Will China Still Be A Main Driver Of World Fishery Market?

What Are Chinese Fishery Market Trends And Their Influence On Global Fishery Market?

Fan Xubing, CEO of Seabridge Marketing, 22th July 2020

No.1 Seafood/Meat Marketing Agent since 2003

海桥市场营销
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海桥市场营销
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No.1 Marketing Seafood/Meat Marketing/Consulting Agent in China, since 2003

- **Seabridge Marketing**: Professional Agri-food Marketing Agent
- **Seabridge MCN:** Famous Agri-food MCN with 50 million followers and 20 contracted KOLs
- **Global Food:** No.1 Agri-food social media, with 10 millions follower
- **Best of Fresh** E-commerce: Content E-commerce, Agri-food e-commerce service provider
- **Dragons Club::** Famous agri-business league

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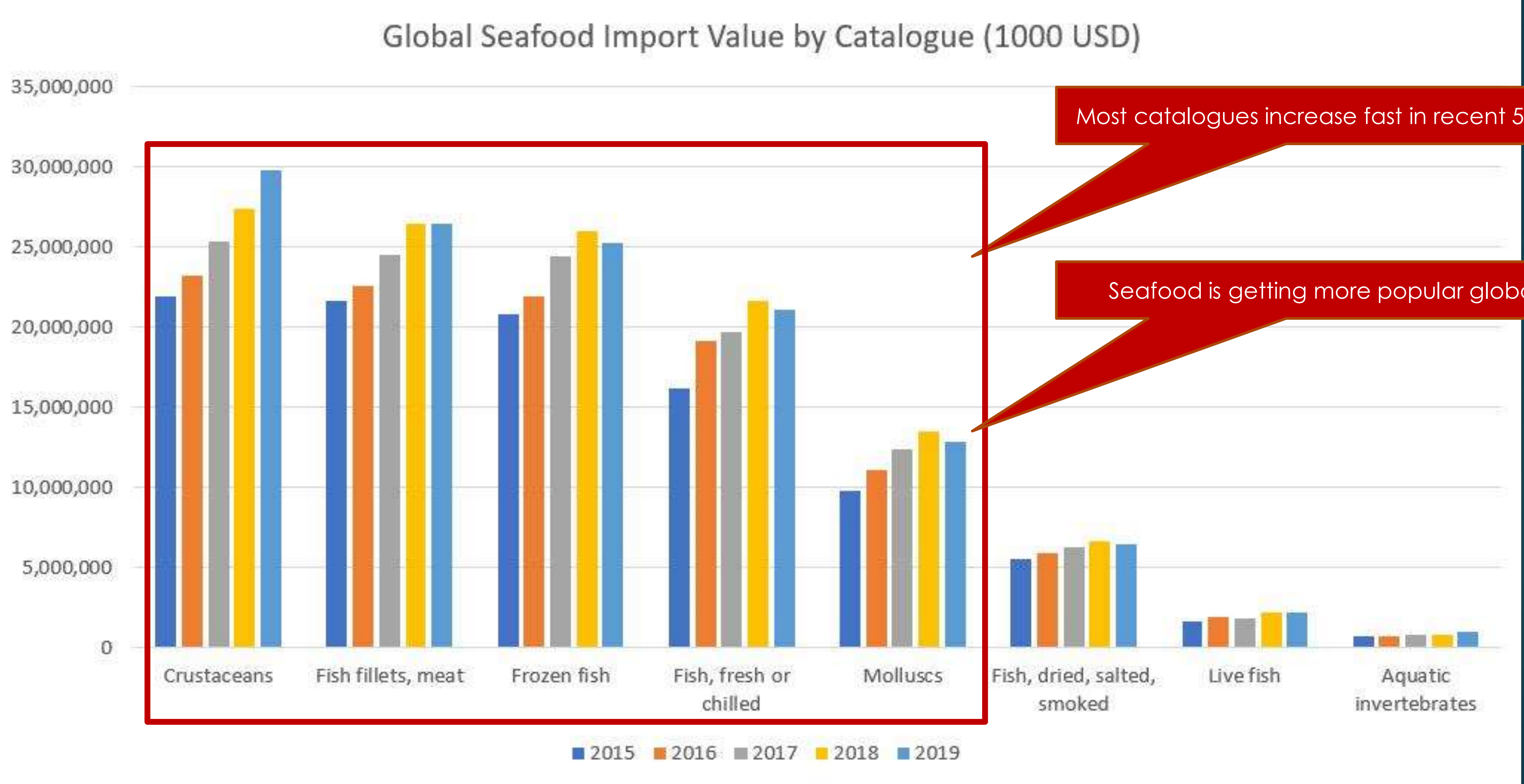
China’s Seafood Import

Global Seafood Import Value by Catalogue (2015-2019)



Most catalogues increase fast in recent 5 years

Seafood is getting more popular globally

Global Top 20 Seafood Import Countries: China No.2

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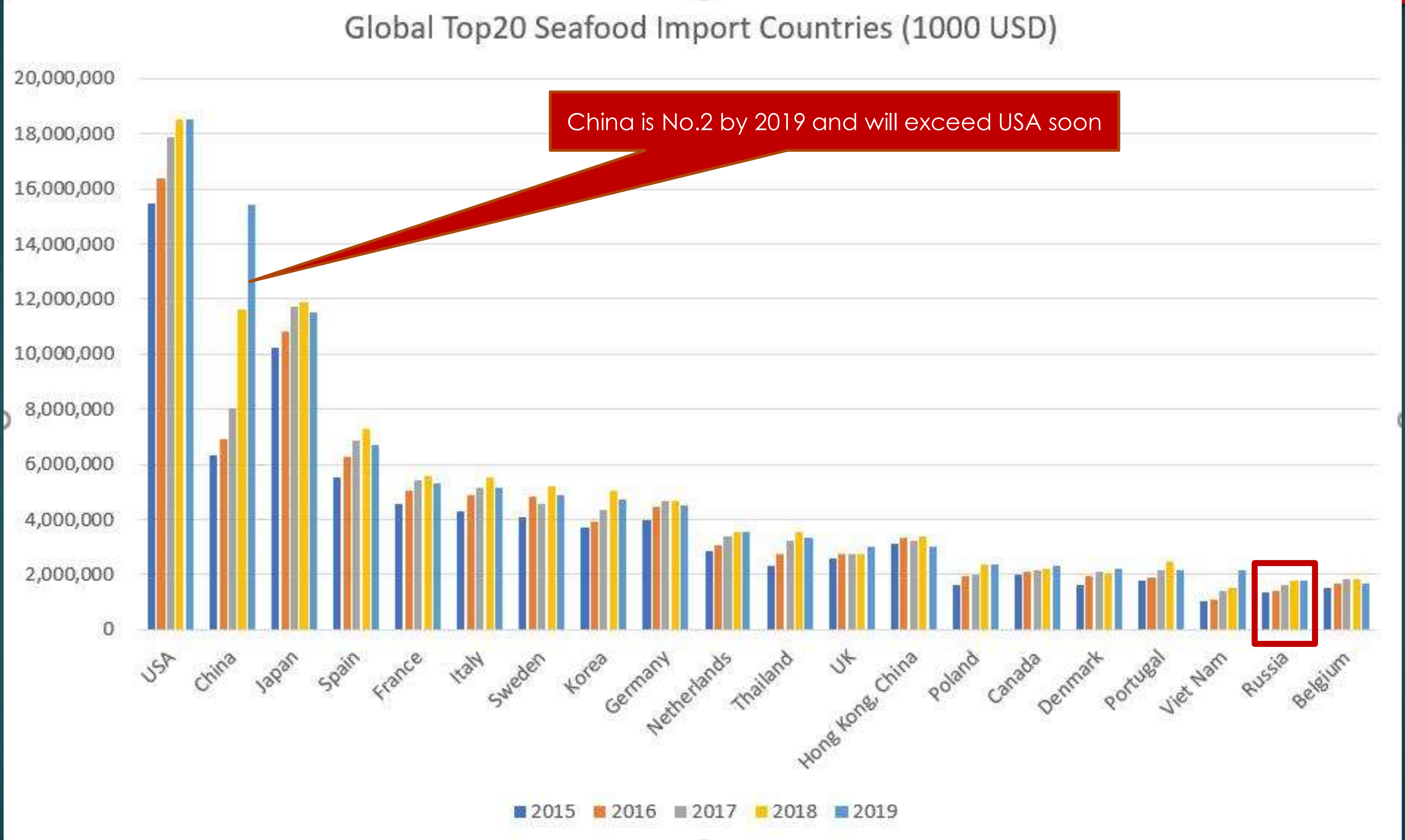
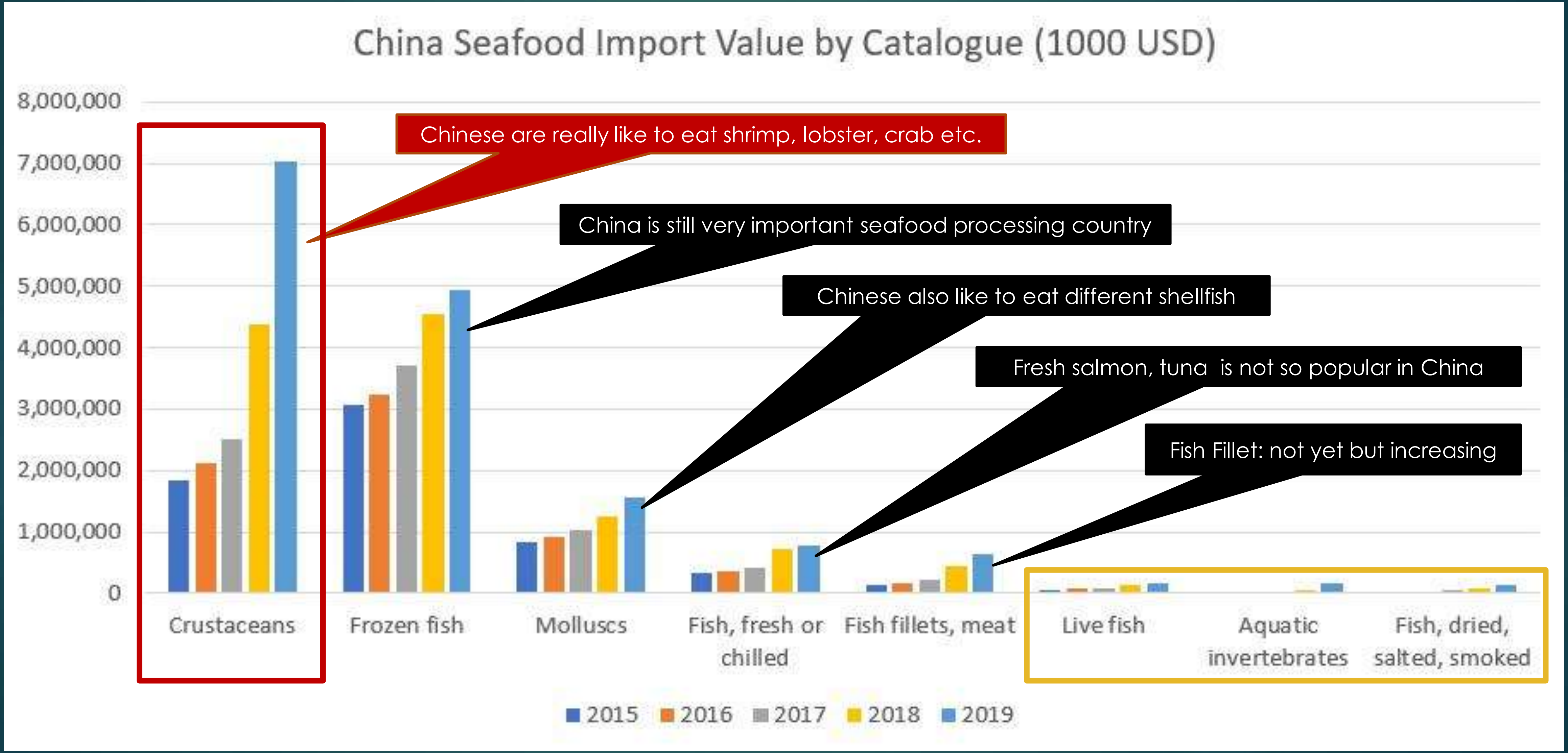

China is No.2 by 2019 and will exceed USA soon

China Seafood Import Value by Catalogue (2015-2019)



Chinese are really like to eat shrimp, lobster, crab etc.

China is still very important seafood processing country

Chinese also like to eat different shellfish

Fresh salmon, tuna is not so popular in China

Fish Fillet: not yet but increasing

China's Aquatic-products Import Value by Countries (2018)

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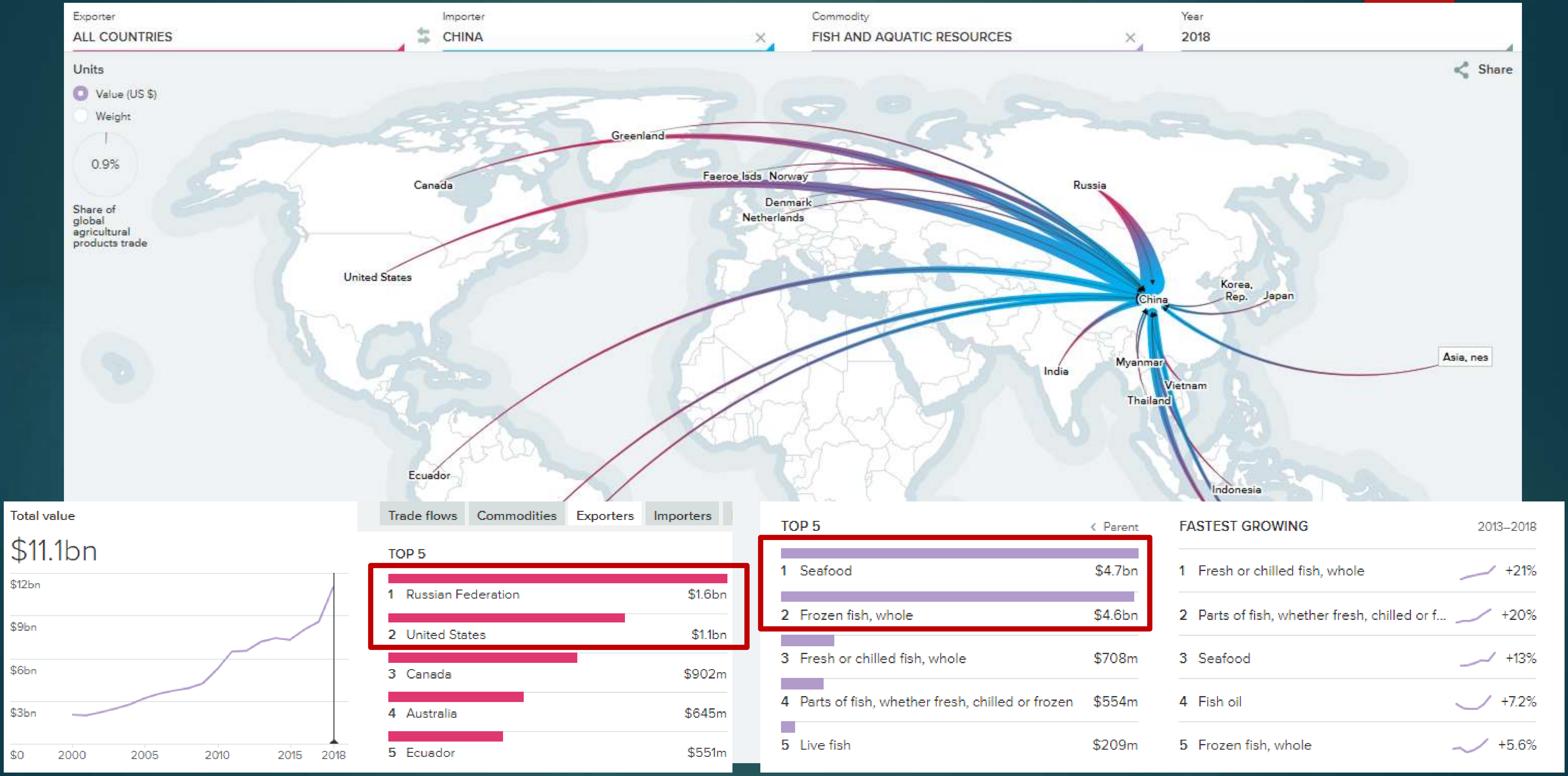


Exporter: ALL COUNTRIES

Importer: CHINA

Commodity: FISH AND AQUATIC RESOURCES

Year: 2018

Units
● Value (US $)
○ Weight

0.9%
Share of global agricultural products trade

Share
Greenland
Canada
Faeroe Isds
Norway
Denmark
Netherlands
Russia
United States
China
Korea, Rep.
Japan
Asia, nes
India
Myanmar
Vietnam
Thailand
Ecuador
Indonesia
$12bn
$9bn
$6bn
$3bn
$0
2000
2005
2010
2015
2018

Total value
$11.1bn

Trade flows
Commodities
Exporters
Importers
‹ Parent

TOP 5

1	Russian Federation	$1.6bn
2	United States	$1.1bn
3	Canada	$902m
4	Australia	$645m
5	Ecuador	$551m

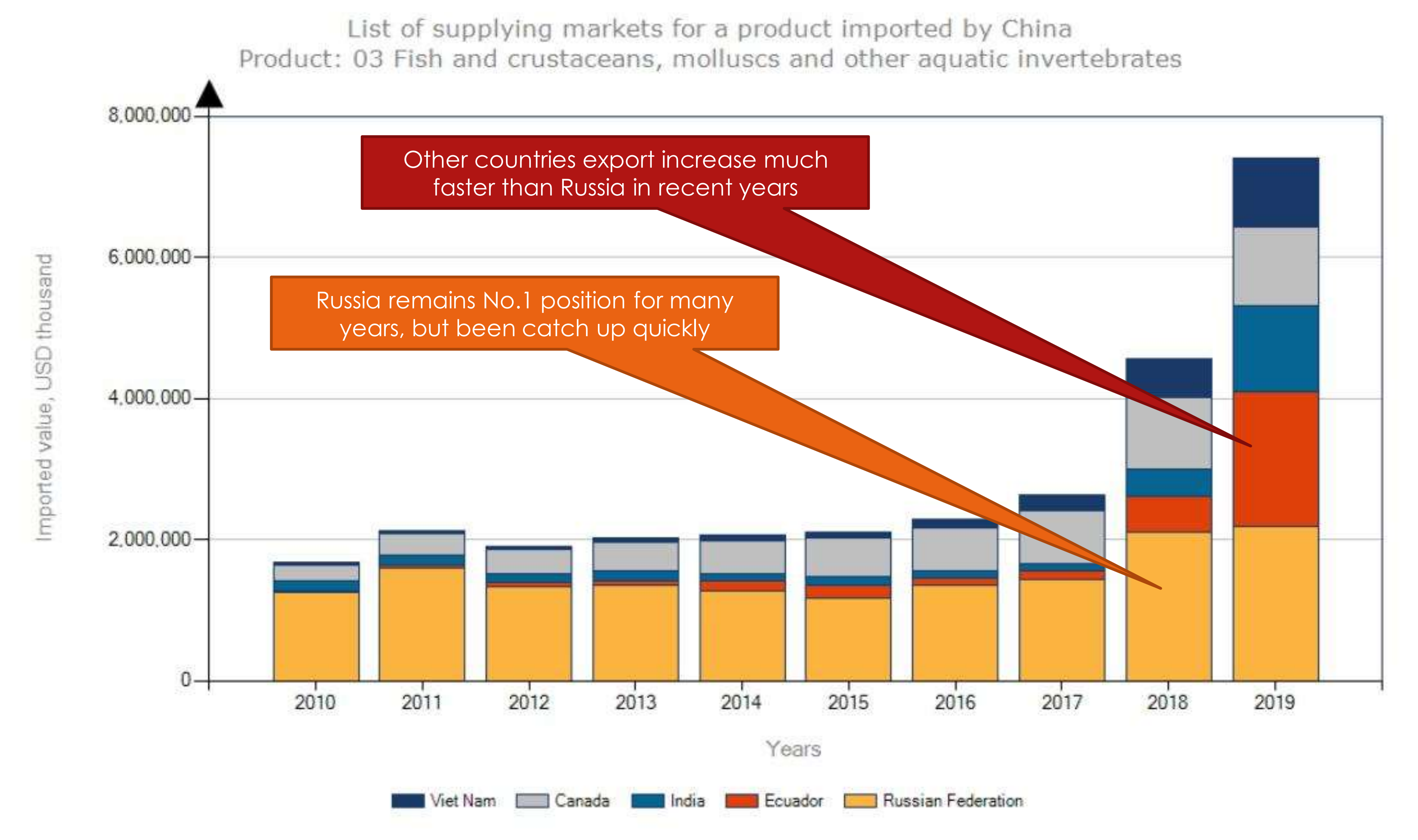
TOP 5

1	Seafood	$4.7bn
2	Frozen fish, whole	$4.6bn
3	Fresh or chilled fish, whole	$708m
4	Parts of fish, whether fresh, chilled or frozen	$554m
5	Live fish	$209m

FASTEST GROWING 2013–2018

1	Fresh or chilled fish, whole	+21%
2	Parts of fish, whether fresh, chilled or f...	+20%
3	Seafood	+13%
4	Fish oil	+7.2%
5	Frozen fish, whole	+5.6%

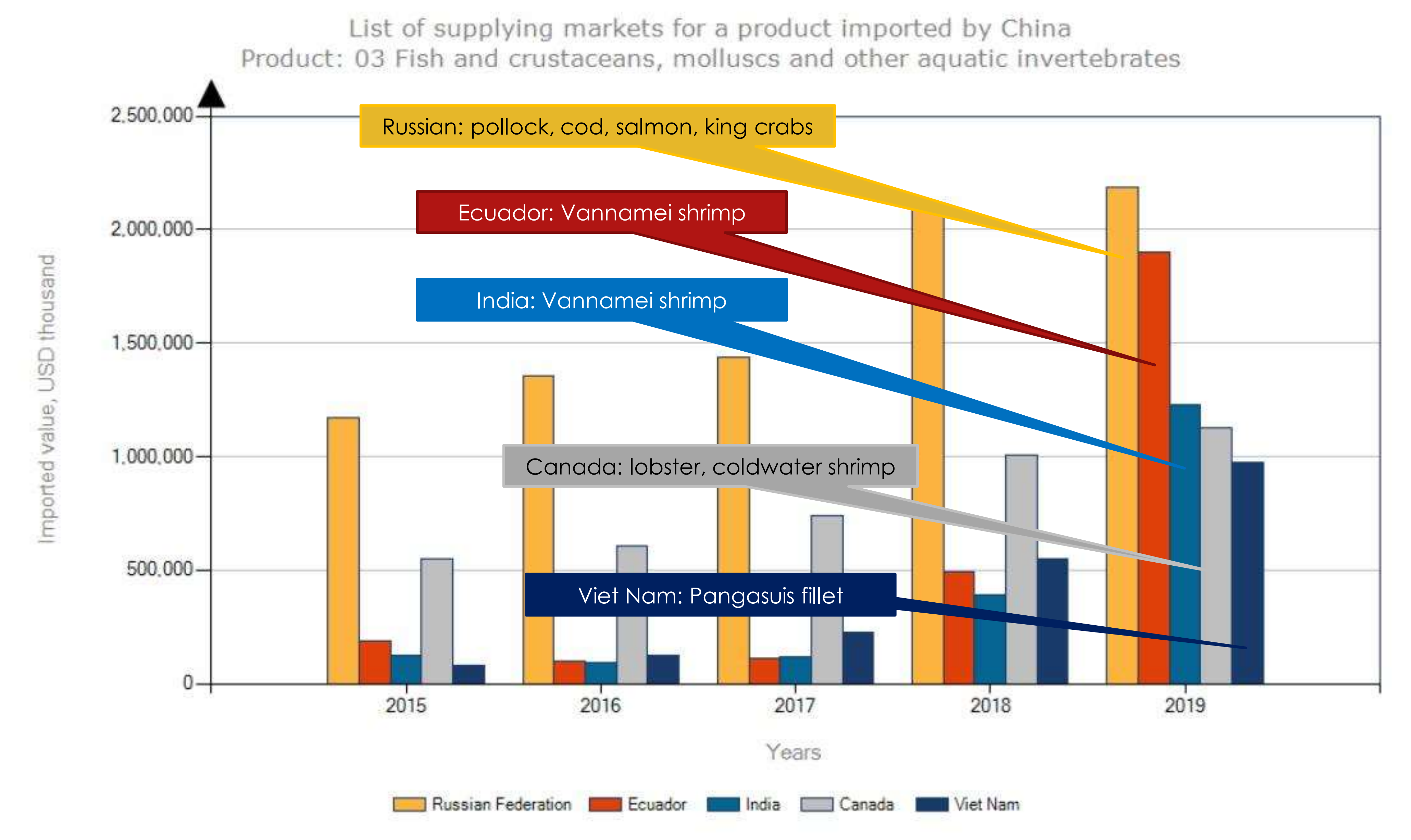
China's Aquatic-products Import Value by Years



Other countries export increase much faster than Russia in recent years

Russia remains No.1 position for many years, but been catch up quickly

China’s Aquatic-products Import Value by Species


List of supplying markets for a product imported by China
Product: 03 Fish and crustaceans, molluscs and other aquatic invertebrates

Russian: pollock, cod, salmon, king crabs

Ecuador: Vannamei shrimp

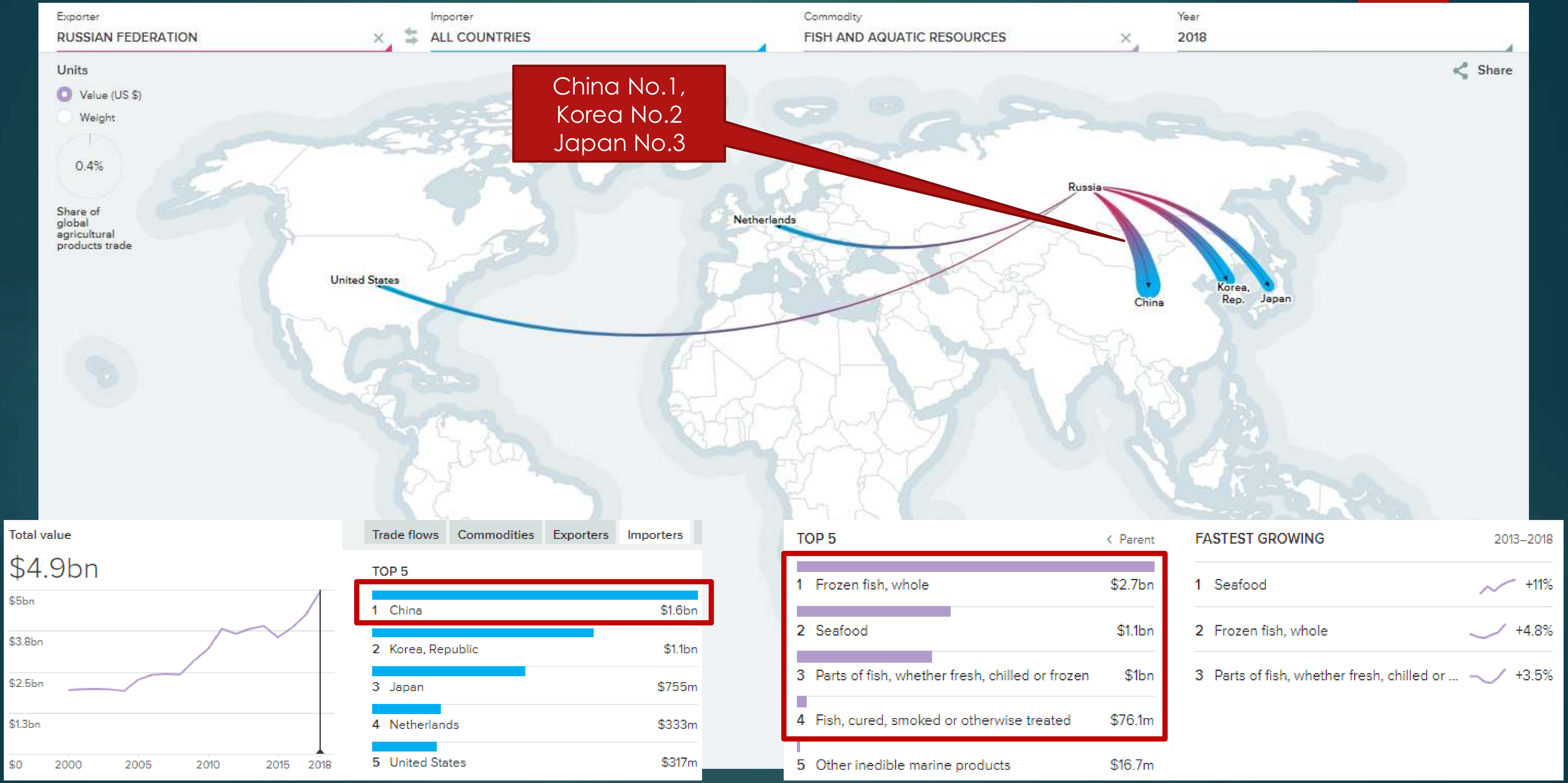
India: Vannamei shrimp

Canada: lobster, coldwater shrimp

Viet Nam: Pangasuis fillet

Russian Seafood Export

Russian Aquatic-products Export Value by Countries (2018)



Exporter: RUSSIAN FEDERATION
Importer: ALL COUNTRIES
Commodity: FISH AND AQUATIC RESOURCES
Year: 2018

Units
○ Value (US $)
○ Weight
0.4%
Share of global agricultural products trade
Share
Russia
Netherlands
United States
China
Korea, Rep.
Japan
Total value
$4.9bn
$5bn
$3.8bn
$2.5bn
$1.3bn
$0
2000
2005
2010
2015
2018
Trade flows
Commodities
Exporters
Importers
Parent

China No.1,
Korea No.2
Japan No.3

TOP 5

1	China	$1.6bn
2	Korea, Republic	$1.1bn
3	Japan	$755m
4	Netherlands	$333m
5	United States	$317m

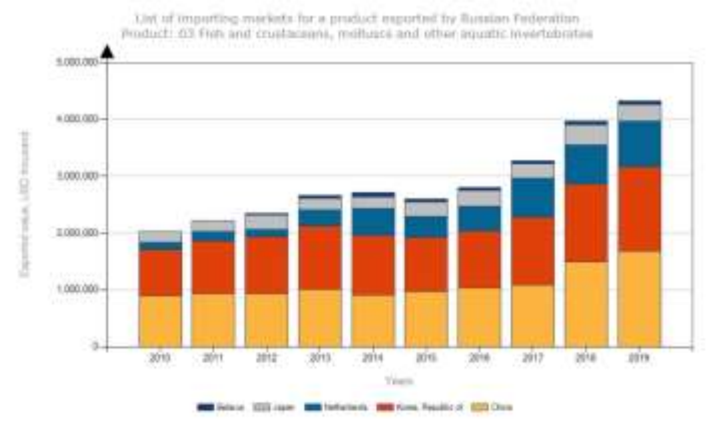
TOP 5

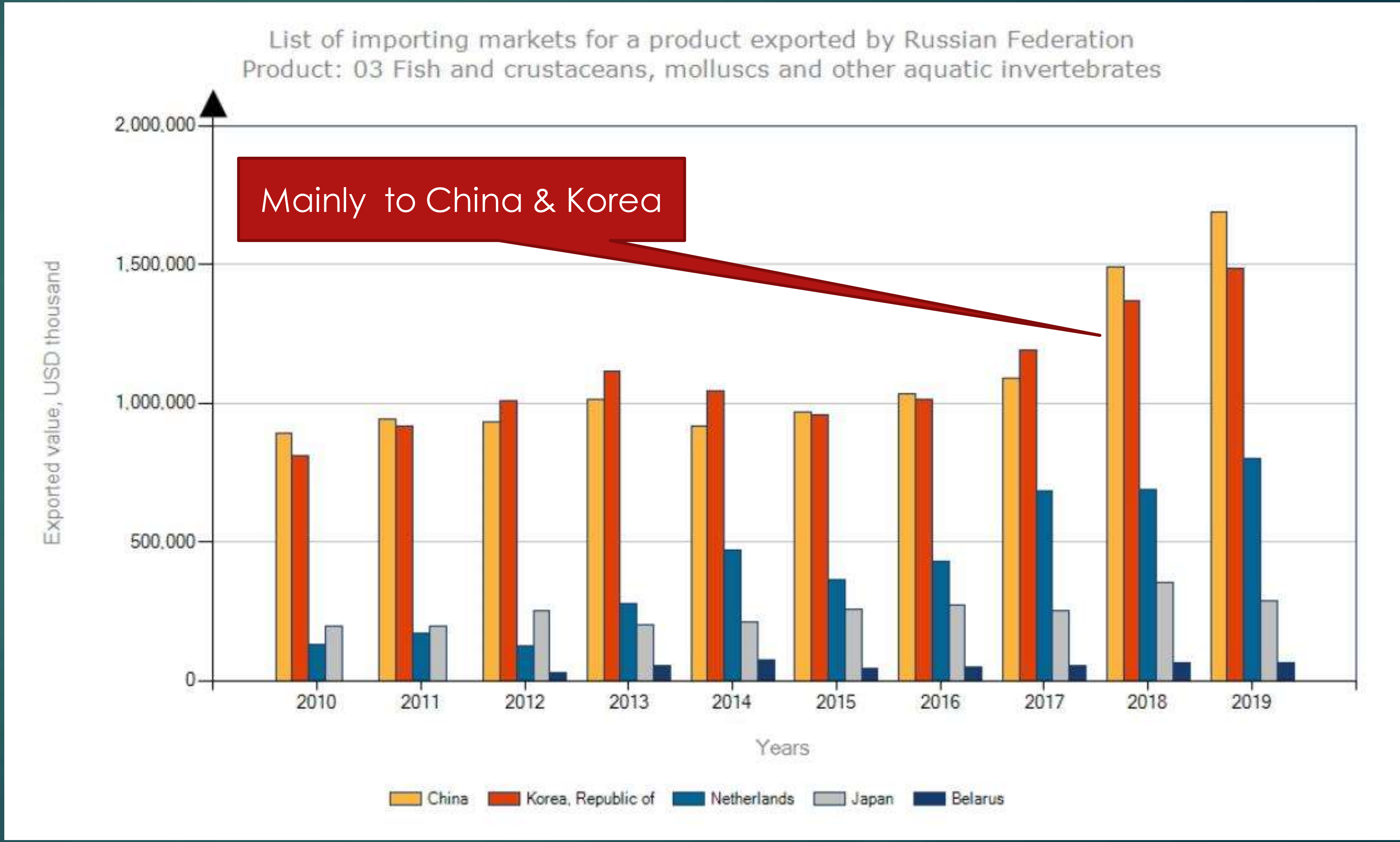
1	Frozen fish, whole	$2.7bn
2	Seafood	$1.1bn
3	Parts of fish, whether fresh, chilled or frozen	$1bn
4	Fish, cured, smoked or otherwise treated	$76.1m
5	Other inedible marine products	$16.7m

FASTEST GROWING 2013–2018

1	Seafood	+11%
2	Frozen fish, whole	+4.8%
3	Parts of fish, whether fresh, chilled or ...	+3.5%

Russian Aquatic-products Export Value by Countries



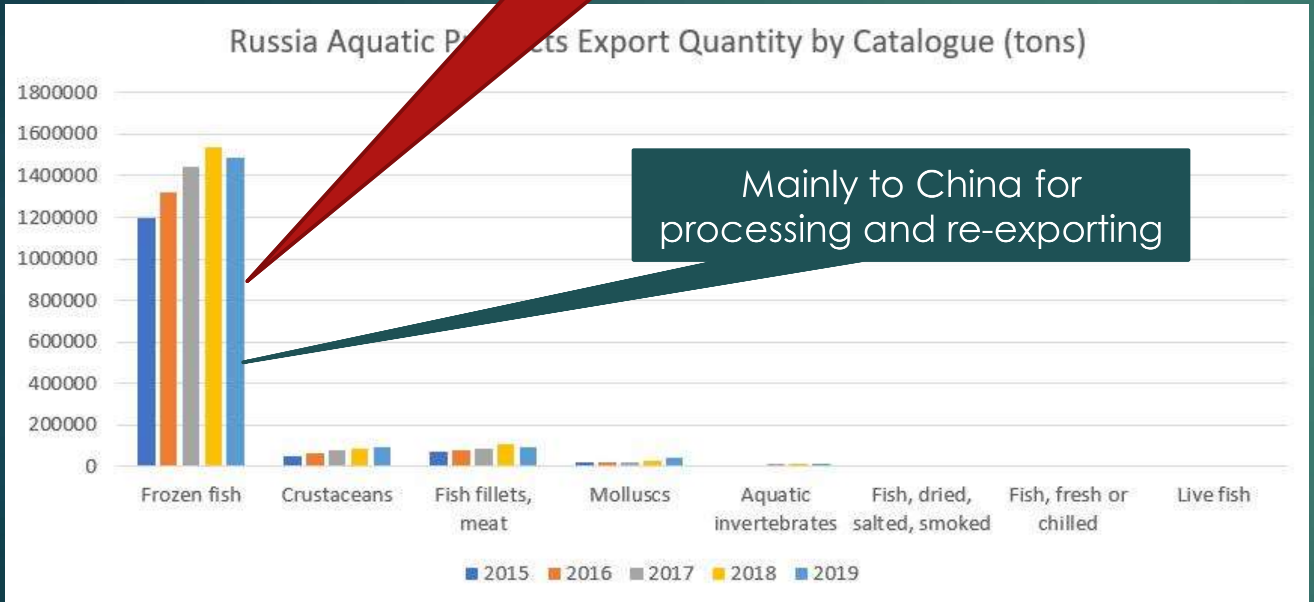


Mainly to China & Korea

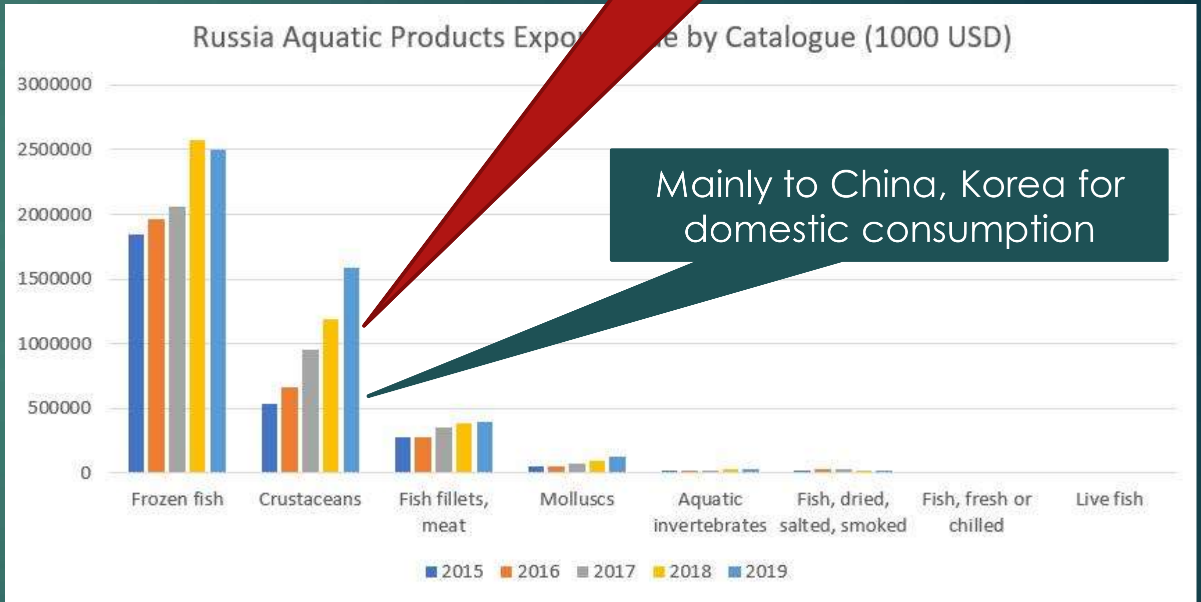
Russian Aquatic-products Export Value by Catalogue

Low value species

High value species



Mainly to China for processing and re-exporting



Mainly to China, Korea for domestic consumption

Russian Whole Frozen Fish Export Value by Countries (2018)

海桥市场营销
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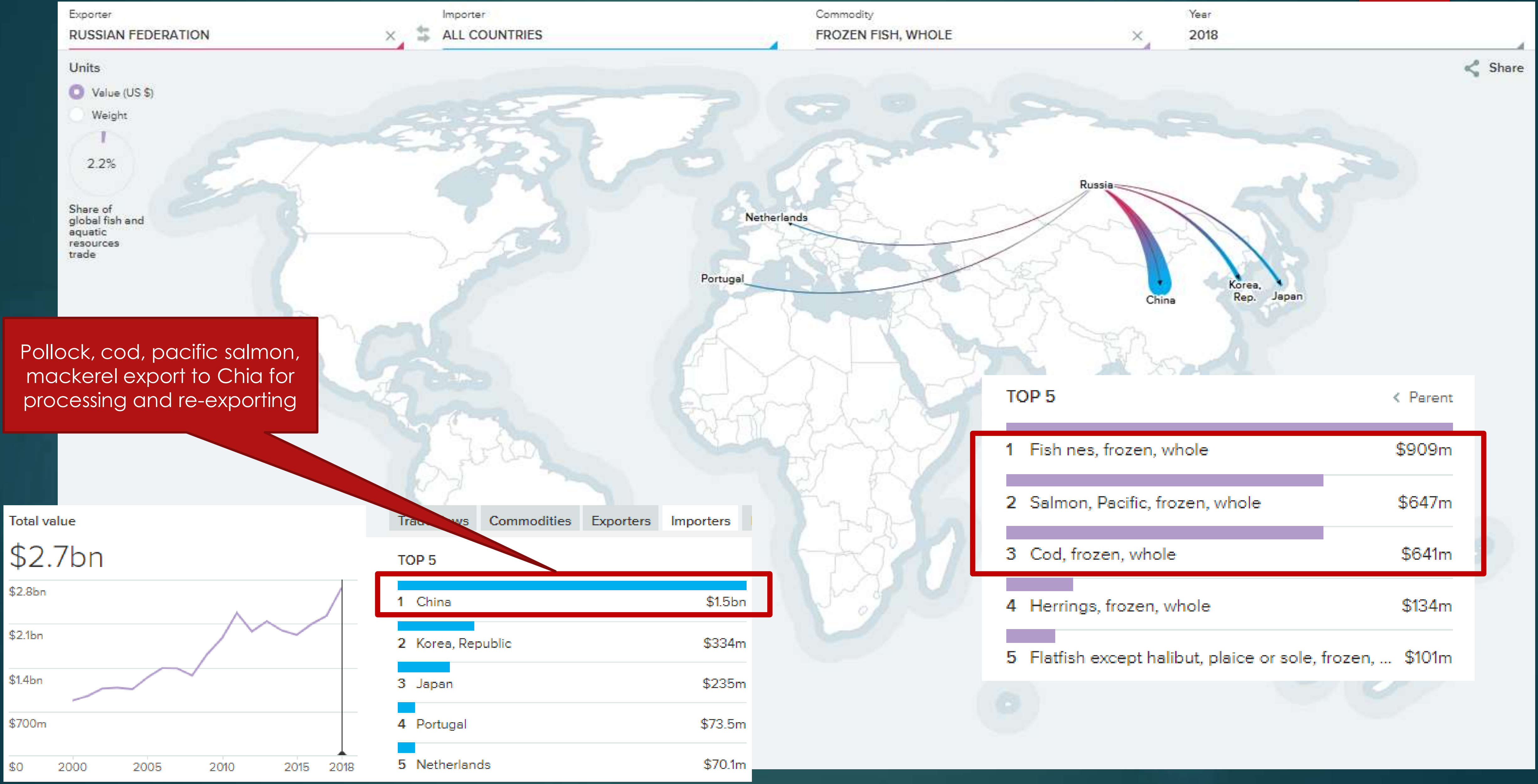


Exporter: RUSSIAN FEDERATION

Importer: ALL COUNTRIES

Commodity: FROZEN FISH, WHOLE

Year: 2018

Units
● Value (US $)
○ Weight

2.2%
Share of global fish and aquatic resources trade

Share
Russia
Netherlands
Portugal
China
Korea, Rep.
Japan
Total value
$2.7bn
$2.8bn
$2.1bn
$1.4bn
$700m
$0
2000
2005
2010
2015
2018
Commodities
Exporters
Importers
Parent

TOP 5

1	China	$1.5bn
2	Korea, Republic	$334m
3	Japan	$235m
4	Portugal	$73.5m
5	Netherlands	$70.1m

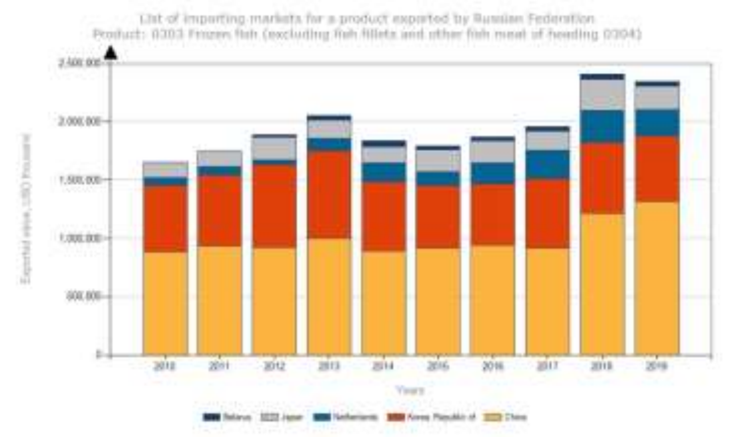
TOP 5

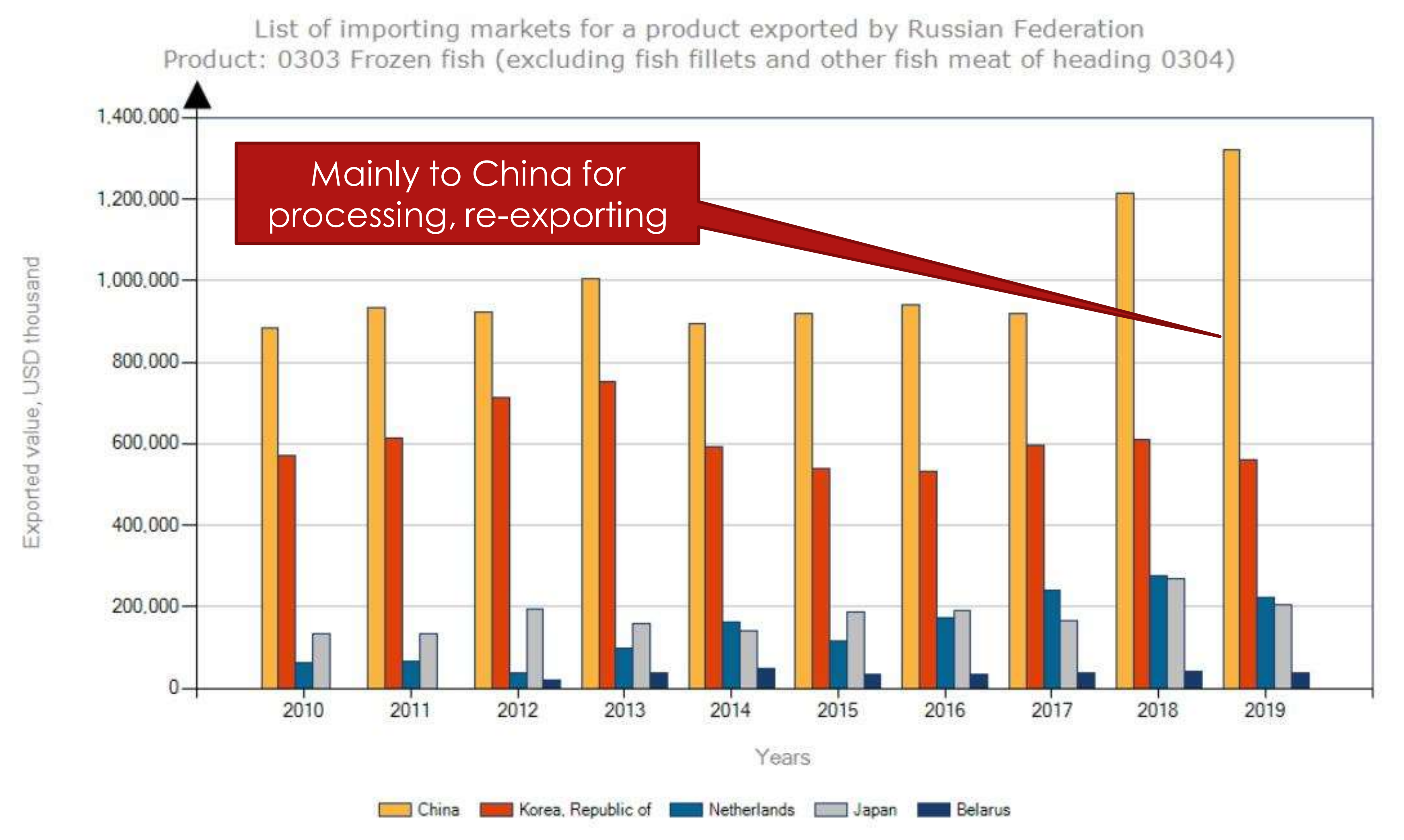
1	Fish nes, frozen, whole	$909m
2	Salmon, Pacific, frozen, whole	$647m
3	Cod, frozen, whole	$641m
4	Herrings, frozen, whole	$134m
5	Flatfish except halibut, plaice or sole, frozen, ...	$101m

Pollock, cod, pacific salmon, mackerel export to Chia for processing and re-exporting

Russian Whole Frozen Fish Export Value by Countries

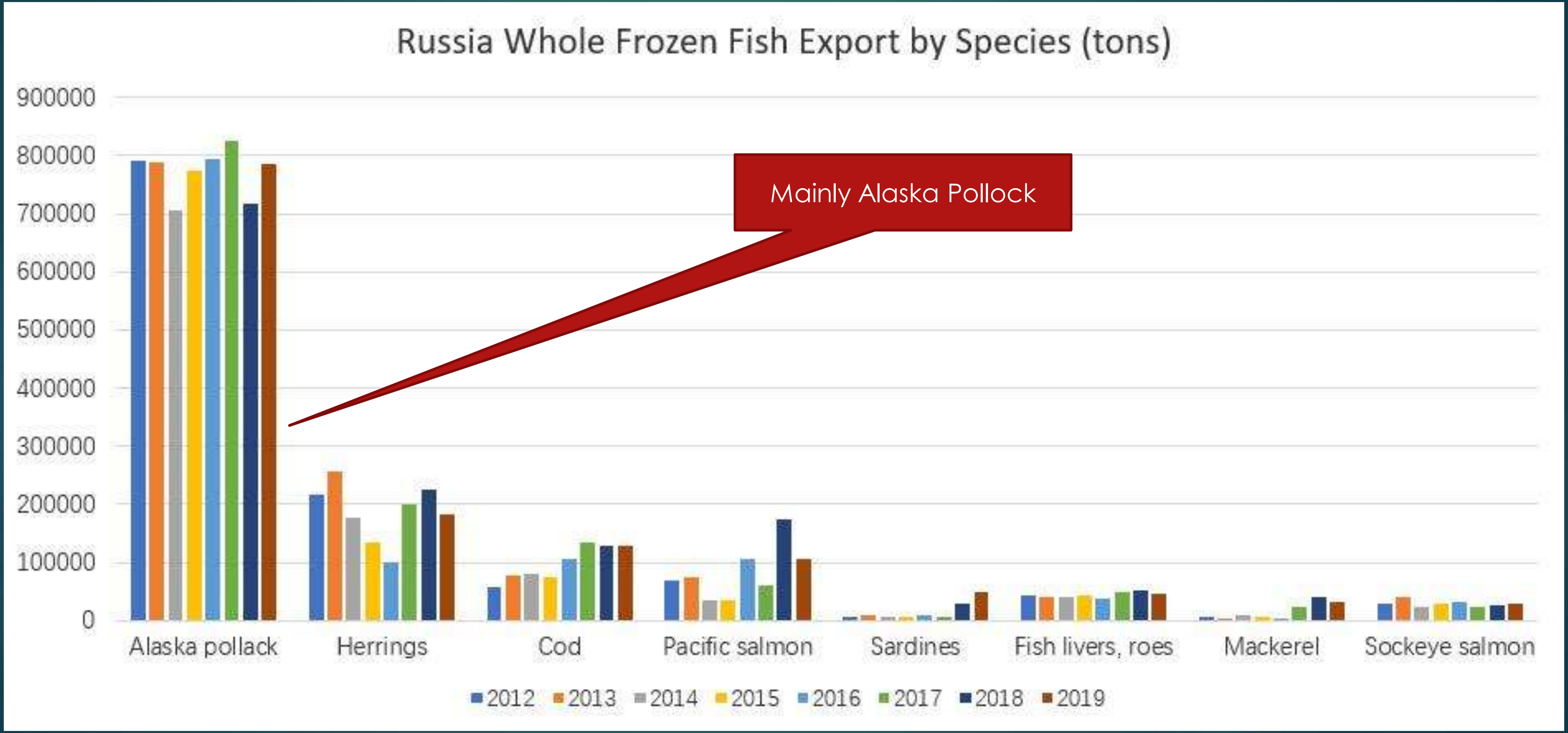
海桥市场营销
SEABRIDGE MARKETING


List of importing markets for a product exported by Russian Federation
Product: 0303 Frozen fish (excluding fish fillets and other fish meat of heading 0304)


List of importing markets for a product exported by Russian Federation
Product: 0303 Frozen fish (excluding fish fillets and other fish meat of heading 0304)

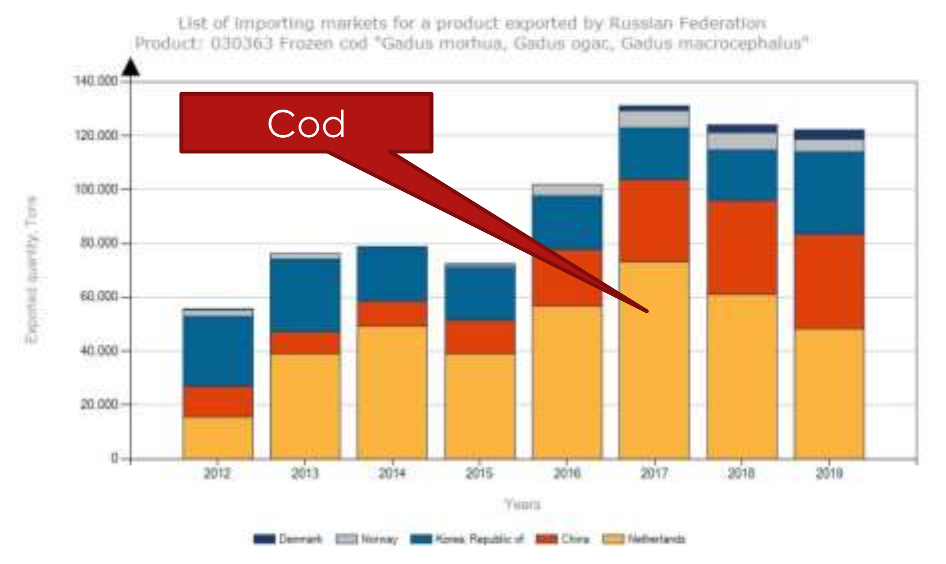
Mainly to China for processing, re-exporting

Russian Whole Frozen Fish Export Quantity by Species

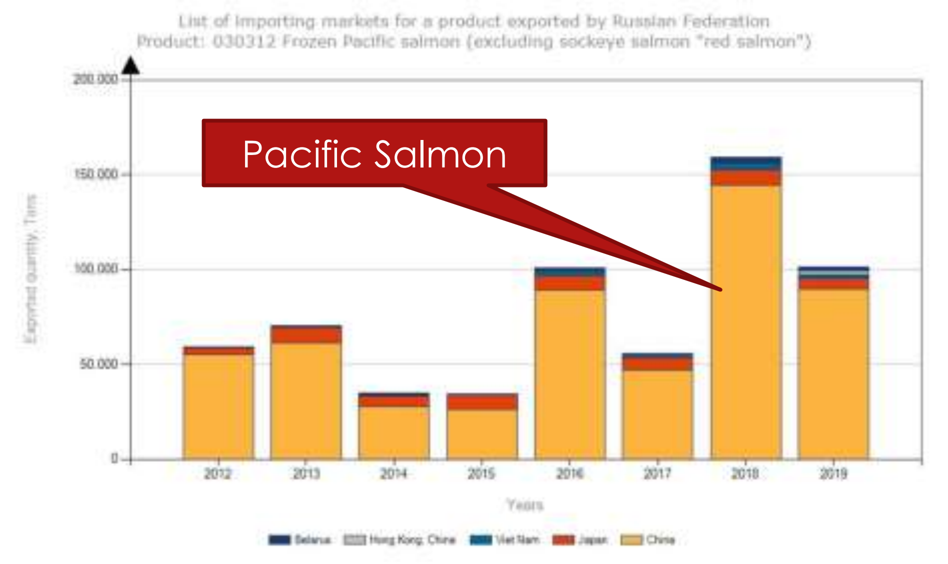


Mainly Alaska Pollock

Russian Whole Frozen Fish Export Quantity by Major Species

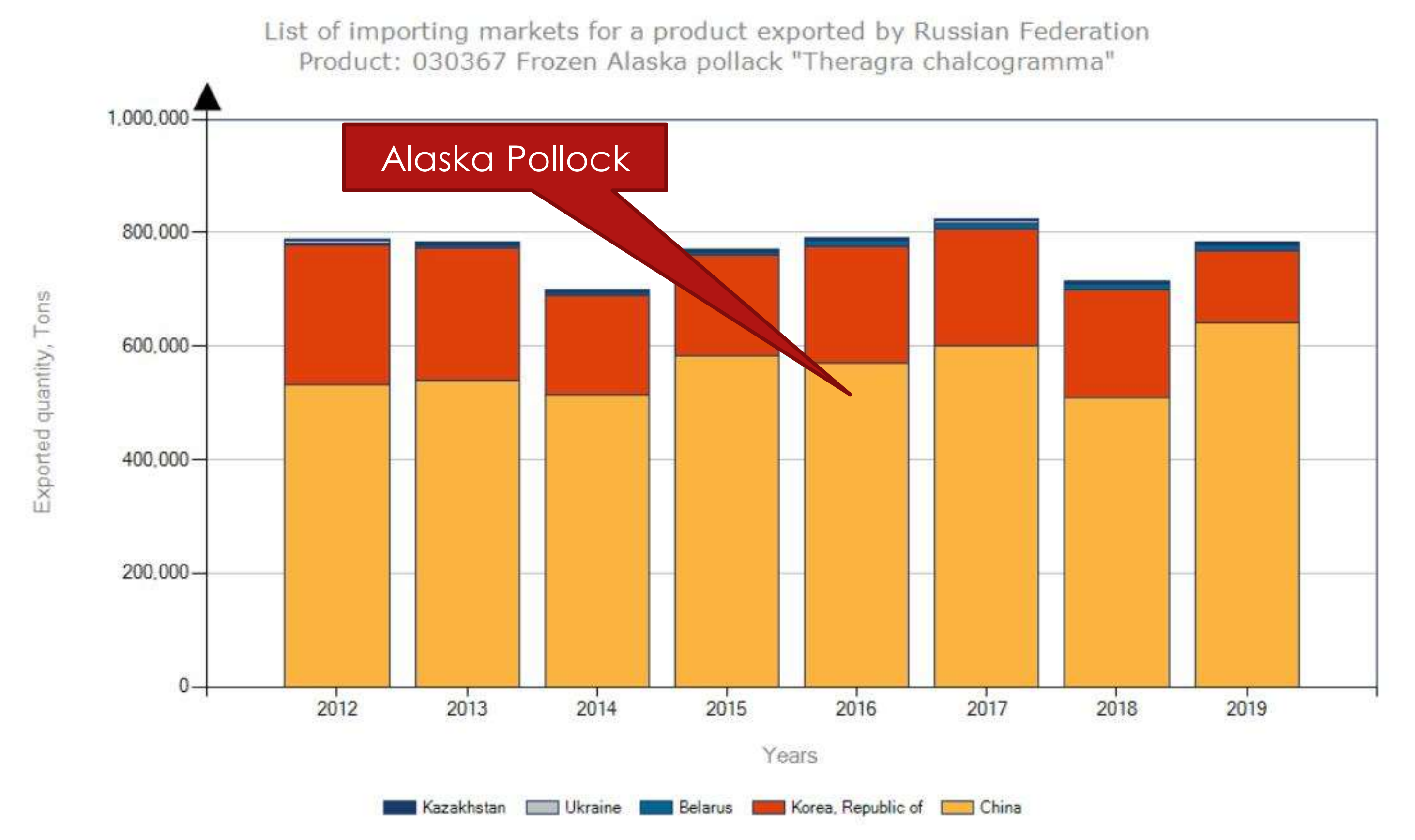

List of importing markets for a product exported by Russian Federation
Product: 030363 Frozen cod "Gadus morhua, Gadus ogac, Gadus macrocephalus"

Cod


List of importing markets for a product exported by Russian Federation
Product: 030312 Frozen Pacific salmon (excluding sockeye salmon "red salmon")

Pacific Salmon

Mainly export to China for processing and re-exporting


List of importing markets for a product exported by Russian Federation
Product: 030367 Frozen Alaska pollack "Theragra chalcogramma"

Alaska Pollock

Russian King Crab Catching (different species) by Year/Region

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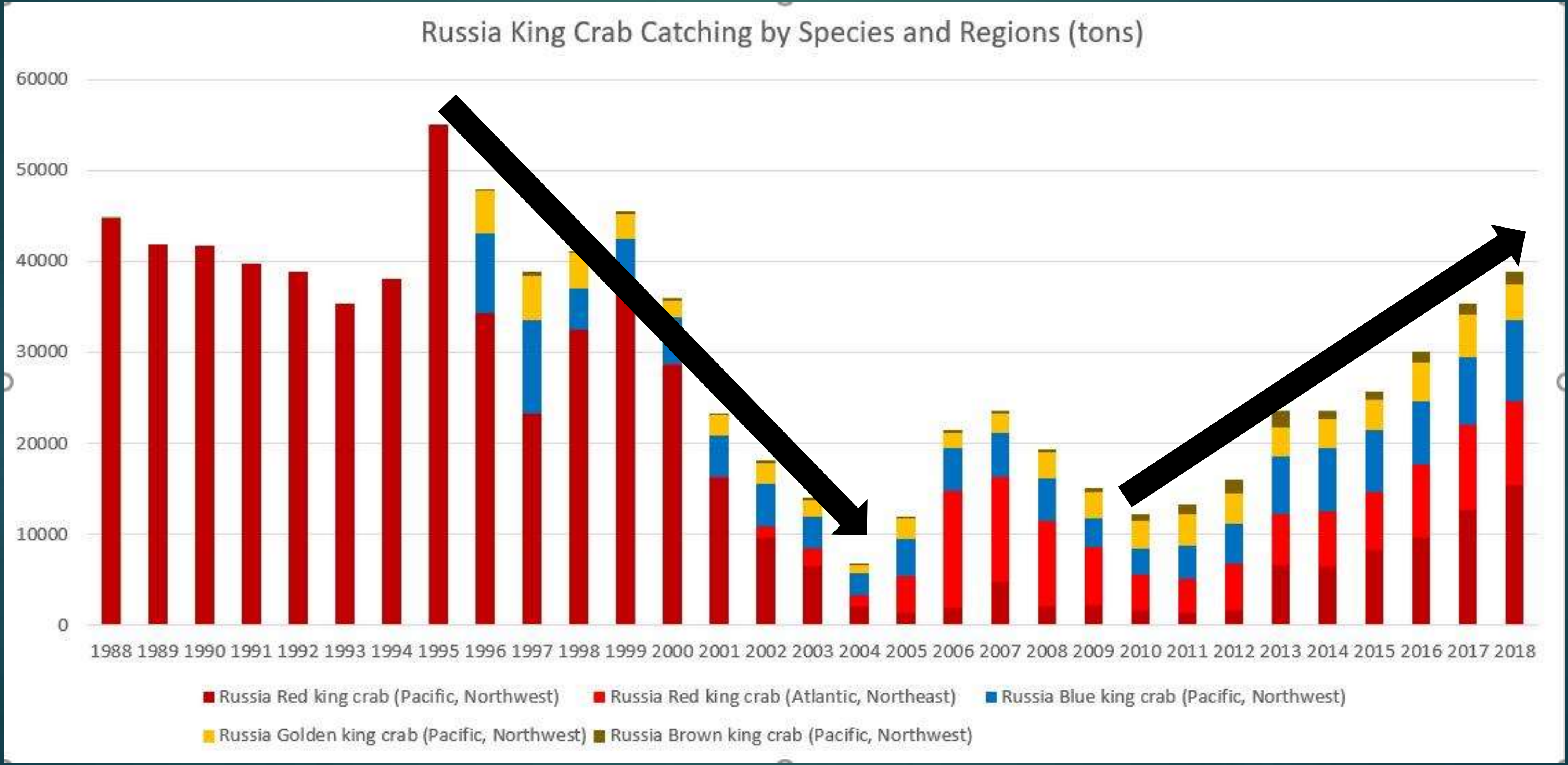
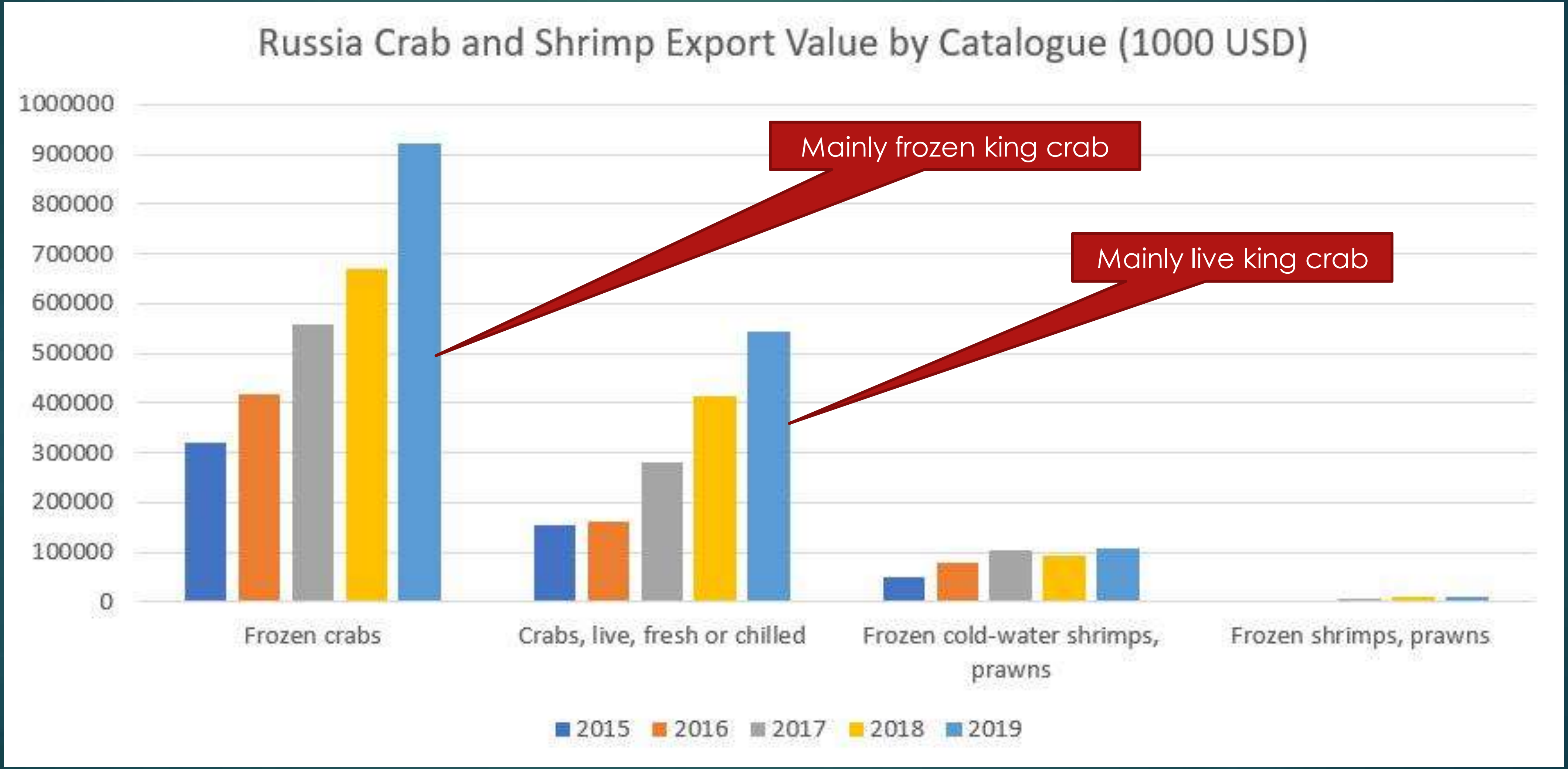


Russian Crab and Shrimp Export Value by Catalogue

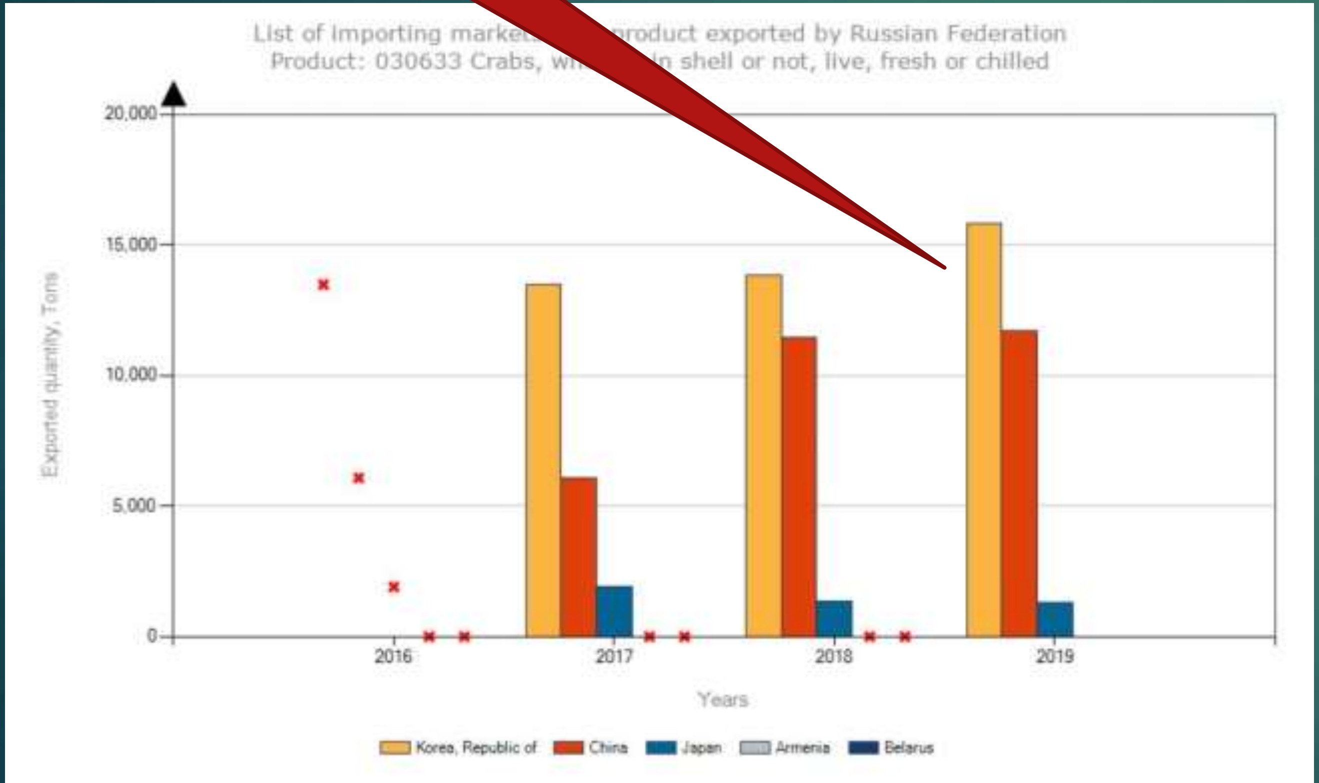


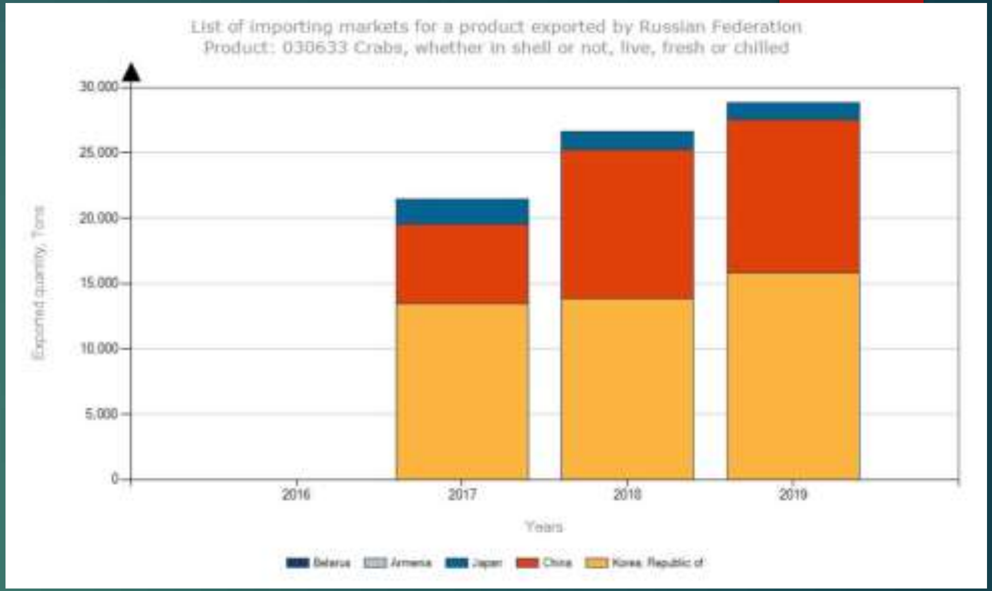
Mainly frozen king crab

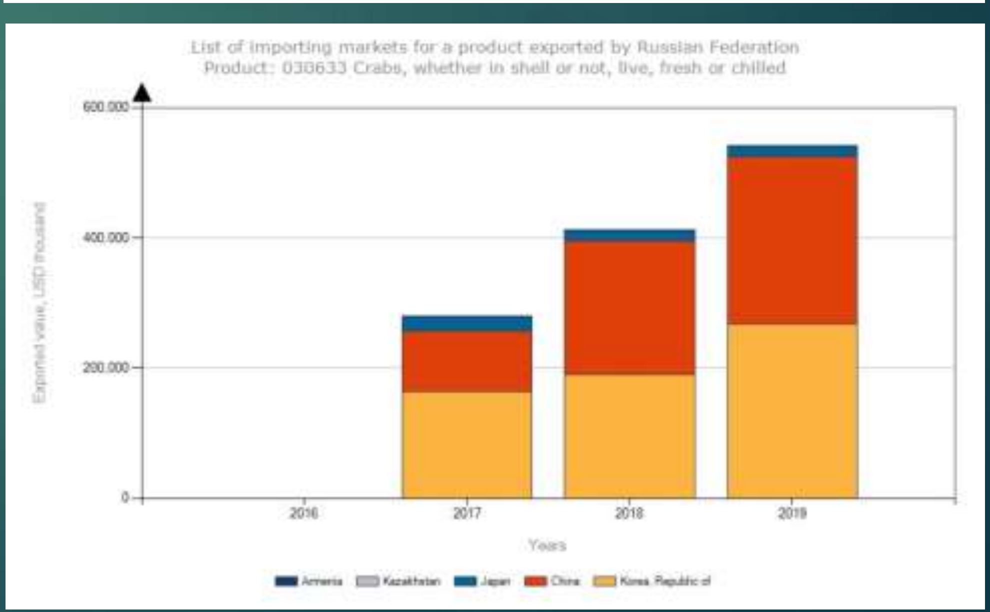
Mainly live king crab

Russian Live Crab (mainly live king crabs) Export by Countries

China & Korea compete for Russian live king crabs

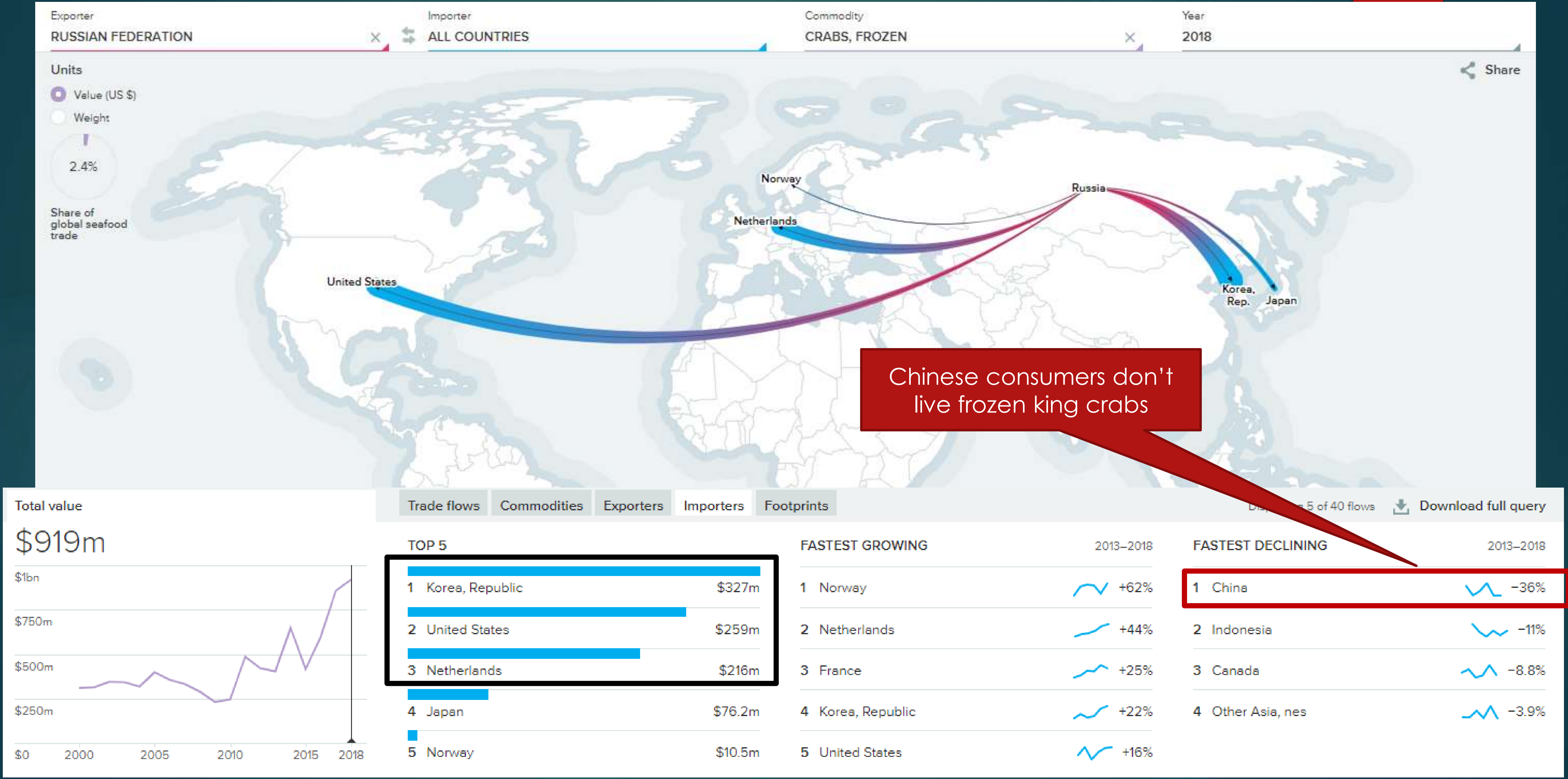






Russian Frozen Crab Export Value by Countries (2018)

海桥市场营销
SEABRIDGE MARKETING



Exporter: RUSSIAN FEDERATION

Importer: ALL COUNTRIES

Commodity: CRABS, FROZEN

Year: 2018

Units

● Value (US $)

○ Weight

2.4% Share of global seafood trade

Share
Norway
Russia
Netherlands
United States
Korea, Rep.
Japan

Chinese consumers don't live frozen king crabs

Total value

$919m

$1bn
$750m
$500m
$250m
$0
2000
2005
2010
2015
2018
Trade flows
Commodities
Exporters
Importers
Footprints
Disp g 5 of 40 flows
Download full query

TOP 5

1	Korea, Republic	$327m
2	United States	$259m
3	Netherlands	$216m
4	Japan	$76.2m
5	Norway	$10.5m

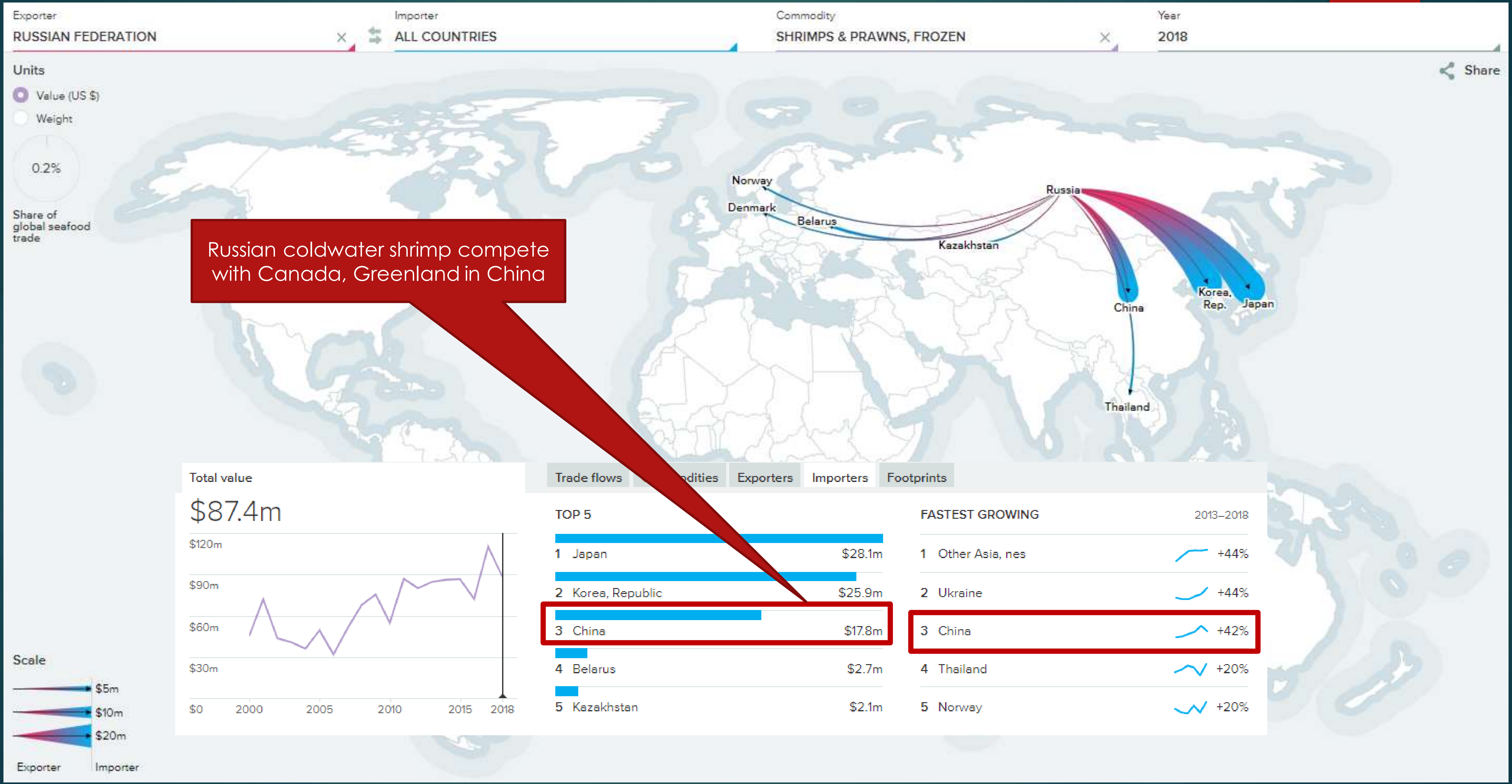
FASTEST GROWING 2013–2018

1	Norway	+62%
2	Netherlands	+44%
3	France	+25%
4	Korea, Republic	+22%
5	United States	+16%

FASTEST DECLINING 2013–2018

1	China	−36%
2	Indonesia	−11%
3	Canada	−8.8%
4	Other Asia, nes	−3.9%

Russian Frozen Shrimp Export Value by Countries (2018)



Exporter: RUSSIAN FEDERATION

Importer: ALL COUNTRIES

Commodity: SHRIMPS & PRAWNS, FROZEN

Year: 2018

Units
● Value (US $)
○ Weight

0.2%
Share of global seafood trade

Total value
$87.4m

TOP 5

1	Japan	$28.1m
2	Korea, Republic	$25.9m
3	China	$17.8m
4	Belarus	$2.7m
5	Kazakhstan	$2.1m

FASTEST GROWING 2013–2018

1	Other Asia, nes	+44%
2	Ukraine	+44%
3	China	+42%
4	Thailand	+20%
5	Norway	+20%

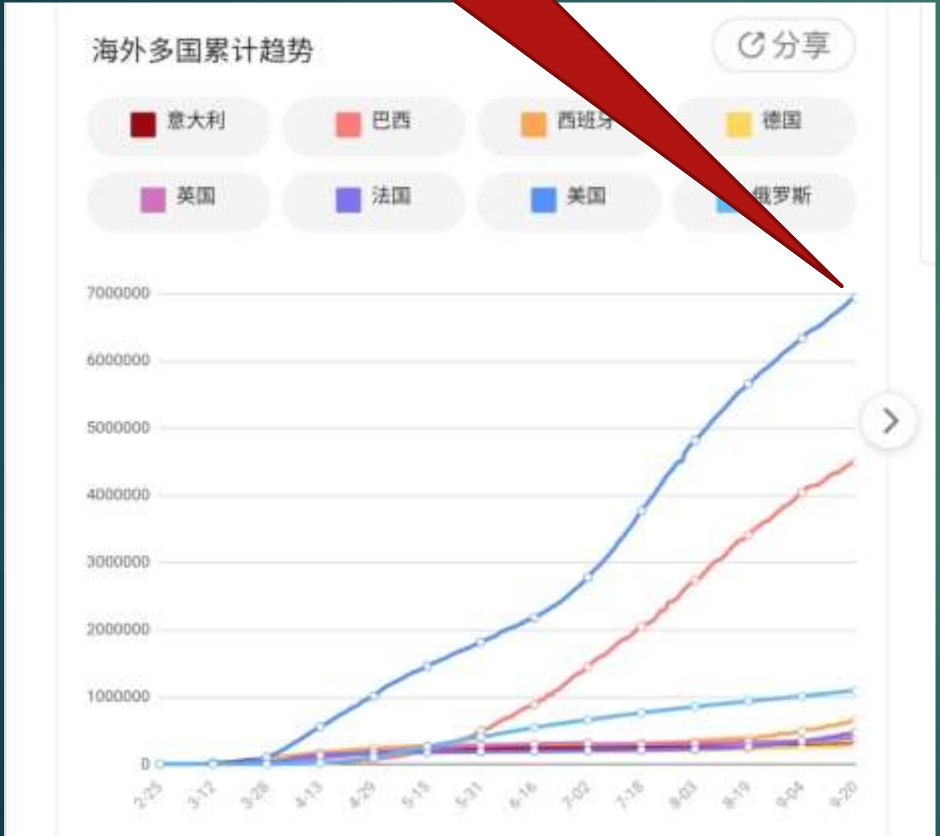
Share
Norway
Denmark
Belarus
Kazakhstan
Russia
China
Korea, Rep.
Japan
Thailand
$120m
$90m
$60m
$30m
$0
2000
2005
2010
2015
2018
Trade flows
dities
Exporters
Importers
Footprints
Scale
$5m
$10m
$20m
Exporter
Importer

Russian coldwater shrimp compete with Canada, Greenland in China

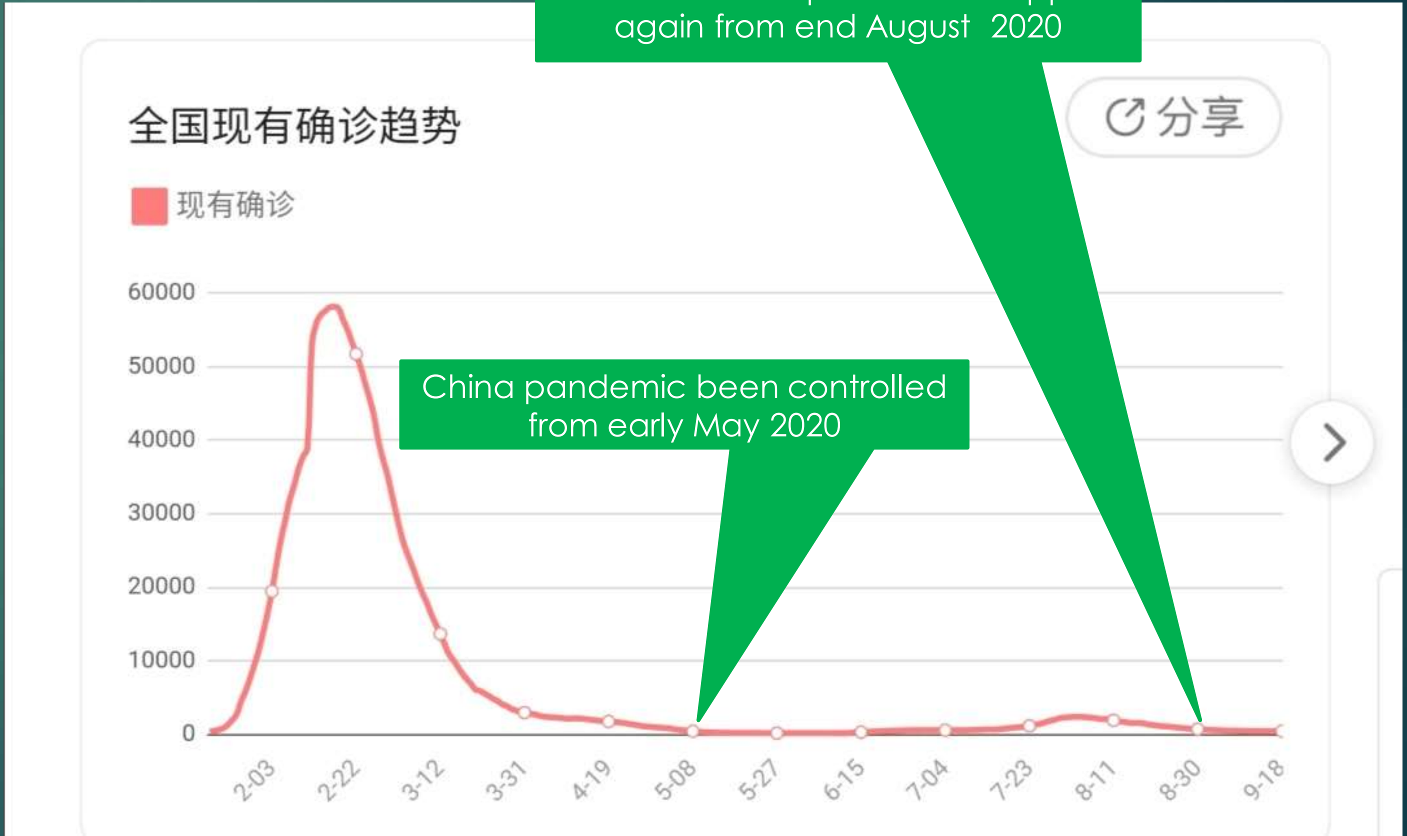
Pandemic Impact on Global Seafood Trade and China’s Seafood Import

China Pandemic has been controlled, but US, Brazil, India still not

USA, Brazil infected people no. is still increasing

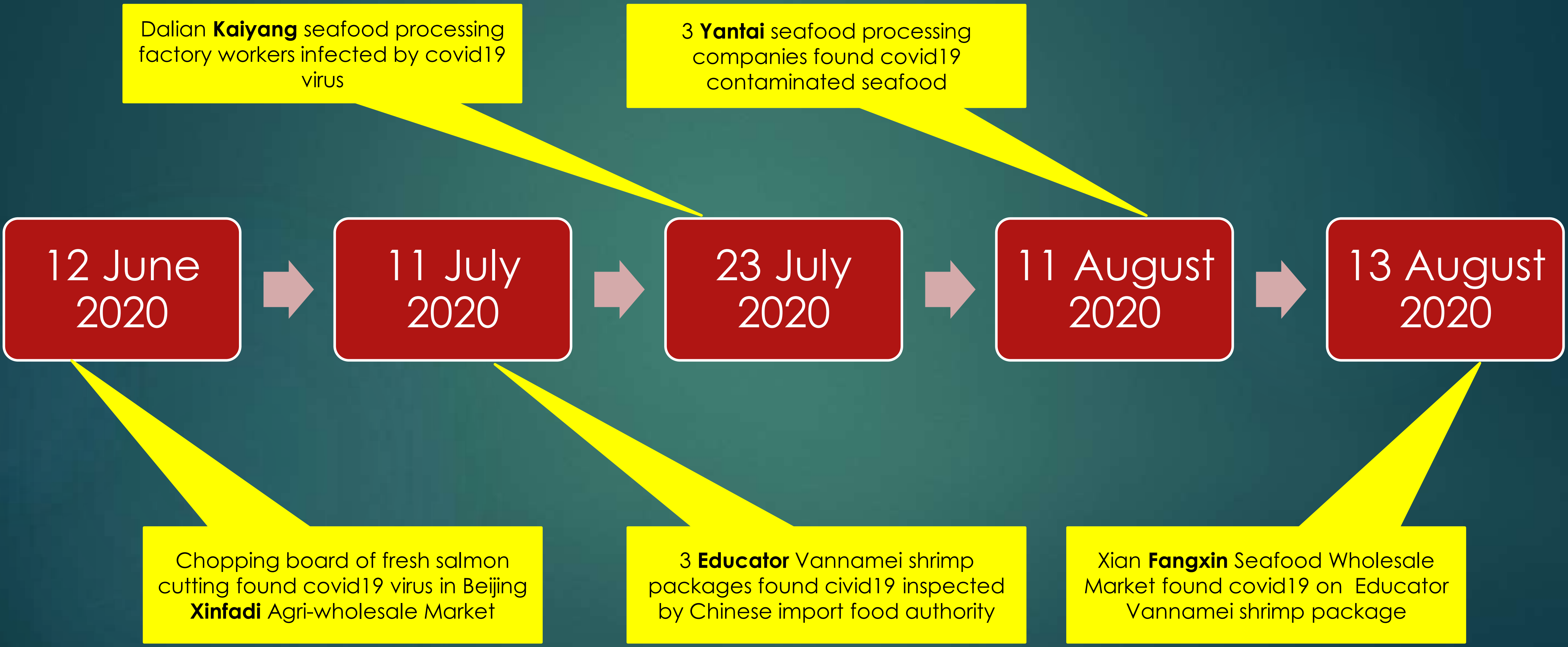


China infected person No dropped again from end August 2020



China pandemic been controlled from early May 2020

Covid-19 Contamination of Imported Seafood/Package in China



12 June 2020

Chopping board of fresh salmon cutting found covid19 virus in Beijing **Xinfadi** Agri-wholesale Market

11 July 2020

3 **Educator** Vannamei shrimp packages found civid19 inspected by Chinese import food authority

23 July 2020

Dalian **Kaiyang** seafood processing factory workers infected by covid19 virus

11 August 2020

3 **Yantai** seafood processing companies found covid19 contaminated seafood

13 August 2020

Xian **Fangxin** Seafood Wholesale Market found covid19 on Educator Vannamei shrimp package

China’s Economic and Retail Recovers Quickly after Pandemic

海桥市场营销
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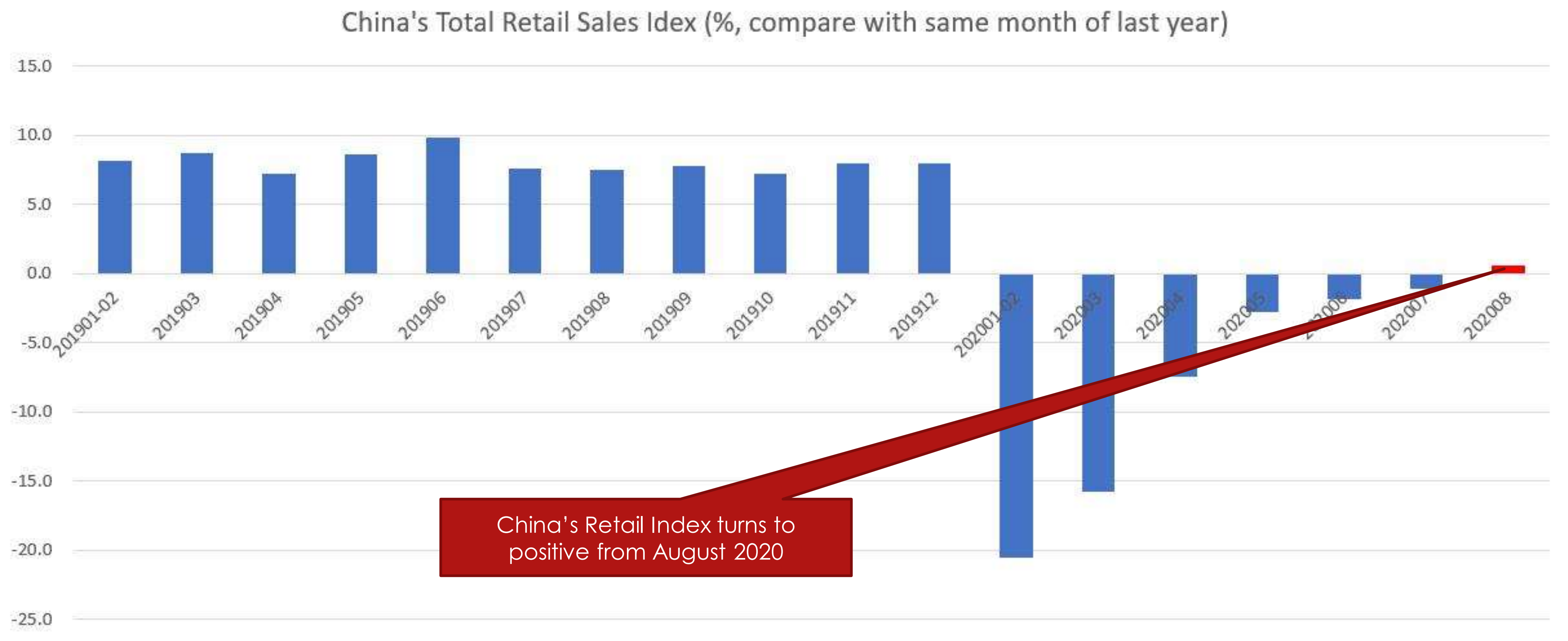
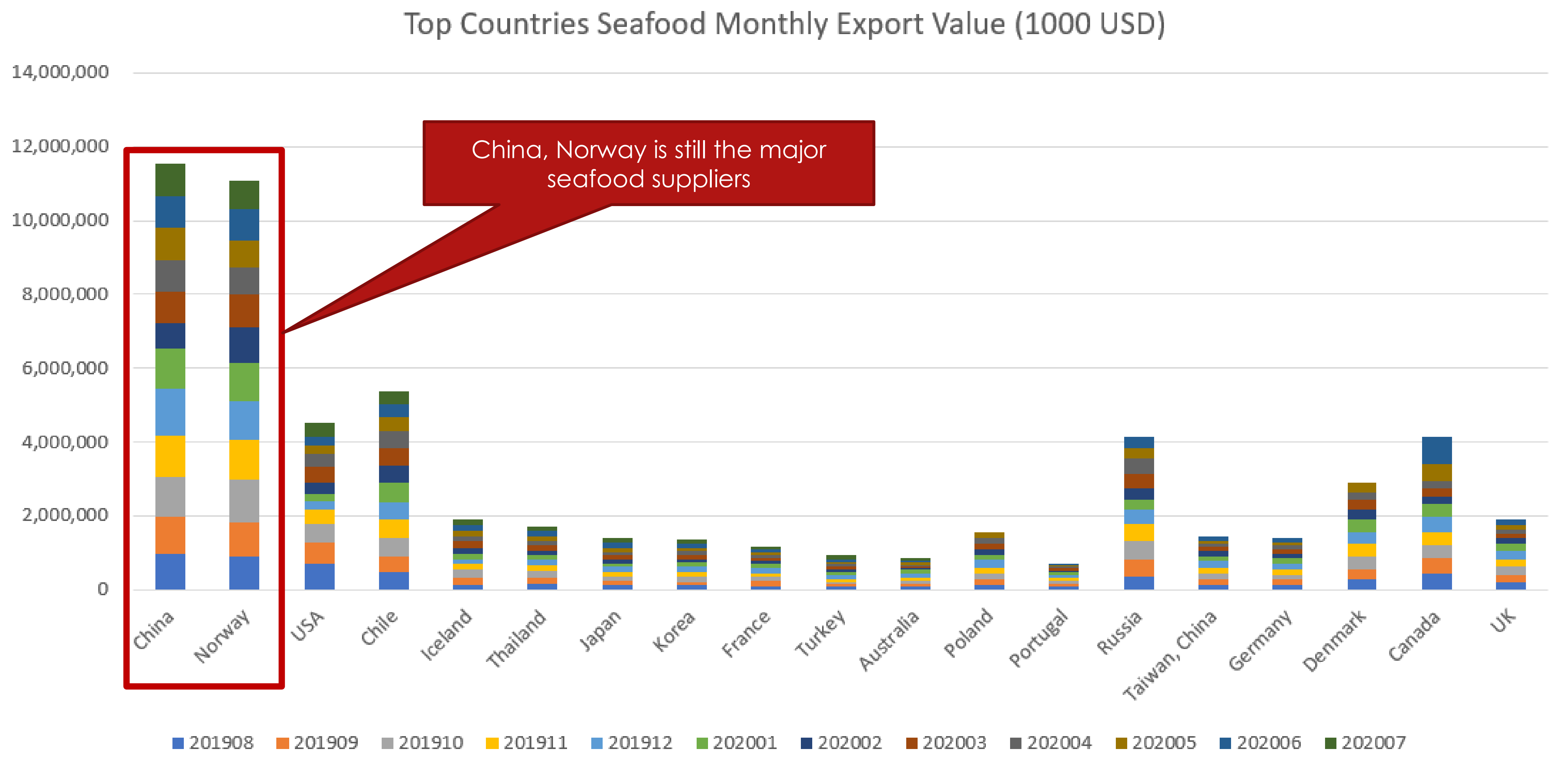

China's Total Retail Sales Idex (%, compare with same month of last year)

China’s Retail Index turns to positive from August 2020

Top 20 Countries Seafood Monthly Export Value

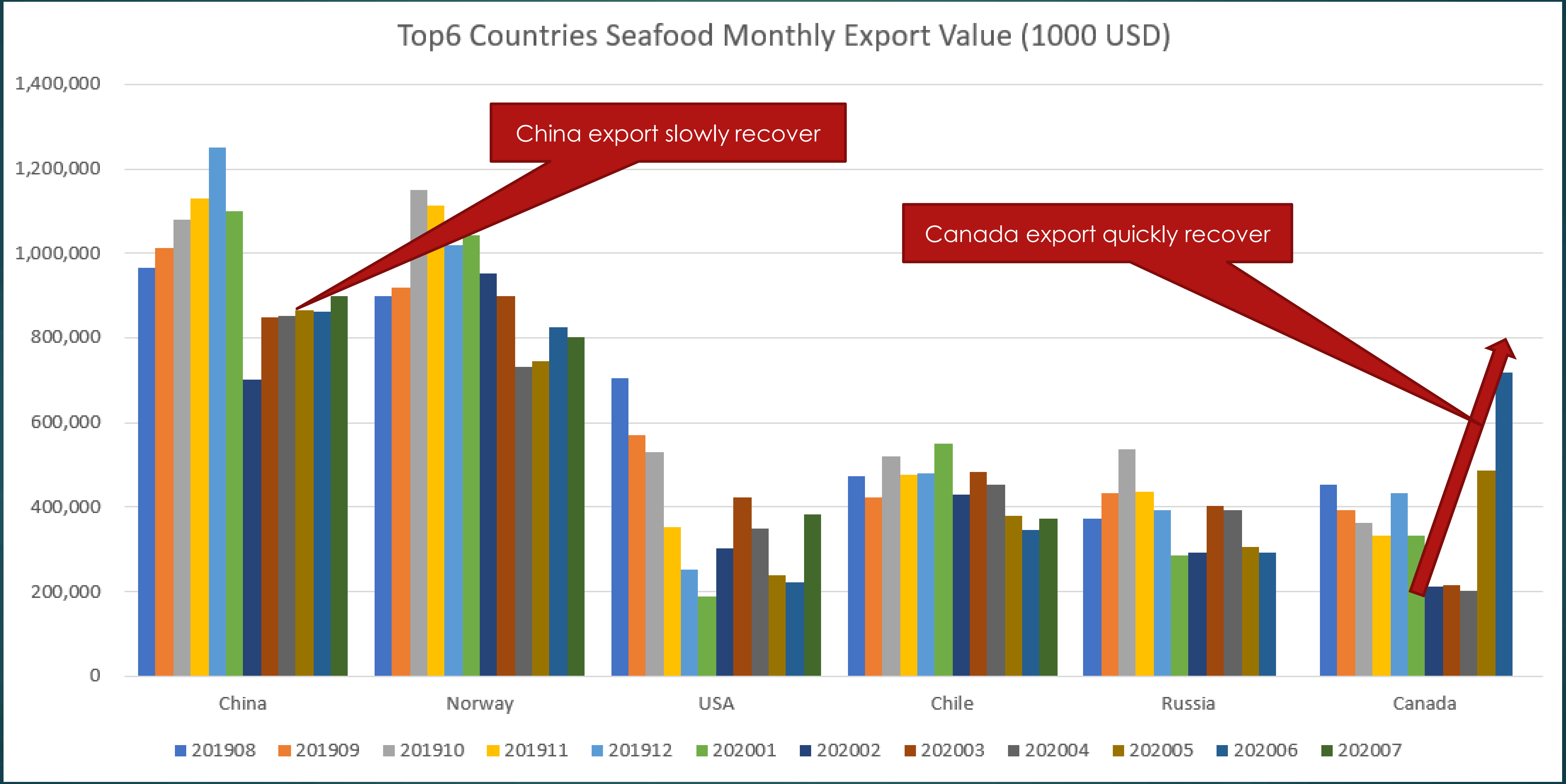
海桥市场营销 SEABRIDGE MARKETING



China, Norway is still the major seafood suppliers

Top 6 Countries Seafood Monthly Export: Canada Recover Quickly

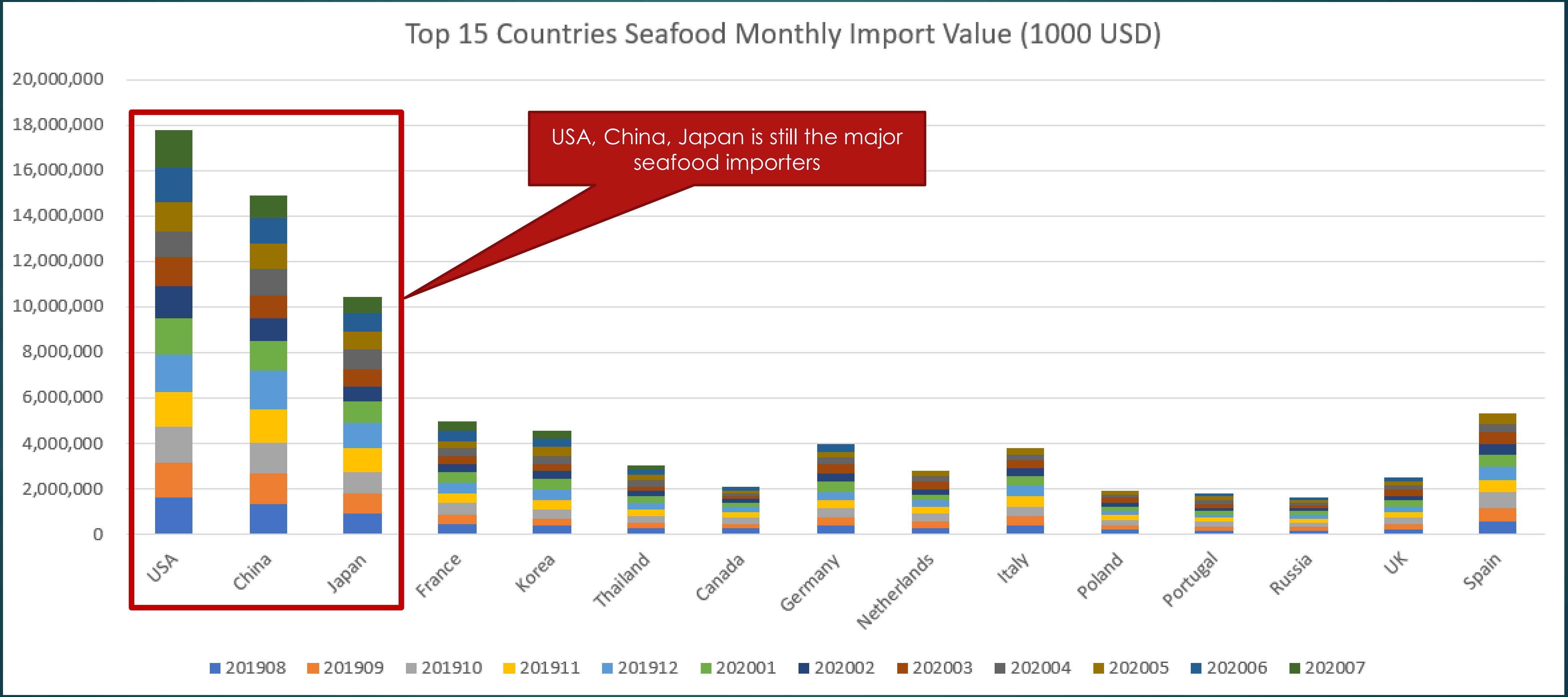
海桥市场营销 SEABRIDGE MARKETING



China export slowly recover

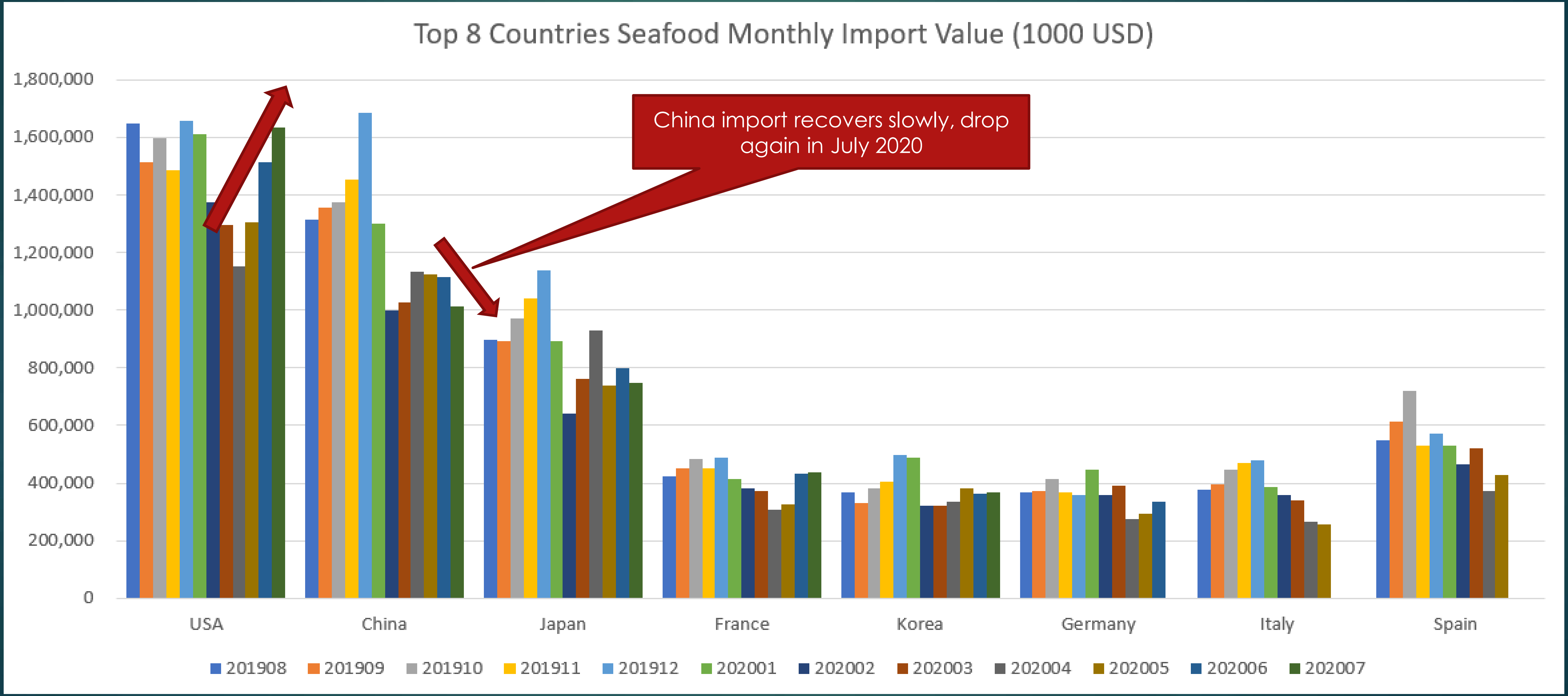
Canada export quickly recover

Top 15 Countries Seafood Monthly Import Value



USA, China, Japan is still the major seafood importers

Top 8 Countries Seafood Monthly Import Value: USA Recover, China Drop Again



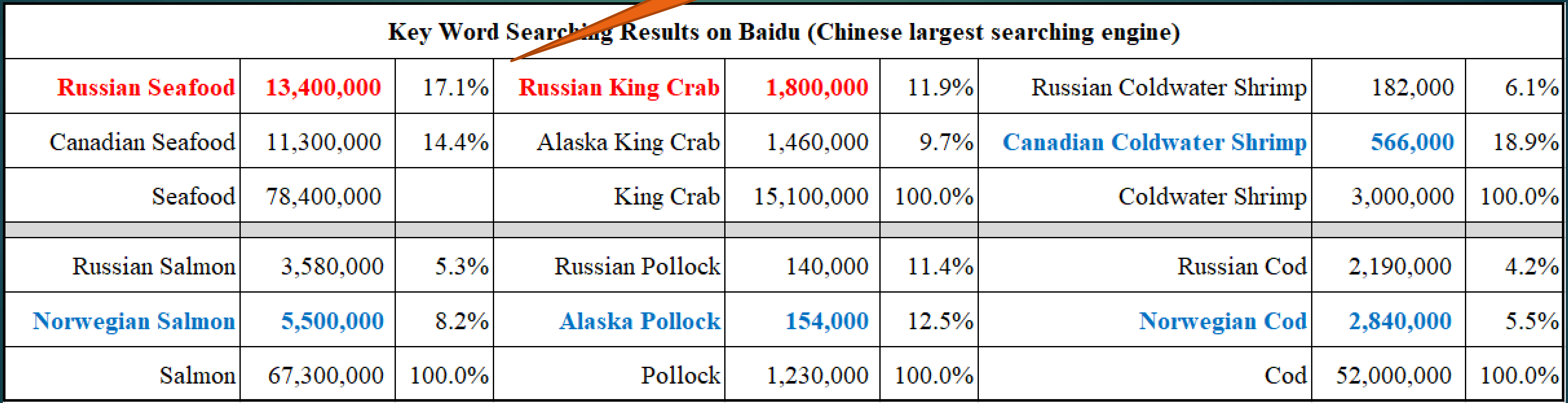
China import recovers slowly, drop again in July 2020

Russian Seafood Image in China, Opportunity, Strategy

Russian Seafood Image in China compare with major competitor

海桥市场营销 SEABRIDGE MARKETING

Only Russian Seafood, Russian King Crab is more popular in China



Key Word Searching Results on Baidu (Chinese largest searching engine)								
Russian Seafood	**13,400,000**	17.1%	**Russian King Crab**	**1,800,000**	11.9%	Russian Coldwater Shrimp	182,000	6.1%
Canadian Seafood	11,300,000	14.4%	Alaska King Crab	1,460,000	9.7%	**Canadian Coldwater Shrimp**	**566,000**	18.9%
Seafood	78,400,000		King Crab	15,100,000	100.0%	Coldwater Shrimp	3,000,000	100.0%
Russian Salmon	3,580,000	5.3%	Russian Pollock	140,000	11.4%	Russian Cod	2,190,000	4.2%
Norwegian Salmon	**5,500,000**	8.2%	**Alaska Pollock**	**154,000**	12.5%	**Norwegian Cod**	**2,840,000**	5.5%
Salmon	67,300,000	100.0%	Pollock	1,230,000	100.0%	Cod	52,000,000	100.0%

Selected Russian Seafood for China Domestic Consumption

1. **King Crab** (red, blue, golden, brown): no strong competitor
2. Coldwater Shrimp (northern prawn, others): follow Canada and, Greenland
3. Wild Pacific Salmon: no strong competitor
4. Pollock: compete with Alaska pollock
5. Cod: compete with Norwegian cod

Russian Seafood Marketing Strategy in China

Supermarket/New Retail
Channel Marketing
+ Outdoor Advertisements

E-commerce/O2O
Channel Marketing

Social Media Marketing/Branding

Food Service/O2O
Channel Marketing
+ Outdoor Advertisements

Trade Marketing
Supply Chain Optimization
Intelligent Wholesaling

Many Countries Establish Their Own National Seafood Image/Logo

SEAFOOD SCOTLAND

SEAFOOD FROM NORWAY

Canada Seafood
加拿大海产

ALASKA SEAFOOD®
Wild, Natural & Sustainable®

Russian Seafood Should Have Its Own Image/Logo

RUSSIA

Seabridge established in 2003, No.1 Marketing Agent in China for International Seafood/Meat Industrial Clients (Trade Associations)

海桥市场营销
SEABRIDGE MARKETING

Seafood Industrial Clients: Canadian Association of Prawn Producers, Under Harvesters Association, Atlantic Canada Lobster, Lobster Council of Canada, Canadian Sablefish Association, Fisheries Council of Canada, Atlantic Groundfish Council, Atlantic Halibut Council, Louisiana Seafood Marketing and Promotion Board, Hokkaido Federation of Fisheries Cooperative Associations, Norwegian Seafood Council, New Zealand Trade and Enterprise, Marine Stewardship Council, Global Aquaculture Alliance etc.

Meat Industrial Clients: Meat and Livestock Australia, Canadian Beef International, US Meat Export Federation……

ATLANTIC CANADA LOBSTER
NATURALLY DELICIOUS • MOUTH-WATERING • SENSATIONAL
Feast your senses

Geoduck
from Canada
加拿大象拔蚌

加拿大野生北极虾
Wild Coldwater Shrimp

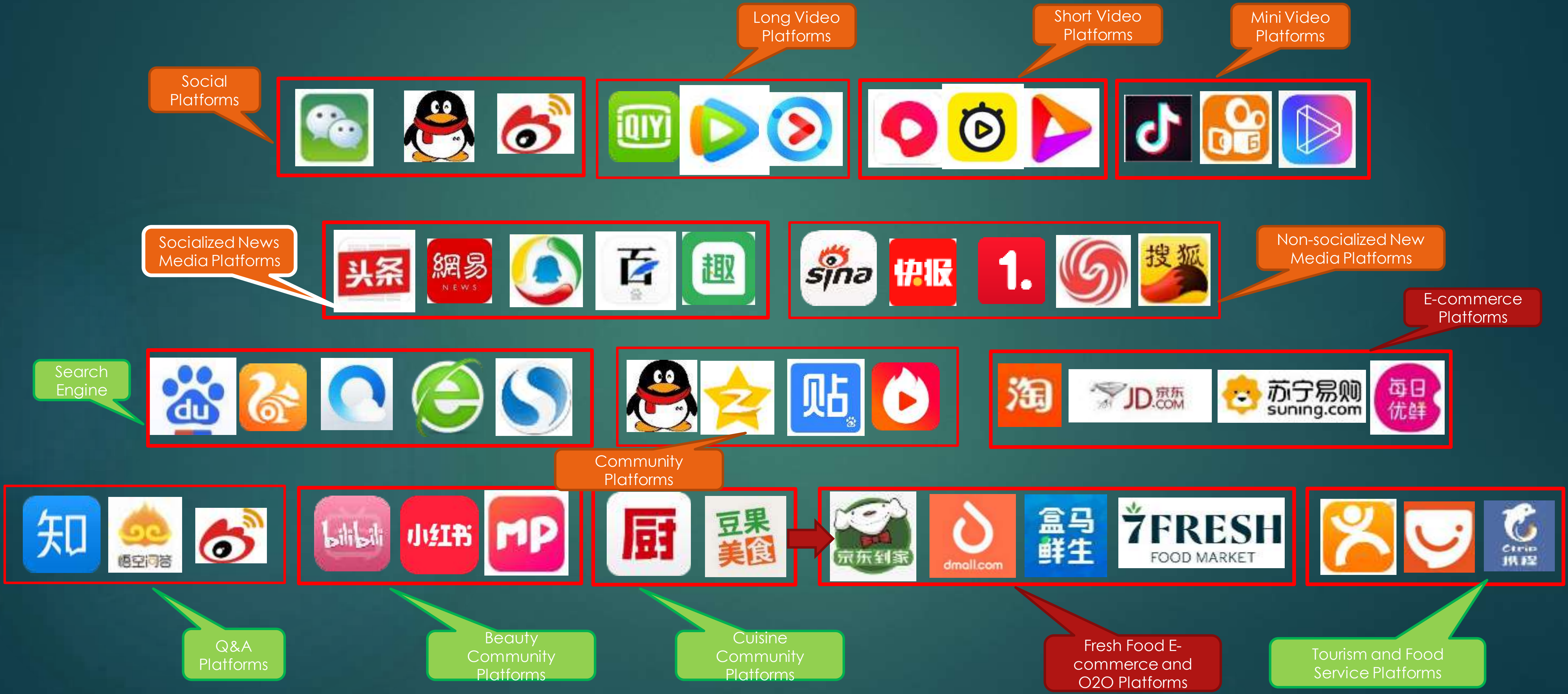
CANADIAN LOBSTER

Wild
CANADIAN SABLEFISH

八鲜
过海

Global Food, established in 2016, No.1 Fresh Produce Social Media in China, 100% owned by Seabridge, covers all social media, e-commerce platforms, 10 million followers

海桥市场营销
SEABRIDGE MARKETING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Ctrip 携程

Long Video Platforms

Short Video Platforms

Mini Video Platforms

Social Platforms

Socialized News Media Platforms

Non-socialized New Media Platforms

E-commerce Platforms

Search Engine

Community Platforms

Q&A Platforms

Beauty Community Platforms

Cuisine Community Platforms

Fresh Food E-commerce and O2O Platforms

Tourism and Food Service Platforms

Thank You!

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