

34 million
meals every day

Norwegian seafood exports 2016

BN NOK 91.6 ^{+17.1}
(+23%)

MILL. TONNES 2.4 ⁻¹⁹⁰
(-7%)



@Seafood_Norway

#sjømatåret

- ◆ Europeans love Norwegian seafood. The UK, France and Germany eat the most Norwegian fish. #sjømatåret
- ◆ The European Union represents 67 per cent of seafood export values. Volume decreased by nine per cent, however the export value was 61,3 bn NOK – a 23 per cent increase from 2015. #sjømatåret
- ◆ Stockfish from #Lofoten is the only Norwegian export product protected by PGI-status, equivalent to French Champagne and Italian Parma ham. #sjømatåret #stoccafisso
- ◆ The total export value of the Norwegian aquaculture industry has trebled since 2008. #sjømatåret
- ◆ In 2016, 87 per cent of imported mackerel in Japan originated in Norway. #sjømatåret
- ◆ 2016 was the year Norwegian shellfish entered the world's fine dining stage. In coming years Norwegian shellfish will be at the forefront of Norwegian seafood. #sjømatåret
- ◆ Norway exported seafood to 146 countries around the globe in 2016. #sjømatåret

Norway

Seafood is an essential part of Norwegian everyday life. Seafood is primarily consumed in the home and is eaten by more than nine out of ten households. Salmon, cod, mackerel, prawns and herring are the Norwegian favourites.

Malaysia

Mackerel is an everyday favourite in Malaysia, with one in five choosing it for a weekday dinner. On weekends, one in six Malays prefer salmon. When buying mackerel, fresh fish is the most popular option.

France

Norwegian salmon, or Saumon Norvégien, enjoys a strong market position in France. Two out of three French say Norwegian salmon is good for you, and three out of four believe Norwegian salmon has good consistency. In addition, French consumers find the Norwegian salmon readily available.

Portugal

Three out of seven people in Portugal eat bacalao at least once a week, and an impressive two out of three Portuguese prefer Norwegian fish, or Bacalhau de Noruega, in the dish.

Poland

Poland is one of the most important markets for Norwegian herring. As much as seven out of eight Polish households buy herring at least once a year, and consumption has increased in recent years. This is a result of Polish people buying herring more often, with three in 10 Poles eating herring at least once a week.

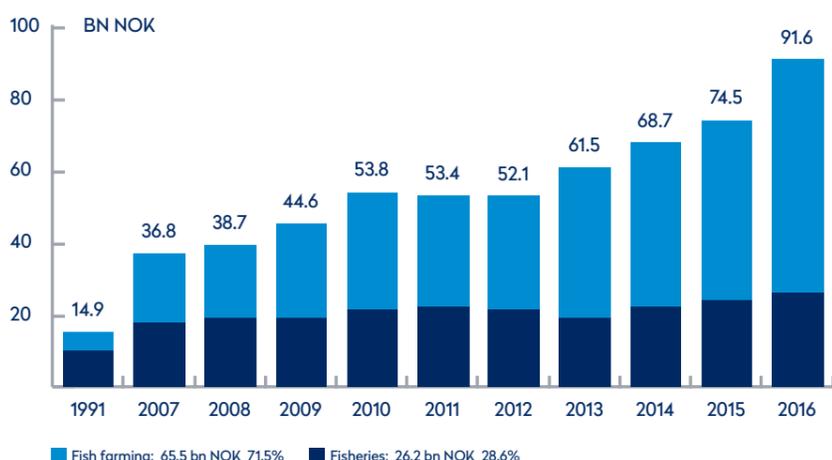
China

Salmon is the seafood of choice for Chinese everyday dinners. More than any other market, the Chinese have made use of digital platforms to buy their seafood. One in five Chinese bought seafood online in 2016.

USA

Most Americans chose fresh fish when buying salmon. Smoked salmon is also a firm favourite with younger consumers.

Export of seafood 1991 – 2016



Salmon and trout
65,3 bn NOK (+31%)
1 million tonnes (-3,5%)



Whitefish
13,8 bn NOK (+6%)
413 000 tonnes (+7%)



Conventional products
5,6 bn NOK (-3%)
118 000 tonnes (-6%)



Pelagic species
7,8 bn NOK (+12%)
674 000 tonnes (-15%)



Shellfish
1,9 bn NOK (+21%)
45 000 tonnes (+10%)

Sources: Norwegian Seafood Council export statistics and Seafood Consumer Insight

5 largest growth markets

	BN NOK	Growth in BN NOK	Tonnes	Change
Poland	9.7	2.8	210 273	15.988
France	7.9	1.7	132 910	-8.511
Denmark	4.7	1.4	345 399	-79.431
United Kingdom	7.7	1.3	146 088	4.913
USA	4.4	1.2	70 190	10.857

10 largest export markets

	BN NOK	Percentage growth	Tonnes	Percentage change
Poland	9.7	+41%	210 273	+8%
France	7.9	+27%	132 910	-6%
Denmark	7.7	+20%	345 399	-19%
United Kingdom	5.7	+11%	146 048	+3%
USA	4.7	+42%	70 190	+18%
Japan	4.4	+36%	119 274	+7%
Holland	4.4	+16%	132 370	-15%
Sweden	4.0	+13%	68 461	-13%
Spain	4.0	+23%	74 572	-12%
Italy	3.6	+43%	53 937	+3%