

NORWEGIAN
SEAFOOD
COUNCIL



NBA
CHINA

The Evolving Taste of Chinese Consumer

- Opportunities for Nordic Food

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FROM
NORWAY



Meeting Modern Consumer Trends



Agenda

- Seafood from Norway to China
- Market trends
- Seafood Consumer Insight and key findings China
- Case Norwegian salmon

About the Norwegian Seafood Council

- Established in 1991
- Owned by the Ministry of Trade, Industry and Fisheries
- Financed by the seafood industry through an export levy
- Offices in 13 markets around the world
- Present in China for more than 20 years



A seafood nation



ORIGIN MATTERS



PEOPLE MATTER



SUSTAINABILITY MATTERS

Norwegian seafood to China 2020

TOTAL VALUE NOK

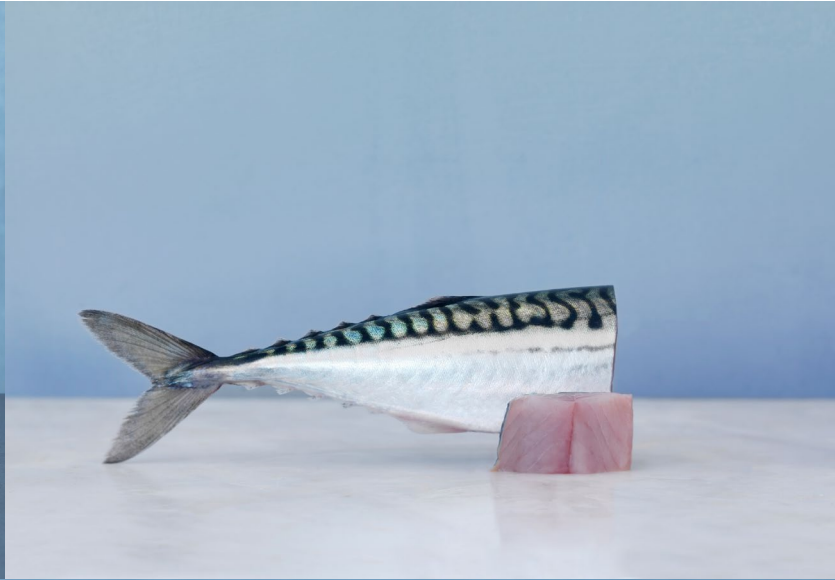
3,87 BNOK

In 2020, Norway exported seafood worth of NOK 3,87 billion to China.

TOTAL VOLUME

136 140 MT

China was the 10th largest market for Norwegian seafood in 2020.



Market priorities for the Norwegian seafood industry are Norwegian salmon, cod, mackerel and shellfish from Norway.



Market trends and developments



MARKET

Economic growth and extraordinary measures



CONSUMERS

Consumer preferences are changing



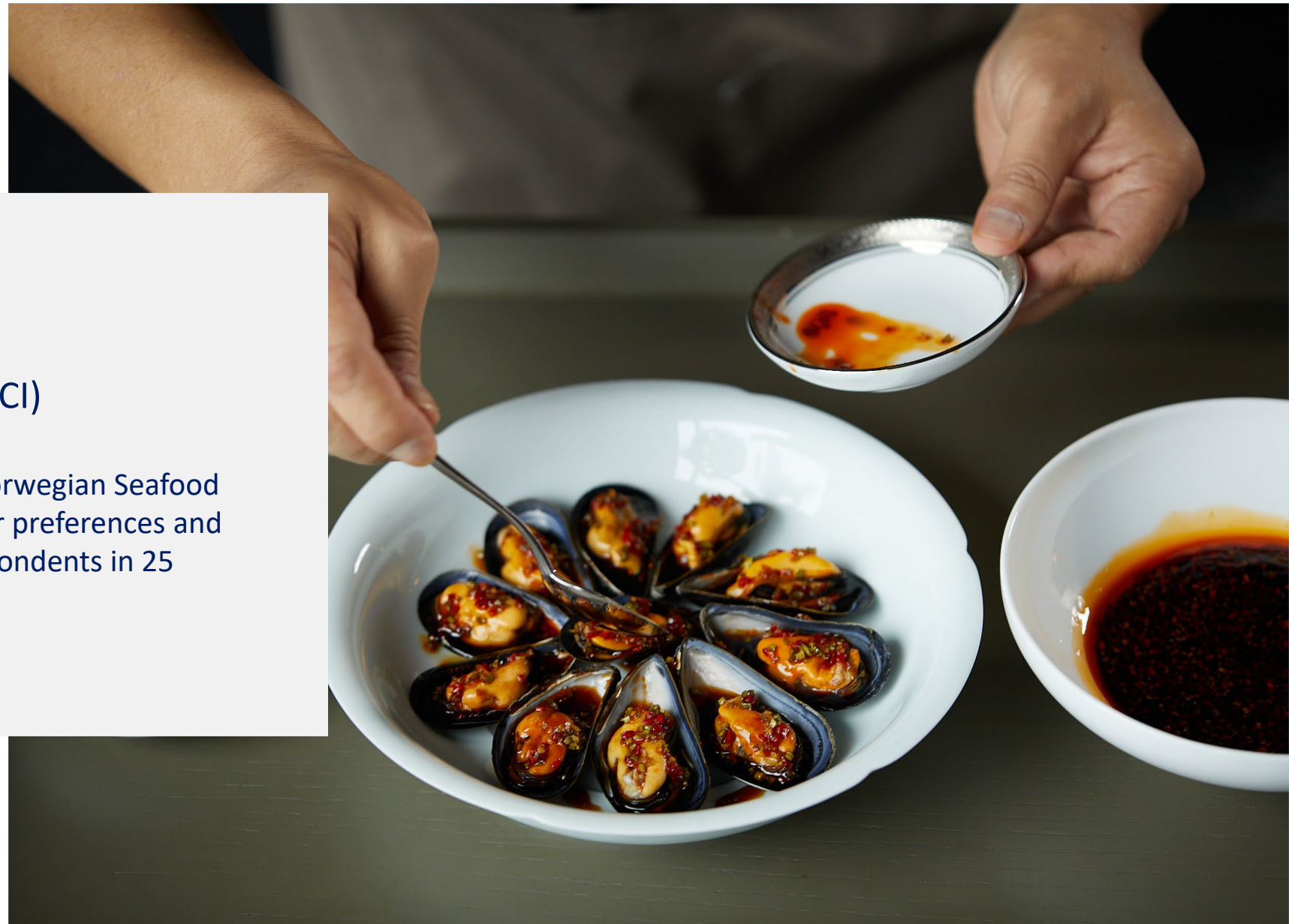
CHANNELS

Online and EC continue to having a momentum

Consumer Insight

Seafood Consumer Insight (SCI)

An annual study on behalf of the Norwegian Seafood Council, mapping seafood consumer preferences and behaviors of more than 25 000 respondents in 25 markets.



“This year’s study offers interesting insight into how the Corona pandemic may affect the future market for seafood. The pandemic has changed our everyday habits, short-term, but many of these changes could also manifest themselves long term. For example, we see increased focus on healthy eating, and this is a great opportunity for seafood”

- Lars Moksness, Seafood Consumer Analyst at the NSC



China SCI 2020

9 out of 10 consumers in China want to eat more seafood

Health and taste are overall the most important drivers for consumption



China SCI 2020

Quality, price, range and origin are top considerations when buying seafood

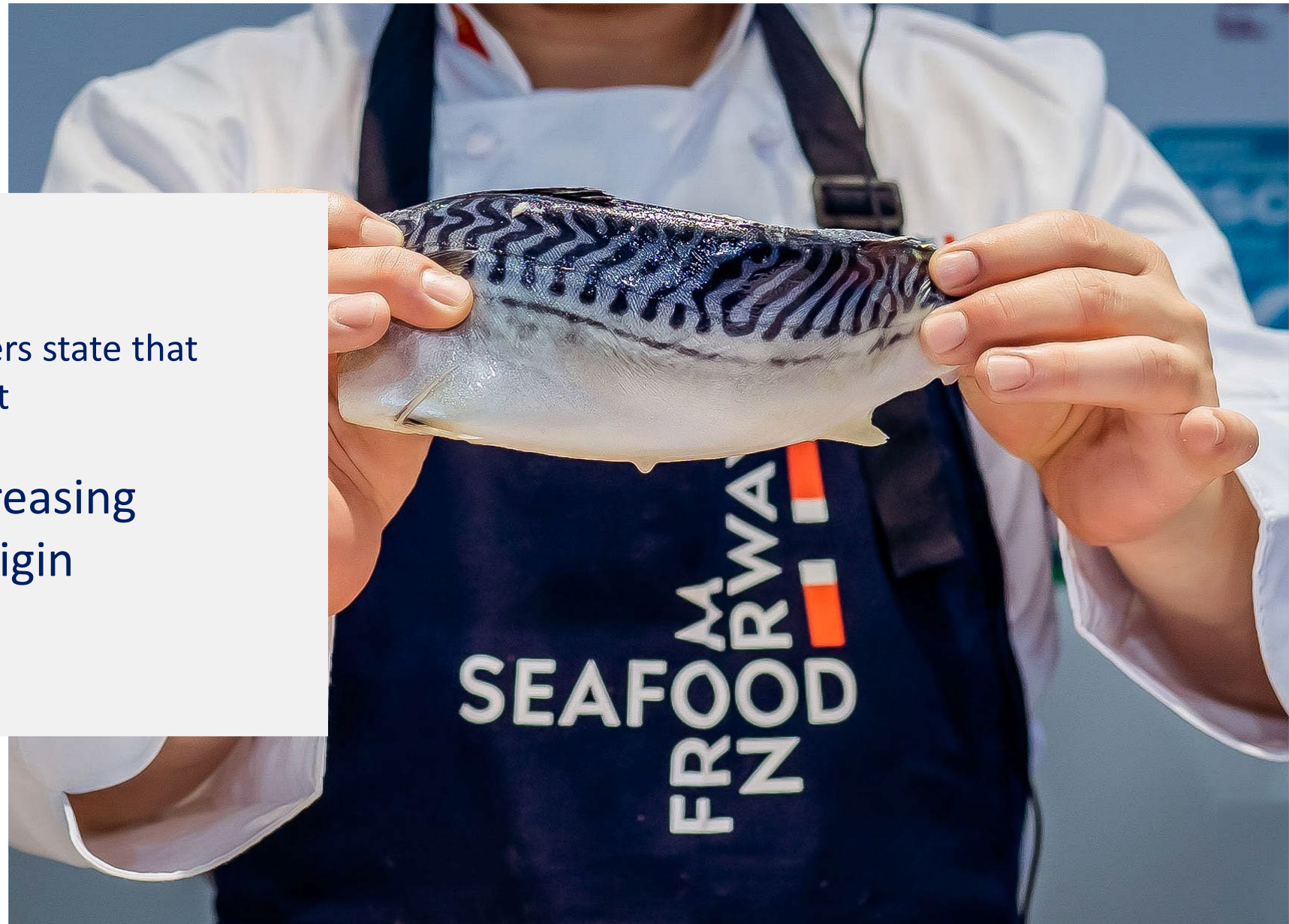
Country of origin is seen as a good indicator of fish and seafood quality



China SCI 2020

8 out of 10 Chinese consumers state that country of origin is important

2020 has given an increasing focus on country of origin



China SCI 2020

8 out of 10 Chinese consumers look to
certified products

Seafood that are certified or
have eco labels are perceived
more trustworthy



CASE: NORWEGIAN SALMON

Norway is the largest producer of Atlantic salmon in the world.

Norwegian salmon was firstly introduced in China in the 1990s.

Focus on long-term investments and partnership in the market.

This is also reflected in awareness and preference among Chinese consumers.

Today, Norway holds a # 1 position in the market as supplier.

Salmon is the worlds favorite fish, according the annual SCI study.



Key points

As China is seeing a continued recovery and growth

2020 has further fueled certain consumer trends,

Making a case for quality foods from the Nordic



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Proudly representing

SEAFOOD
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NORWAY

The Norwegian flag is positioned vertically to the right of the text 'FROM NORWAY'. It consists of three horizontal stripes of red, white, and blue.

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