



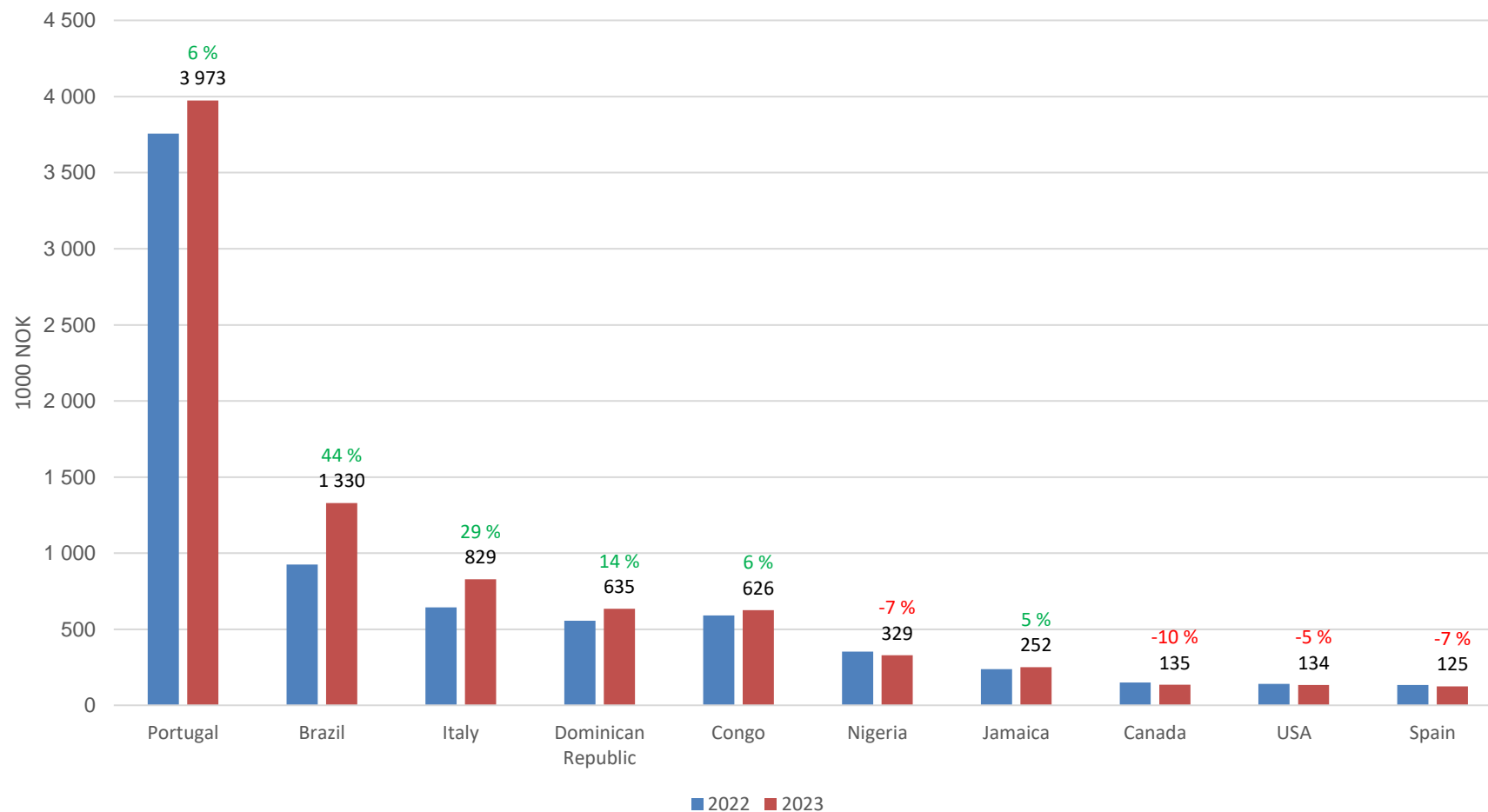
# Marketing strategy «Bacalhau da Noruega»

# Summary 2023

~ 123 000 tons

~ 400 millions Euros

# Largest markets for Norwegian exports of conventional in 2023 compared to 2022



# Norwegian cod

- Quotas is down and will low until 26/27?
- Falling average size of cod
- Expect shift in trade-flow of cod?



# Consumption of Bacalhau

- Stable Trade in Retails and C&C in 2023
- Consumers are adapting to higher prices.



**How to handle this situation?**

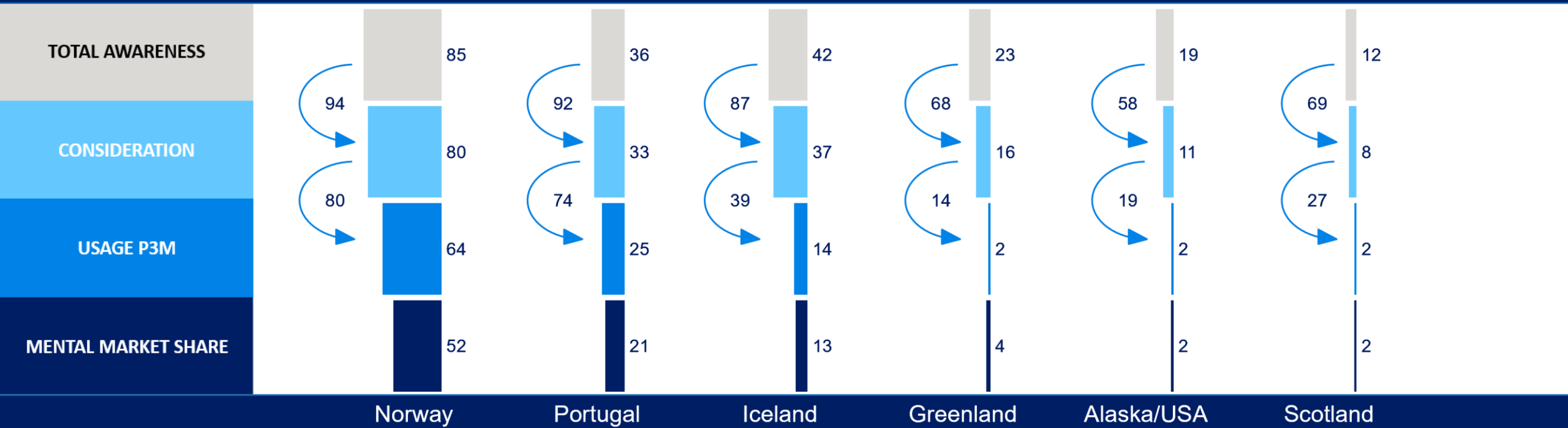


**We need to understand the  
Portuguese consumer!**

**“The path to purchase”**



# Brand funnel Bacalhau



Base total: 459

NORWEGIAN SEAFOOD COUNCIL

2023-03, Portugal





Our strategy going forward

Full focus on consume of  
“Bacalhau da Noruega” –

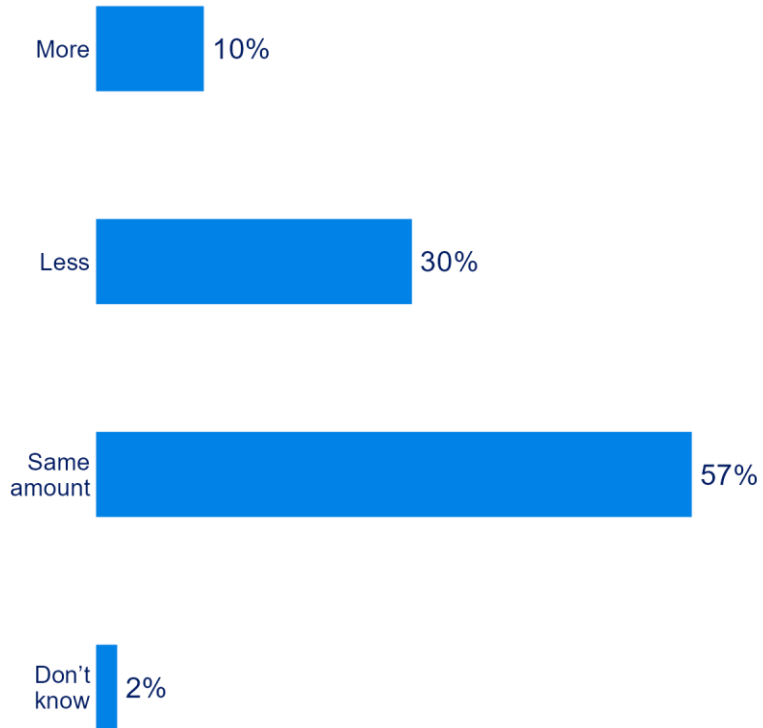
How do we convince them  
to buy?



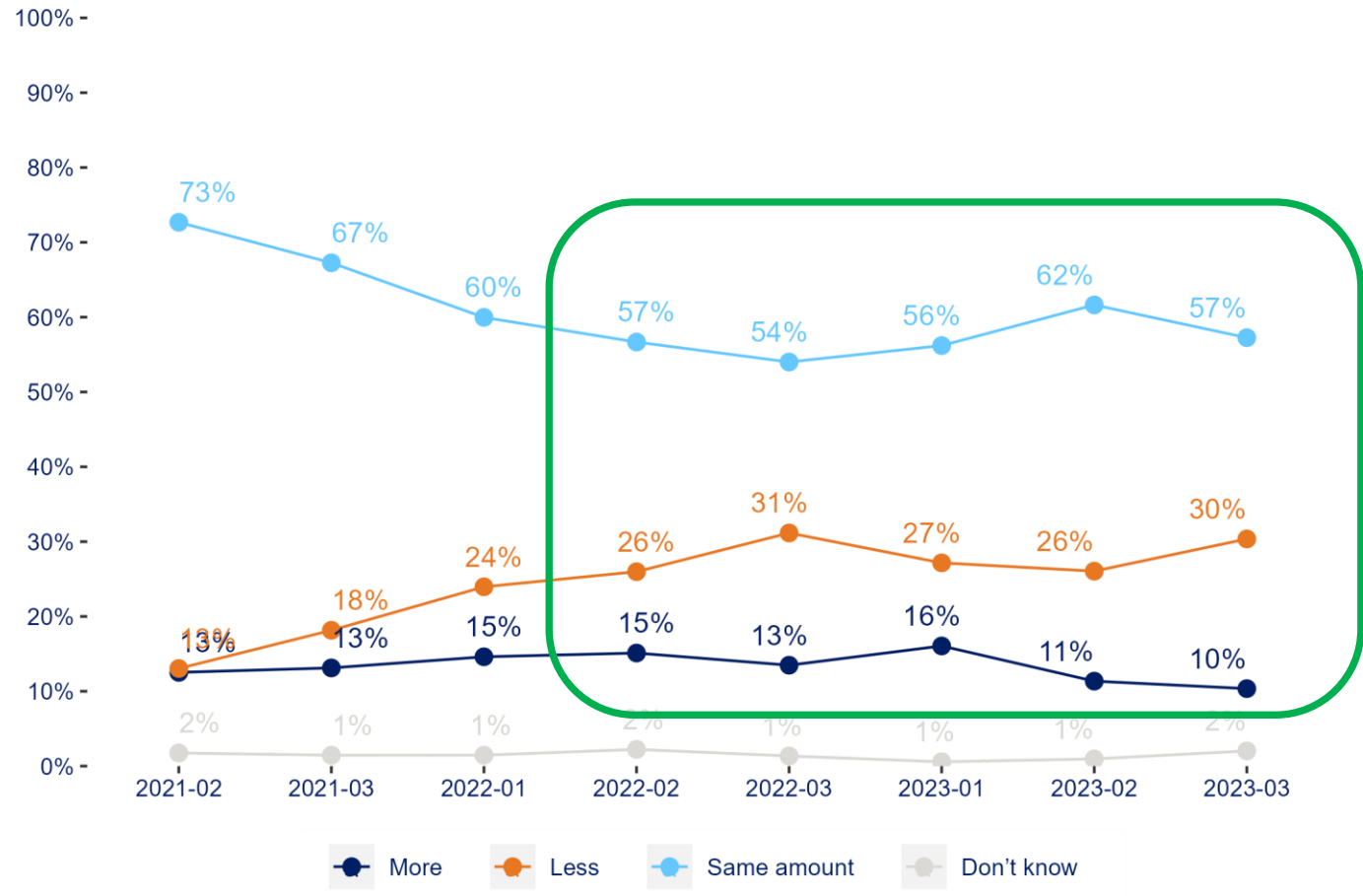
# Do you eat more, less or the same amount today compared to 6 months ago?

## Bacalhau

Current wave



Timeline



Question: Do you eat more, less or the same amount today compared to 6 months ago?

Base total: 496

# Purchase frequency of Bacalhau

	TOTAL	GENDER		AGE		
	(n=495)	MALE (n=257)	FEMALE (n=238)	20-34 (n=198)	35-49 (n=143)	50-65 (n=155)
Three times a week or more frequently	1%	1%	2%	0%	3%	1%
Twice a week	6%	8%	4%	7%	4%	6%
Once a week	13%	14%	13%	17%	10%	12%
2-3 times a month	21%	23%	20%	22%	23%	19%
Once a month	30%	32%	28%	26%	32%	34%
Every second month	12%	10%	13%	12%	11%	11%
Every third month	8%	7%	10%	6%	12%	8%
Less frequently	8%	5%	10%	10%	5%	8%
Never	0%	0%	0%	0%	0%	0%

# PATH TO PURCHASE BACALHAU (high level summary)



**38%** saw in-store: promotions, volume deal, reduction

**22%** saw shelf advertising, posters, stickers, ...in-store

**22%** saw products clearly marked with the country of origin

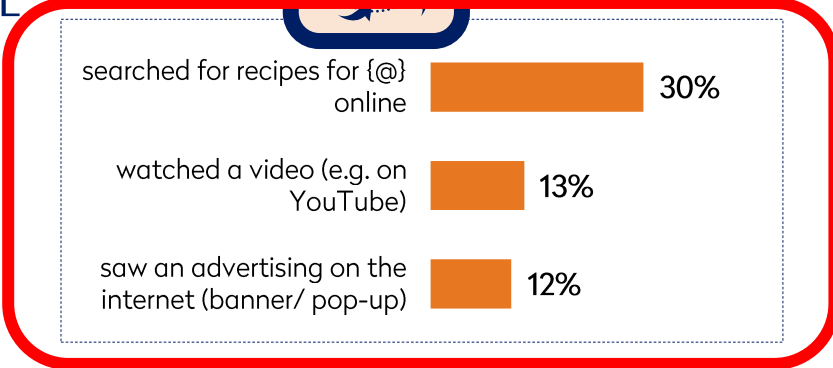
**12%** saw products clearly marked with the country of origin in a webstore

**9%** visited a webstore which suggested to buy

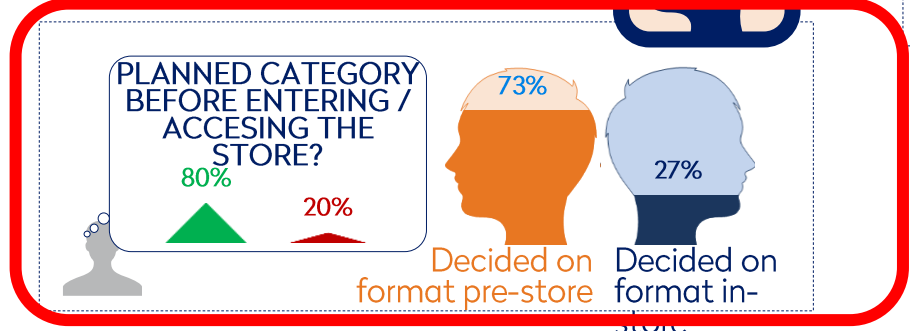
**7%** visited a webstore to find out more on products, but without buying



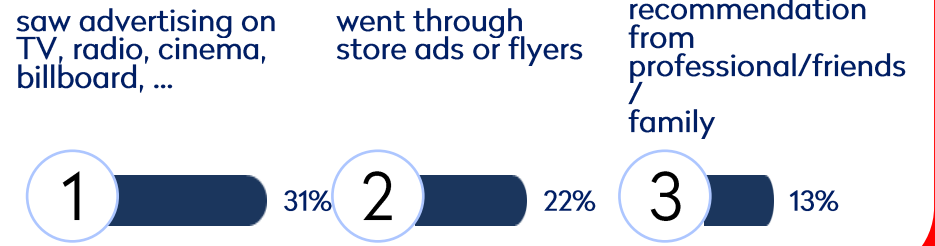
## ONLINE TOUCHPOINTS PRE-WEBSTORE



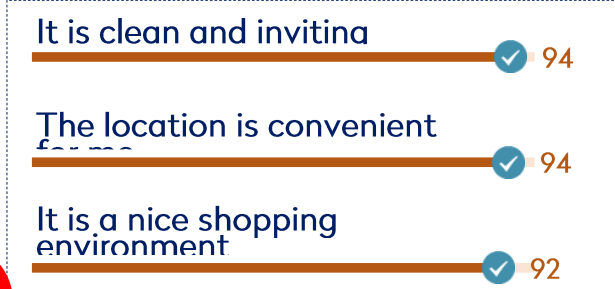
## HOW DECIDED TO BUY BACALHAU



## PRE-STORE INFLUENCES OFFLINE



## RETAIL DECISION CRITERIA



# The plan this year!



«Allways on» PR and SoMe:

- Inspirations
- Knowledge



3 Campaigns on «big media:  
(Easter, Summer and Christmas)

- TV
- Digital
- In-store media
- SoMe



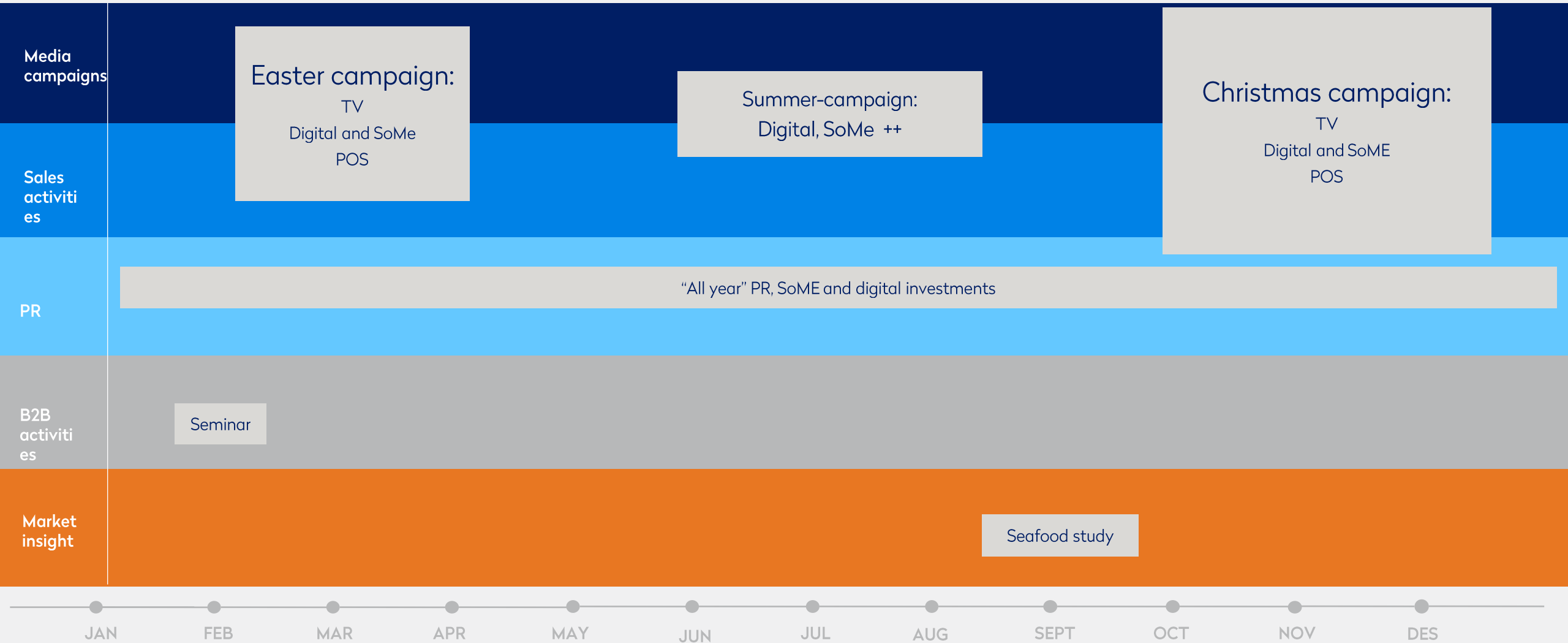
Seafood Studie  
Portuguese and their  
consumption of  
Seafood

Seafood study Portugal  
(Summer 2024)

- Understand the «new consumer»
- Deep dive – food service

# Timeline

## Market activities





# Thank you

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