**
원하는 날짜와 시간에 꼭 받아볼 수 있어요. 배송시간을 지정할 수 있어요.

배송정보 로그인하시면 배송지에 맞는 배송유형을 선택

2023 Price: 14 400 - 24 000 KWR/kg (114- 190 NOK)

Salted Mackerel



노르웨이 자반고등어 (특대) (1손 ♥ ♪ (2마리))

원산지 : 상품상세참조

★★★★★ 4.7 1,412건 월간구매 999+ ⓘ [APP으로 보기](#)

맛 만족도 "맛있어요" 80%

6,990 원

주문 시 적용되는 할인을 확인하세요 혜택보기

롯데오너스 추가 0.5% 적립 >

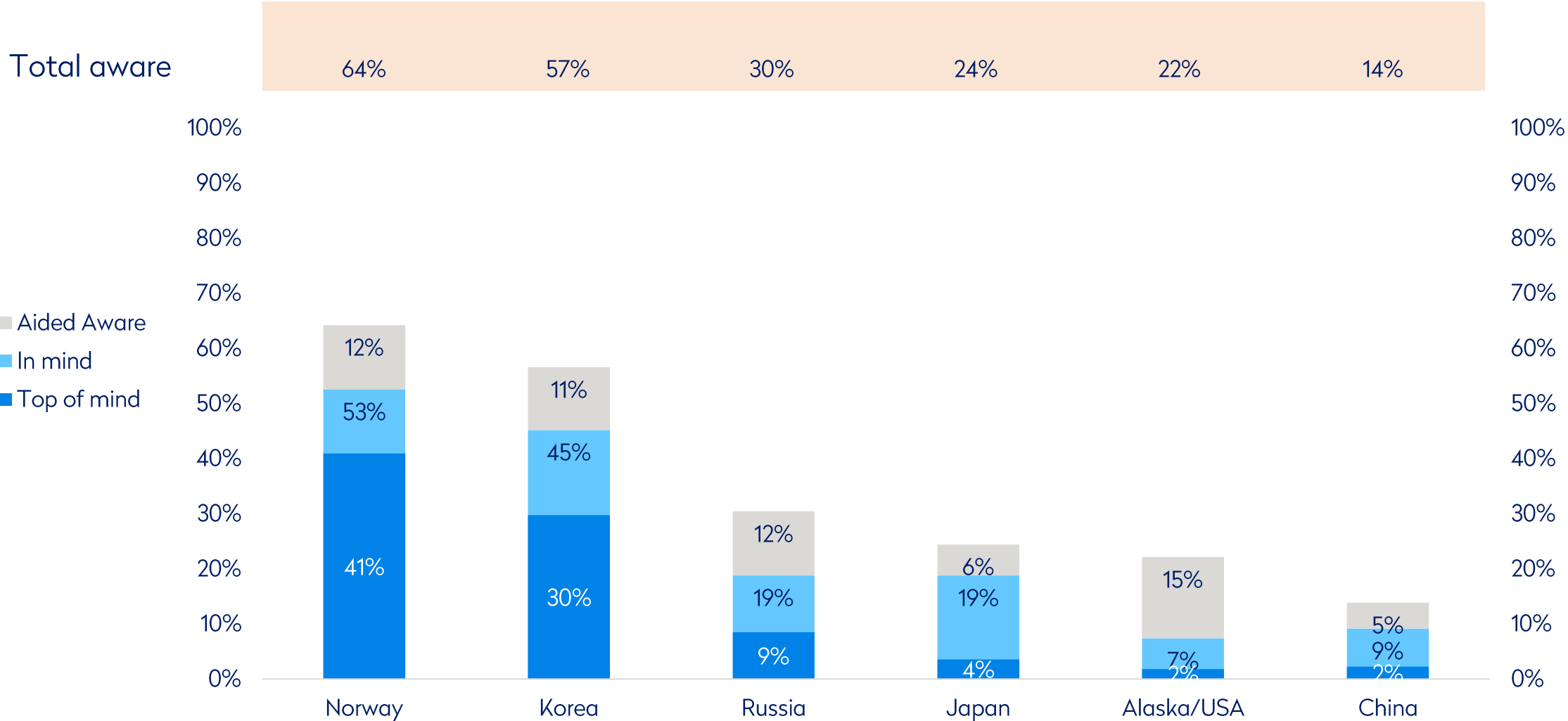
1일 동안 최대 15개 구매 가능

- 1 +

6,990 원

2023 Price: 7 000 - 9 000 KWR/2 Fish (56 – 71 NOK)

Awareness of Norway as a Country of Origin for Mackerel (2022 December)



Japanese Salmon Market

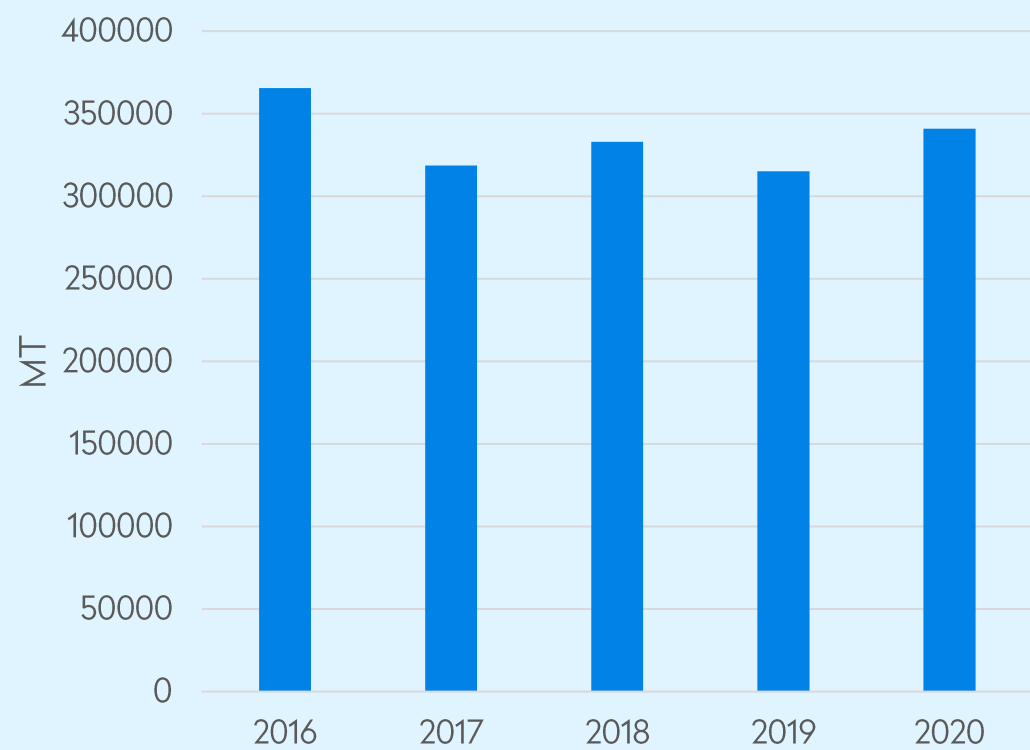
NORWEGIAN SEAFOOD COUNCIL



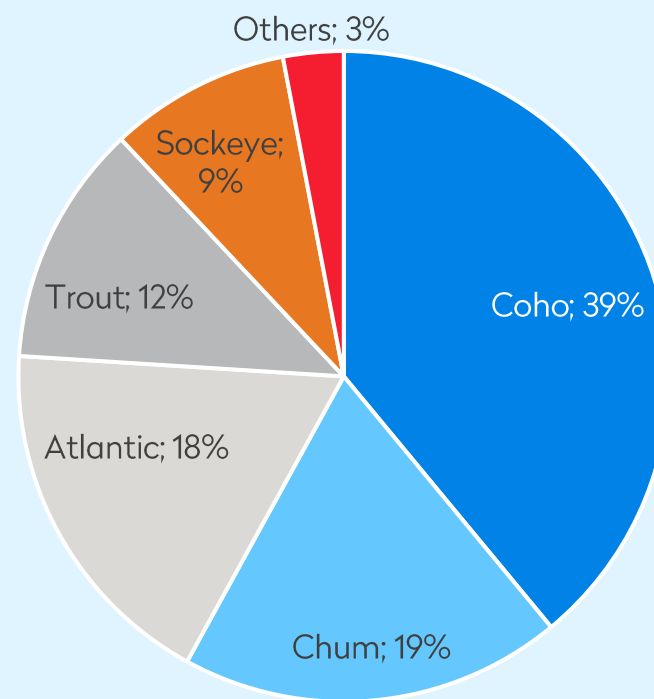
Salmonoid Consumption in Japan

Consumption has been flat - dominated by Coho, Chum and Atlantic salmon

Japan consumed approx. **340 000 MT of salmonoid** (salmon species) in 2020; of which, approx. 20% (70,000 MT) were domestic product (wild catch and farmed) and **80% (270 000 MT) were imported.**



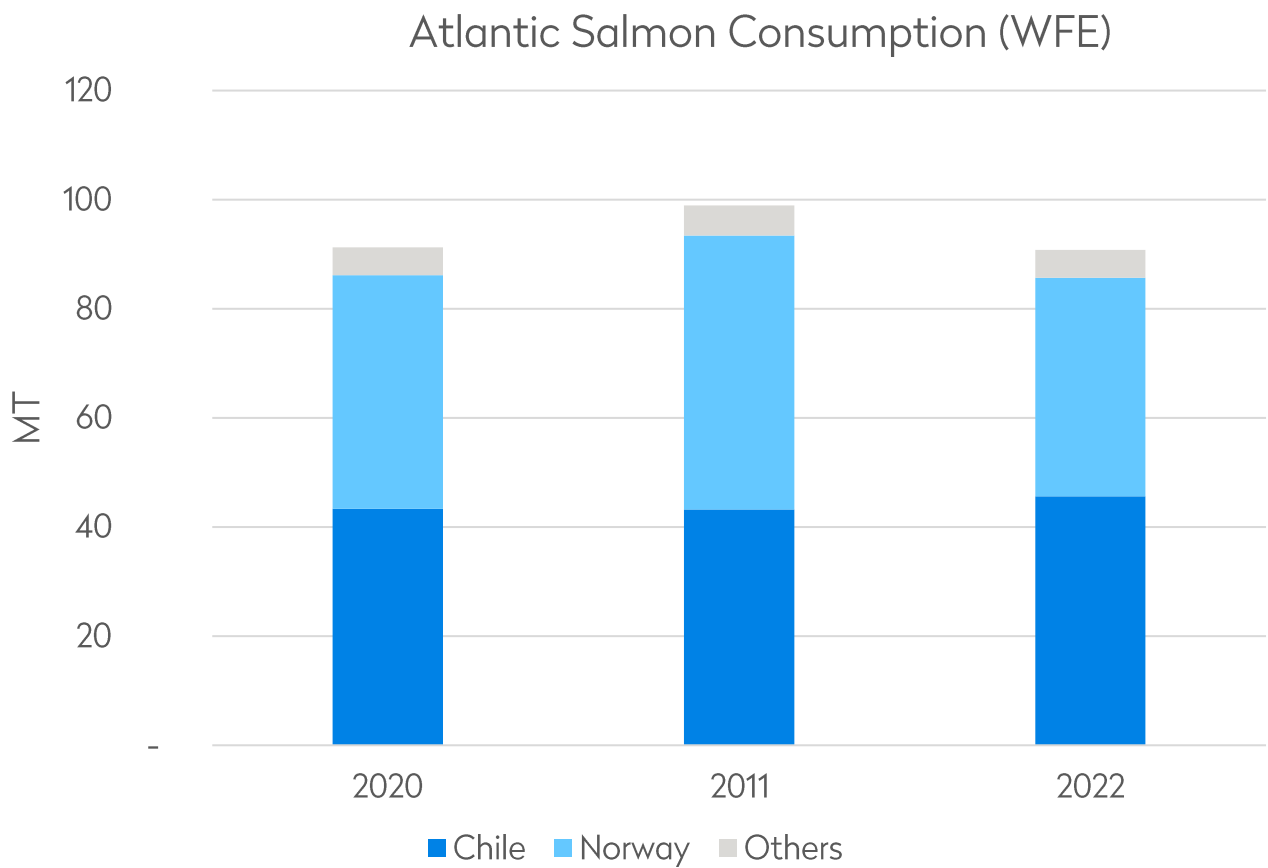
Source: Japan Fishery Agency, Japan Customs, NSC research



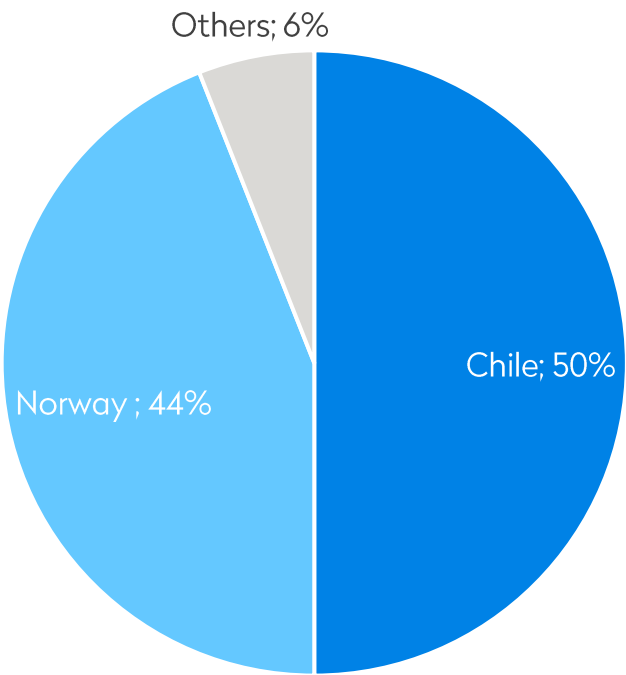
Consumption (2020): 340 000 MT

Atlantic Salmon Consumption in Japan (Fresh and Frozen)

The average Atlantic salmon consumption was approx. 94 000 MT from 2020 to 2022. The market has been flat during this period.



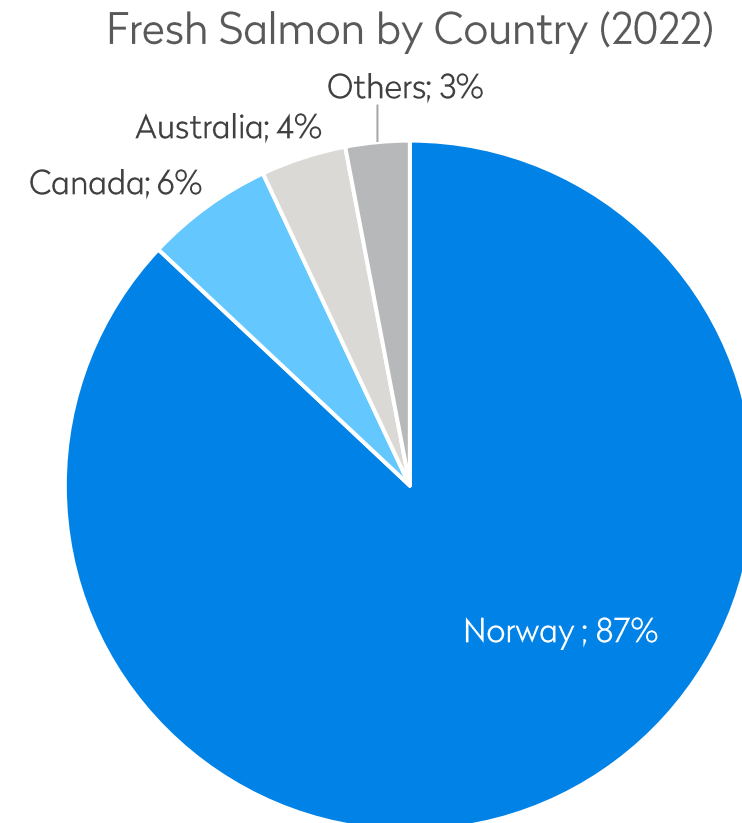
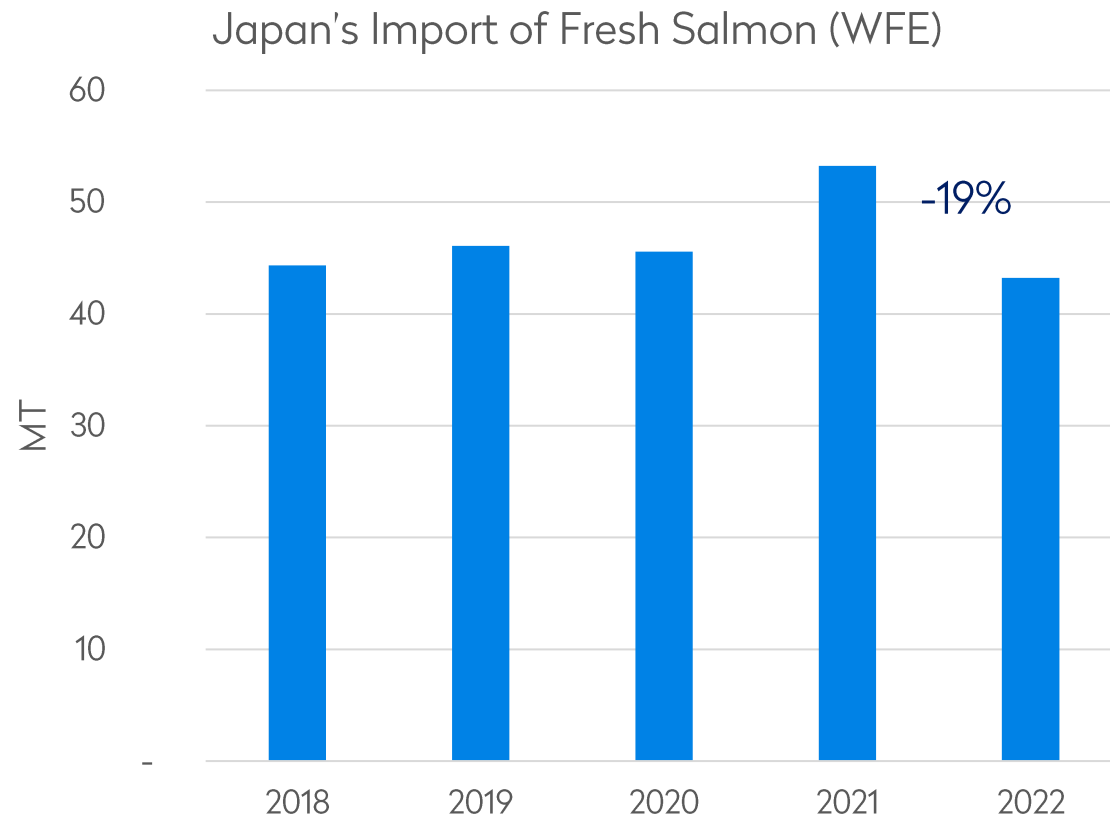
Atlantic Salmon Breakdown by Country (2022)



Volume: 91 000 MT

Fresh Salmon Market in Japan

The market peaked in 2021, however, in 2022 it dropped by to the level similar to prior years.

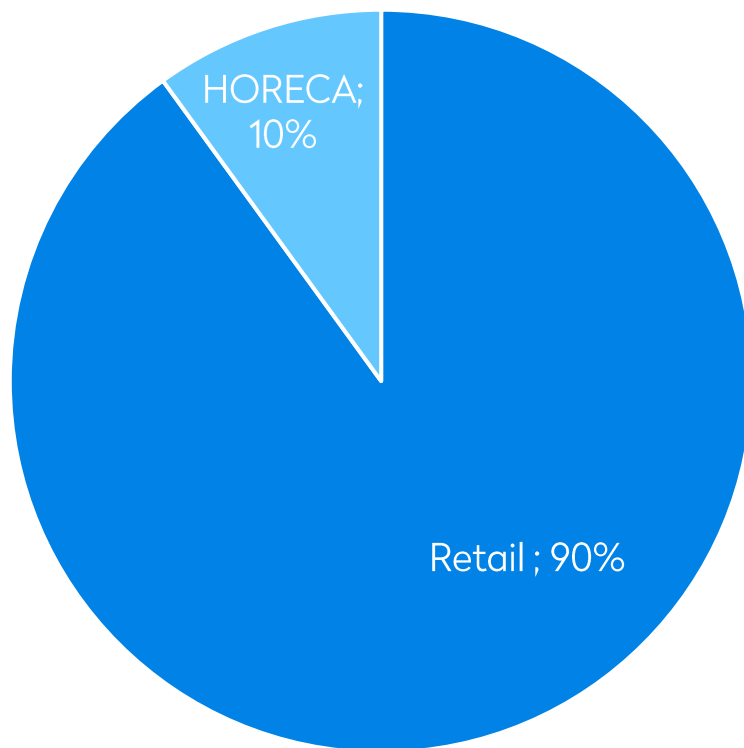


Volume: 43 000 MT

Fresh salmon in End Channels

Retail has been the biggest driver for fresh salmon

Fresh Salmon in End Channels (2023)



E-commerce accounts for less than 1% of fresh salmon sales

Source: Industry interviews

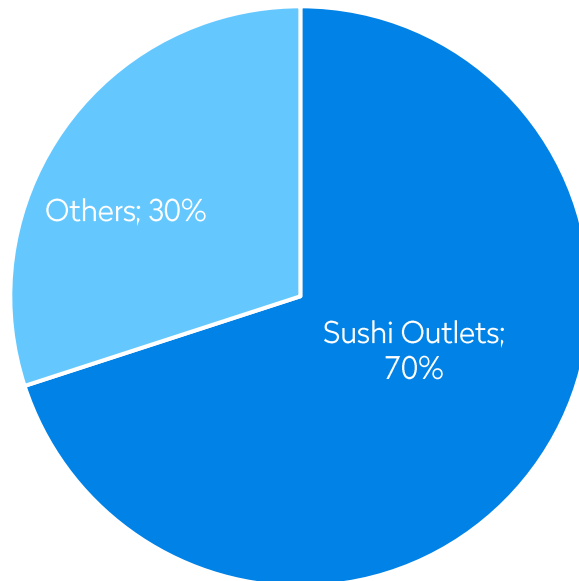


HORECA

Sushi outlets, especially *kaiten-sushi*, are the main driver in this sector

Salmon is especially popular among *kaiten-zushi* (conveyor belt sushi). The challenge here is that many *kaiten-sushi* chains use frozen salmon or trout.

Fresh Salmon in HORECA



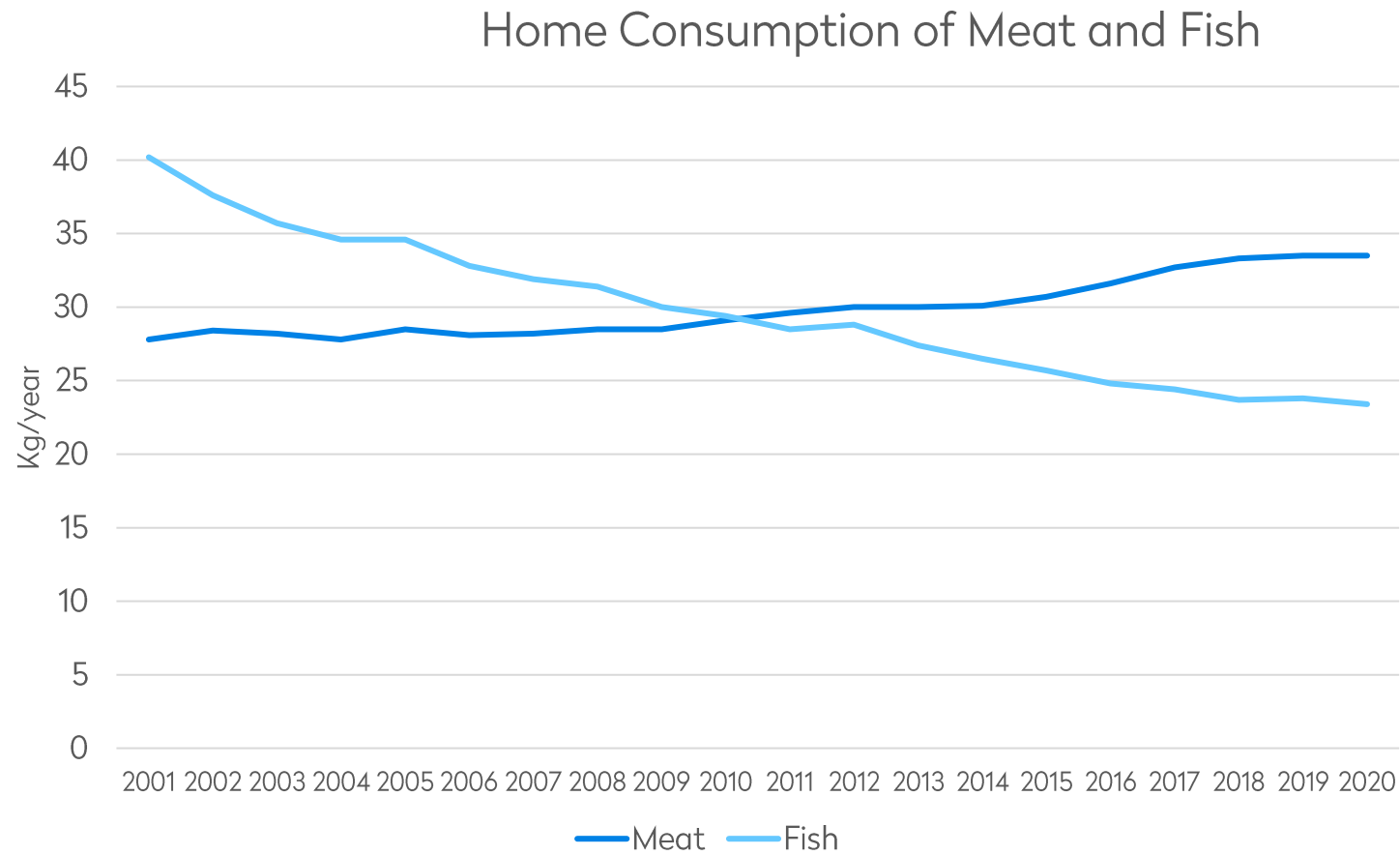
Within the sushi outlets, *kaiten-sushi* accounts for 70%-80% of the fresh salmon sales.



Salmon continues to rank No.1 (for 10 years in a row) as the most popular ingredient in *kaiten-sushi* according to Maruha Nichiro's annual survey.

Fish vs. Meat Consumption

Seafood Consumption per capita is the lowest since 1960



Source: Statistics Bureau of Japan



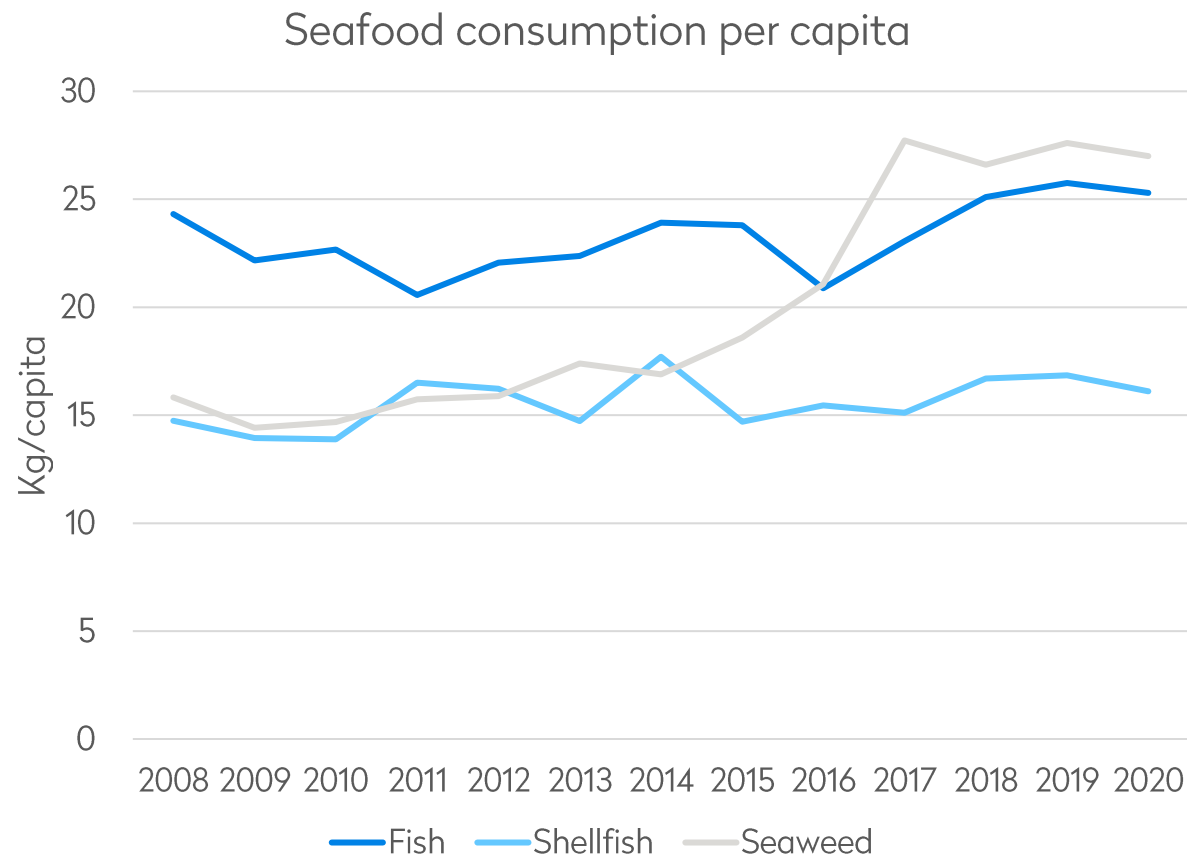
Korean Salmon Market



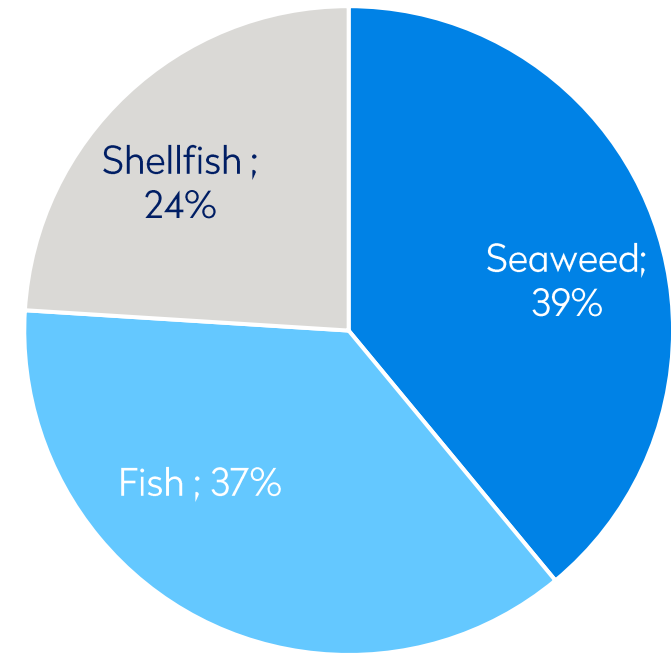
Seafood Consumption per Capita

Fish consumption had a slight increase in 2019 and 2020

Seafood consumption in Korea was approx. **68.4 kg per capita** in 2020. Of the seafood consumption, fish accounted for **37%** with **approx. 25 Kg per capital** annually.



Seafood Consumption Breakdown (2020)

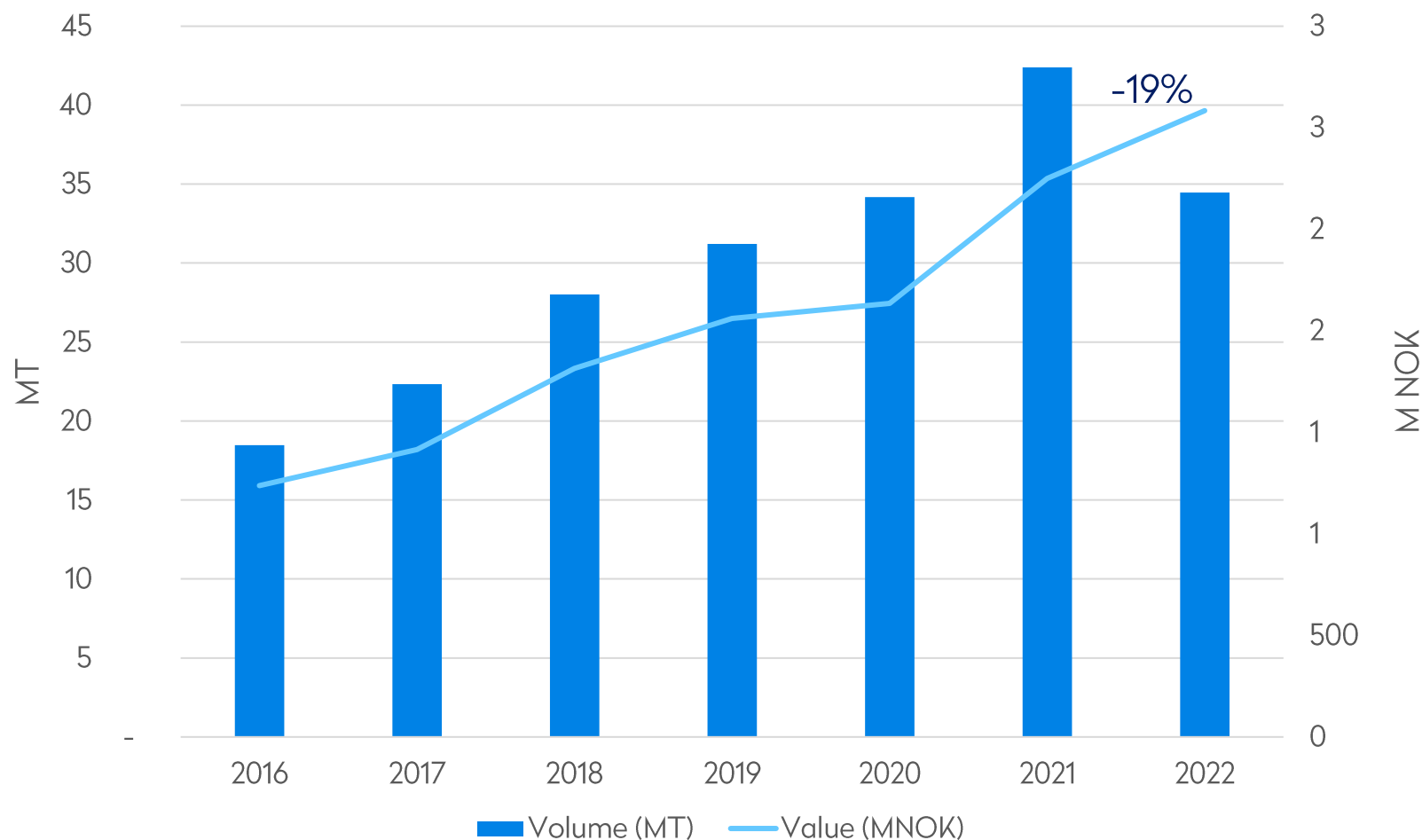


Consumption per capita: 68.34kg

Norway's Fresh Salmon Export to Korea (WFE)

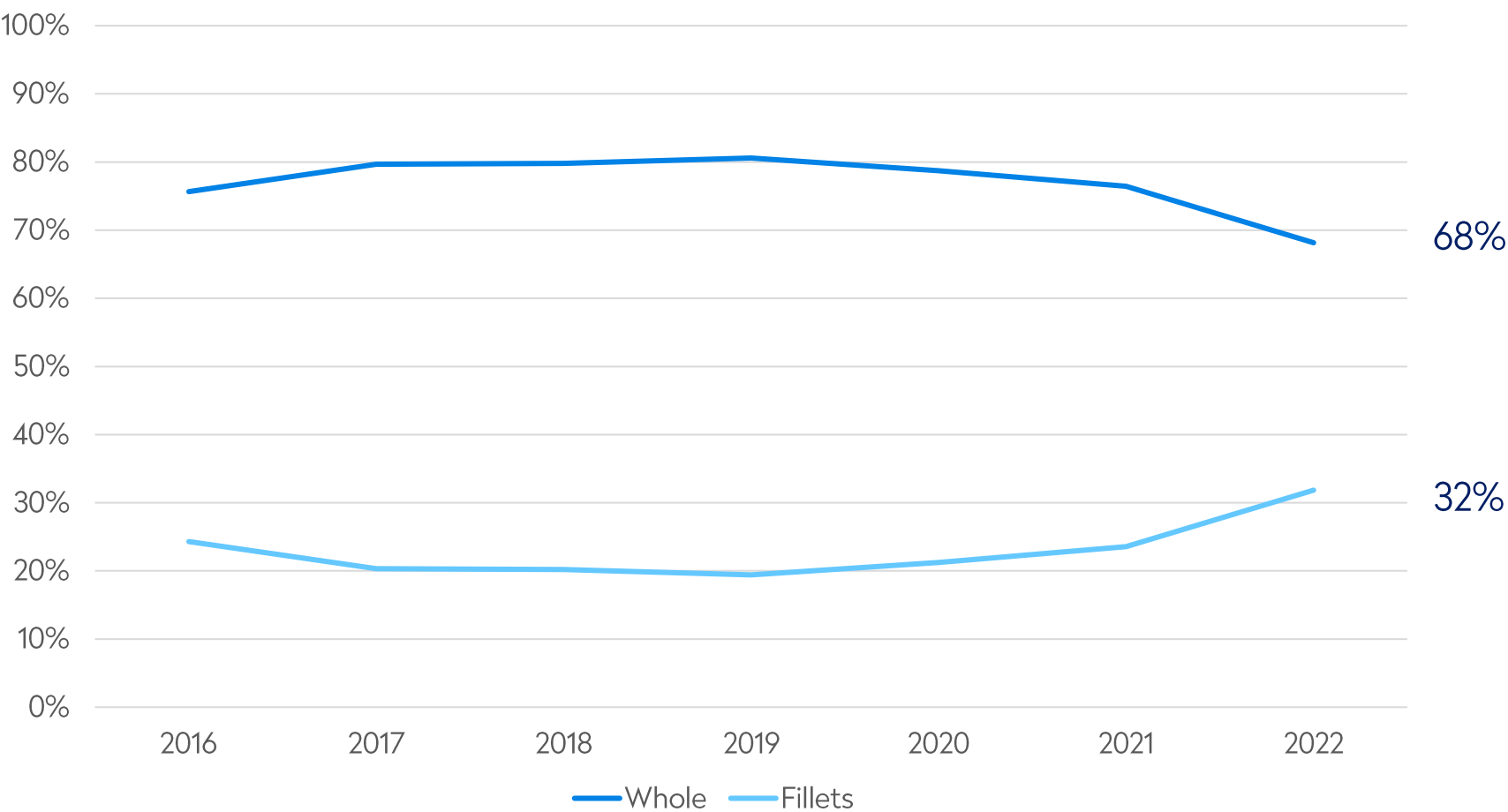
Volume increased 26% annually from 2016 to 2021

In 2022, volume dropped 19% but value was at an all time high



Norway's Fresh Salmon Export to Korea (Whole vs Fillet) Based on WFE

There are signs the demand for fillets are increasing in 2022

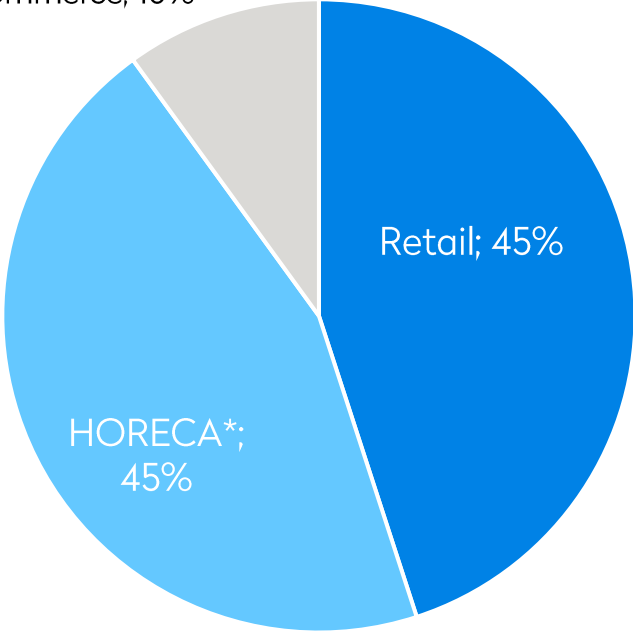


Breakdown in End Channels

Home consumption (retail and e-commerce) accounts for 55%

Fresh salmon sales in end channels

E-commerce; 10%

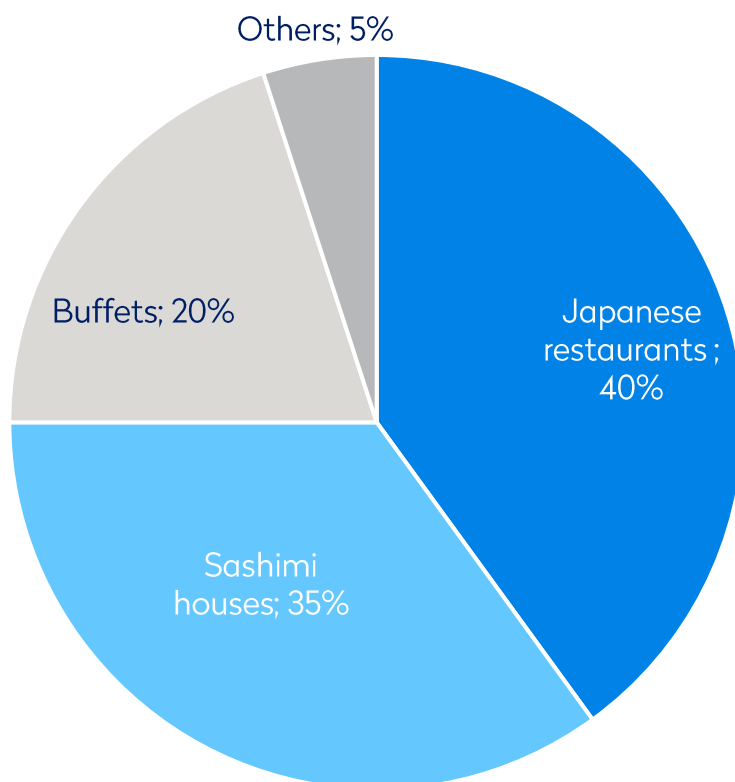


Source: Industry Interviews, store checks



HORECA

There are three types of outlets in HORECA that account for the primary consumption



Source: Industry Interviews

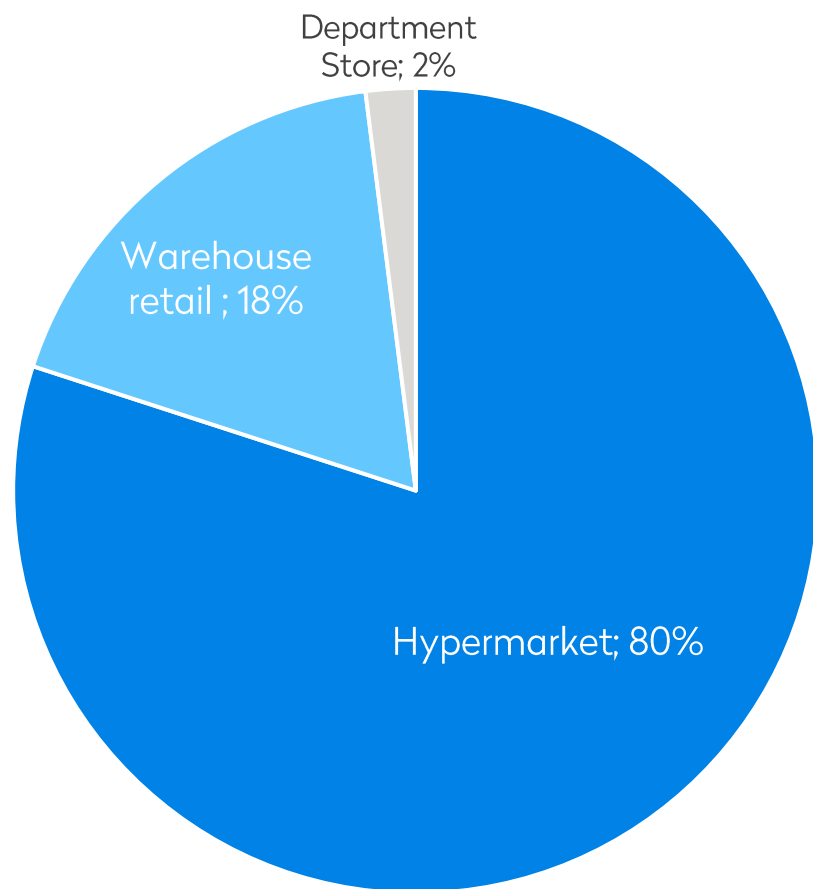


Sashimi houses (Korean style)

Fresh salmon competes with white fish and tuna in sashimi houses

Retail (Offline)

Hypermarket is the key driver for fresh salmon sales



Source: Industry Interviews

NORWEGIAN SEAFOOD COUNCIL



Fresh Salmon Product Breakdown in Retail

Products for fresh consumption still has the most weight in retail



* Some consumers will cook products that are meant for fresh consumption at home.

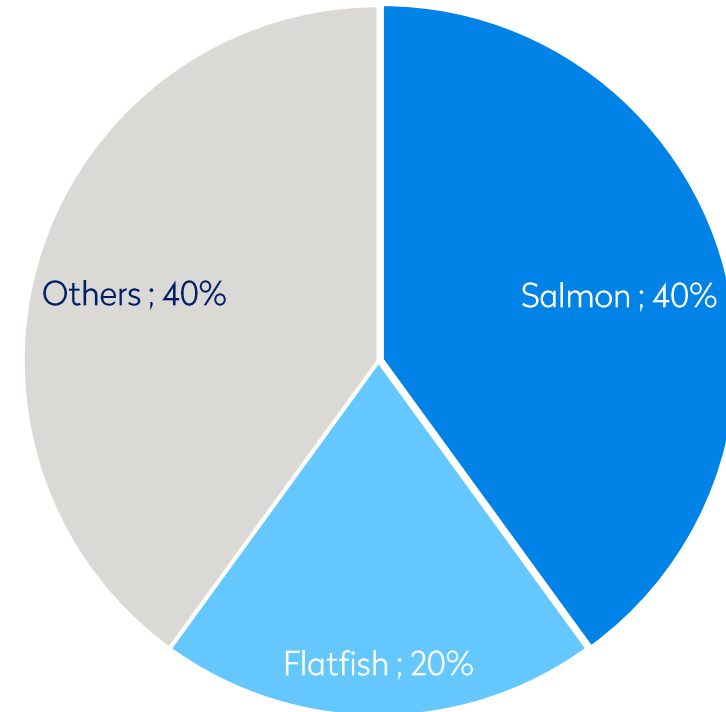
Fresh Salmon within Sashimi Section in Retail

Salmon is the leading sashimi product

Salmon has exceeded flatfish (domestically farmed) as the most **sold fish in the sashimi sector** in recent years. Other sashimi products include yellowtail, abalone, seabream and yellowtail.

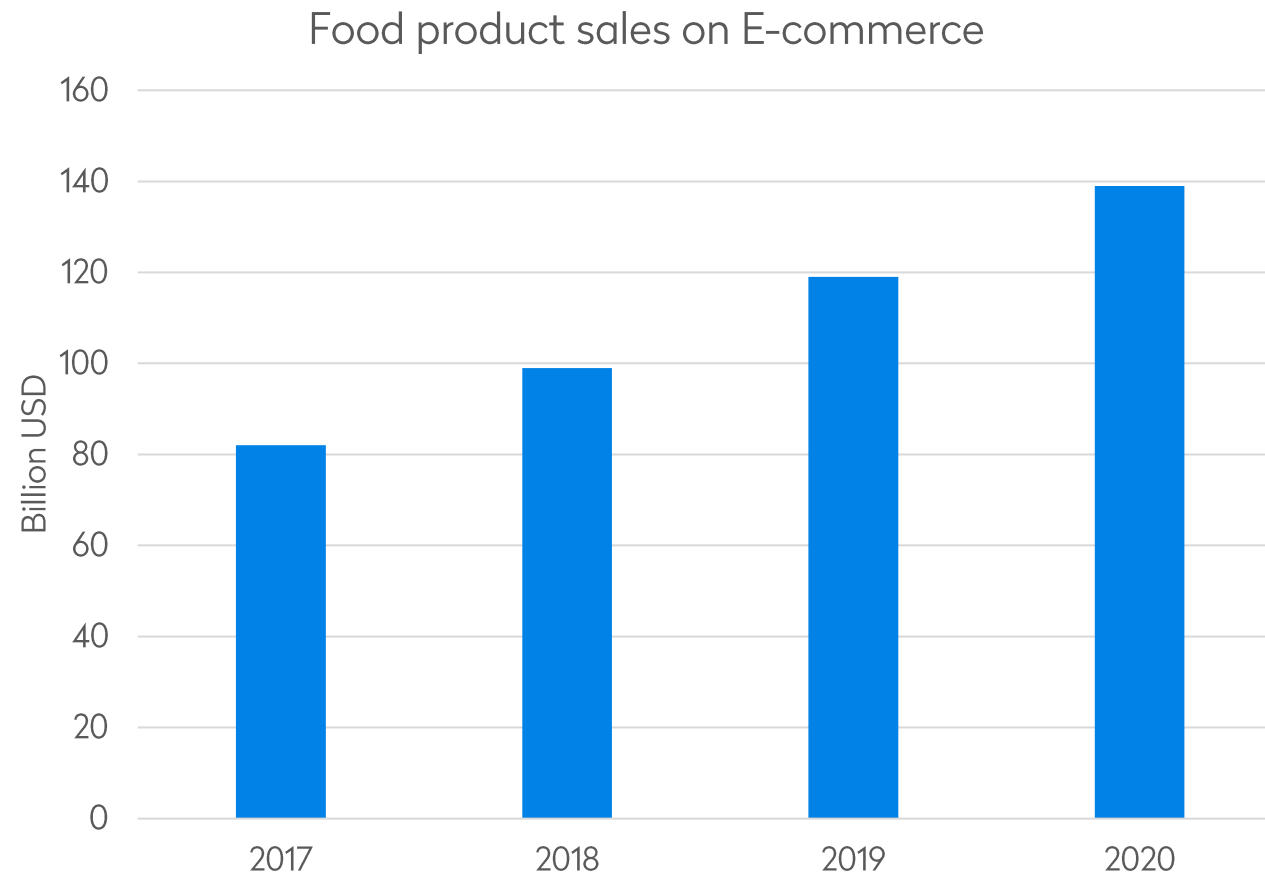


Sashimi Sector in Retail



E-commerce Growth

E-commerce sales for **food products** have increased on average **19% annually since 2017**, reaching an all-time-high of approx. 140 billion USD in 2020.



Source: Korea Statistics



은하수산
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11% 19,660원 ⓘ
17,330원 (100g당 8,665원) 🚀 로켓프레시 | 로켓와우 전용 ⓘ

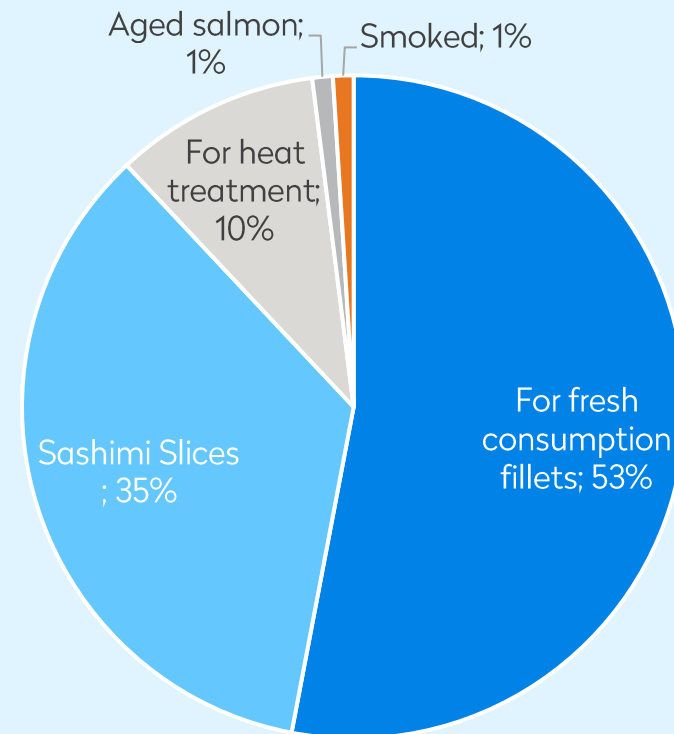
🕒 최대 866원 적립

품질임박 (1개 남음)

무료배송
 내일(화) 11/16 새벽 7시 전 도착 보장 (밤 12시 전 주문 시 / 서울·경기 기준)

중량 × 수량: 200g × 1팩

🕒 캐시적립 혜택 ⓘ | 최대 866원 적립



Source: Industry interviews, store checks

Fresh Salmon Products on E-commerce

In online stores, for fresh consumption products account for 88%

寒さは、旨さだ。

ノルウェー産シーフード

No.1*

SEAFOOD
FROM
NORWAY

ノルウェー産シーフード



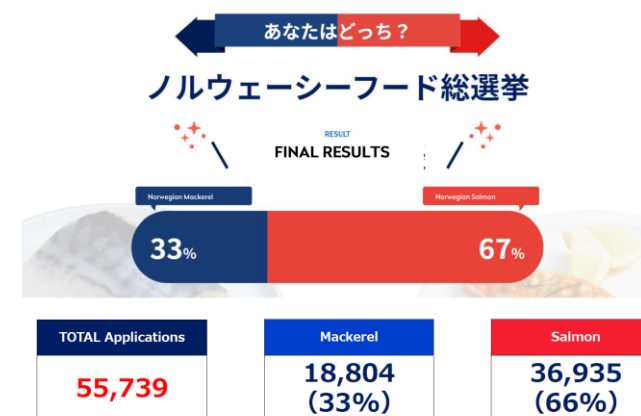
2022 kampanjer i Japan

Vår 2022



NORWEGIAN SEAFOOD COUNCIL

Høst 2022



Aktiviteter i Sør-Korea

30. mai Tørrfisk lansering i samarbeid med Innovasjon Norge og den norske Ambassaden

1. juni Makrell seminar - det tradisjonelle seminaret er endelig tilbake

1. nov. BISFE – sjømatmessen i Busan – uke 44 – onsdag 1. november til lørdag 4. november

Høstens kampanje september / november



Aktiviteter i Japan

Uke 34 JISTE – Japans største sjømatmesse i Tokyo onsdag 23. til fredag 25. august

Uke 36 Pressereise til Norge

Uke 38 Norwegian seafood festival i Tokyo

Oktober / November Høst kampanjen

9. november Norwegian Seafood Dinner

**NORWEGIAN
SEAFOOD COUNCIL**