

# NORGES SJØMATRÅD



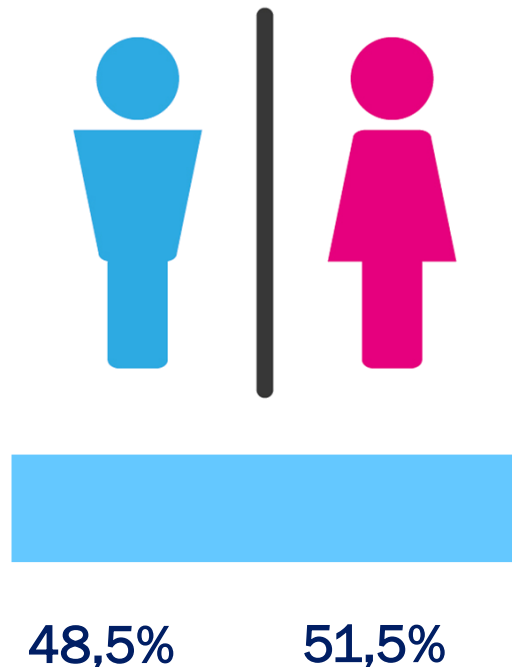
# Consumer Trends in Portugal

# Portugal Overview



# Portugal - Population

10.2 million



**There are more women than men in Portugal** according to the [CIA World Factbook](#) 2017 data (most recent data available).

The Portugal **Gender Ratio is 95 men to 100 women** (95:100) or 0.95. Portugal's gender ratio is lower than the global average of 101 men to 100 women (101:100) or 1.01.

# Portugal number two in Europe



54kg/per capita

(Iceland Number one; 92kg/per Capita)



## PORTUGAL IMPORTA 70% DO QUE CONSOME

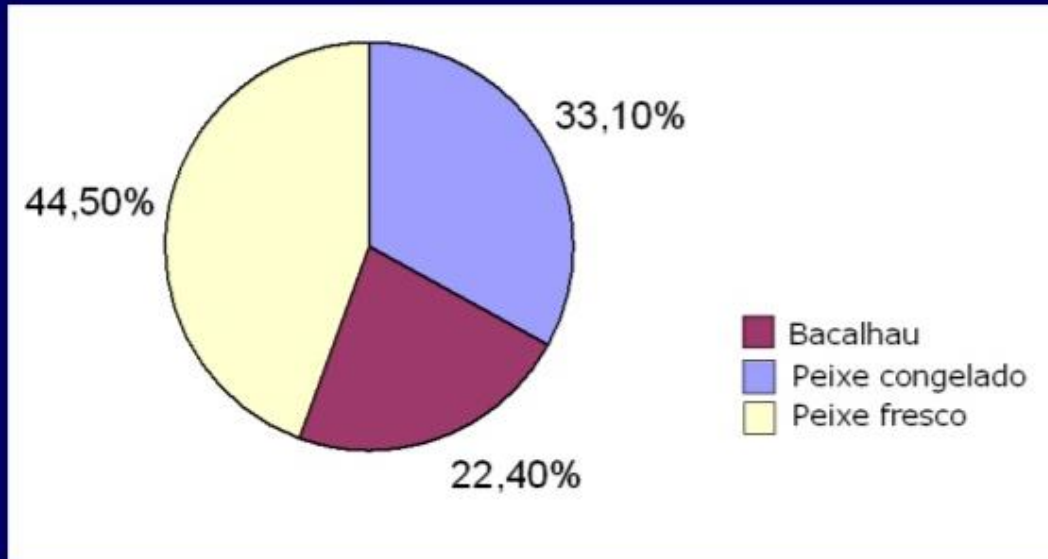


Portugal only capture 30% of the fish it consumes, the rest(70%) is imported

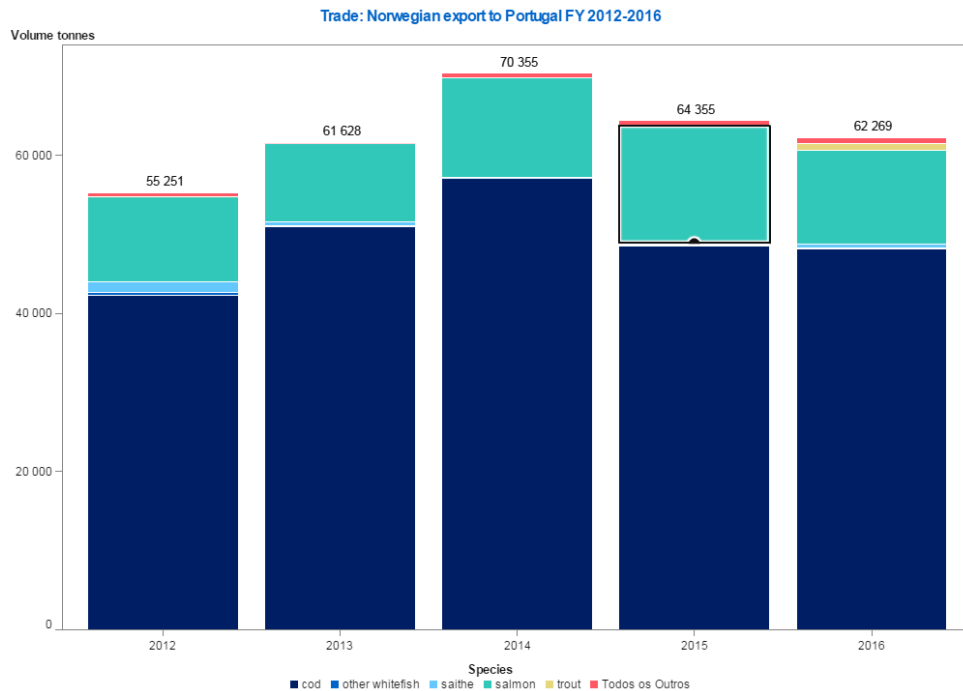
(PONG Pesca)

44,5% of the fish consumed fresh  
22,4% is Traditional Dry and salted Cod

• Consumo de peixe em Portugal

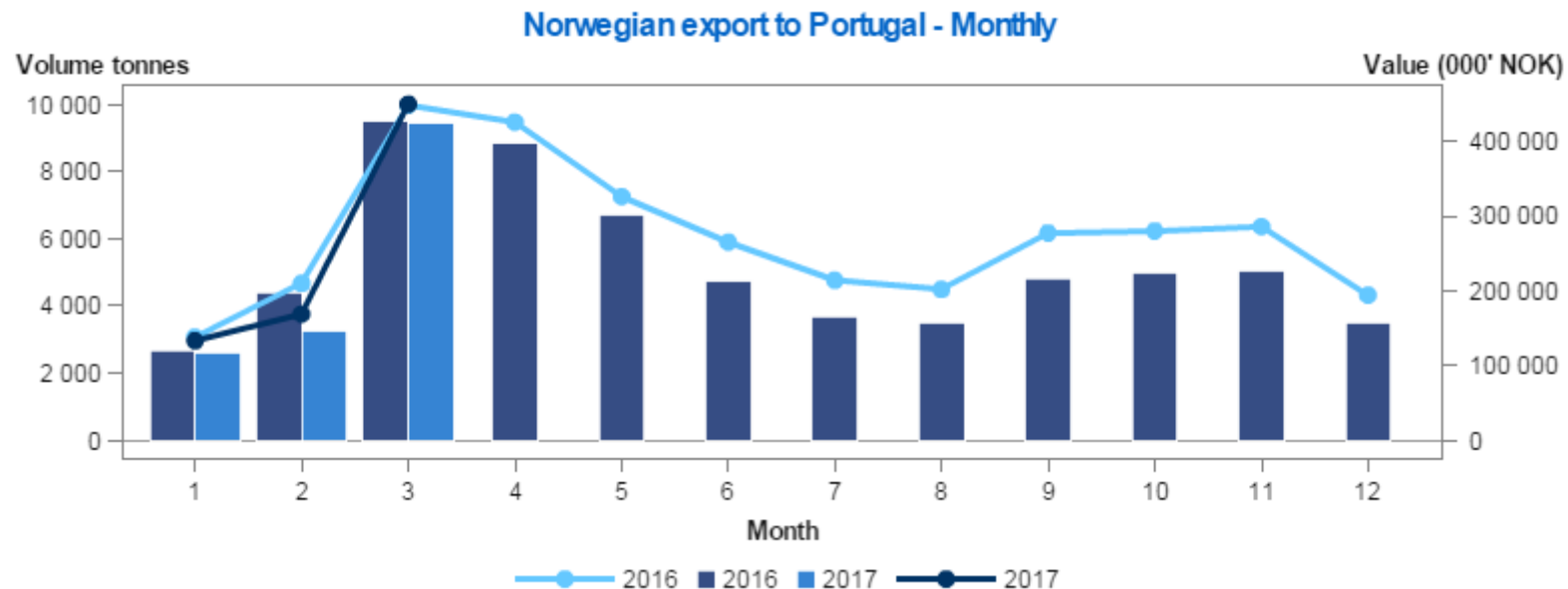


## Export of fish to Portugal in 2016 same as 2013, , peak i of 70.000ton in 2014





# Norwegian Seafood exports to Portugal



CLIPFISH  
AKA  
BACALHAU



## The “faithful friend”

Clipfish is part of the Portuguese culture, but there isn't cod in Portuguese waters



# Bacalhau

- ♦ Clippfish has a unique status in Portuguese cuisine, as it is both a very common food, and a symbol of the Portuguese national identity.
- ♦ «If its true that the Portuguese discovered new worlds, its also true that the Portuguese taught the world to cook and taste "bacalhau»



# Bacalhau à Bras

## Cristiano Ronaldo's favourite dish!

The National Football team is always accompanied by the well known Portuguese Chef – Hélio Loureiro.





# When the Portuguese National Football team won in France...



One of the major products for the Portuguese families

From 3.9 million HH's **3.6** million bought  
at least once **Cod Fish** in 2016

**88.2%**

Penetration

**6.1** days

Frequency

**18,75€**

Spend X Act

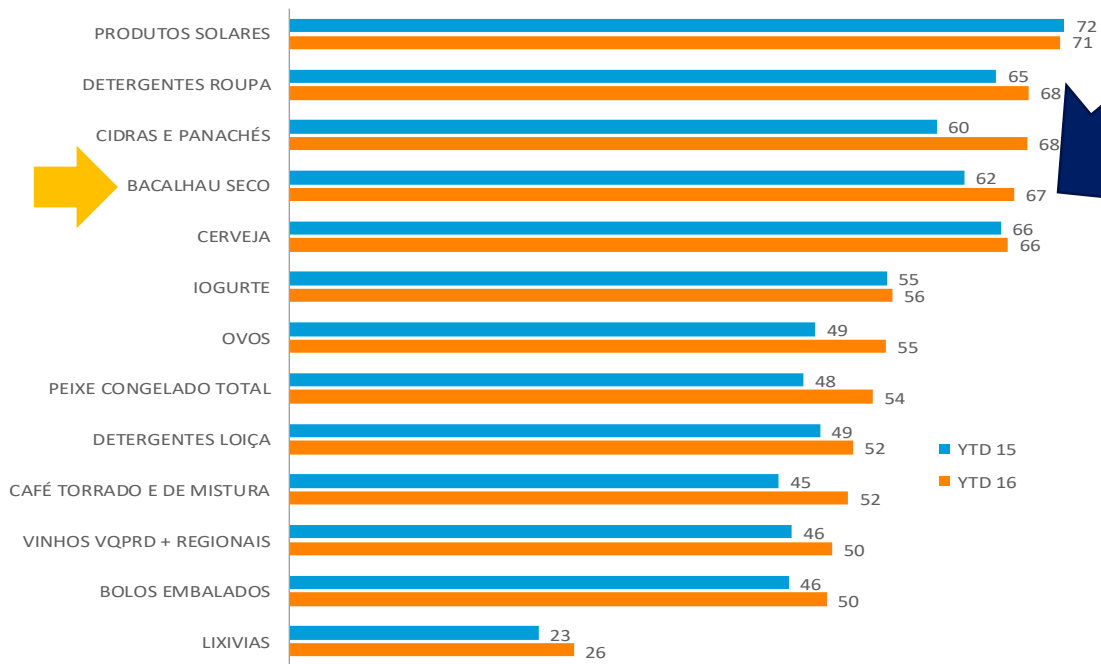
**2,40** kgs

Volume X Act

Source - Kantar 2017



# 4th biggest category in the market



67% of all clipfish sold in promotion

Source – AC Nielsen 2016 – Full year



# Last Kantar figures for 2017 – August

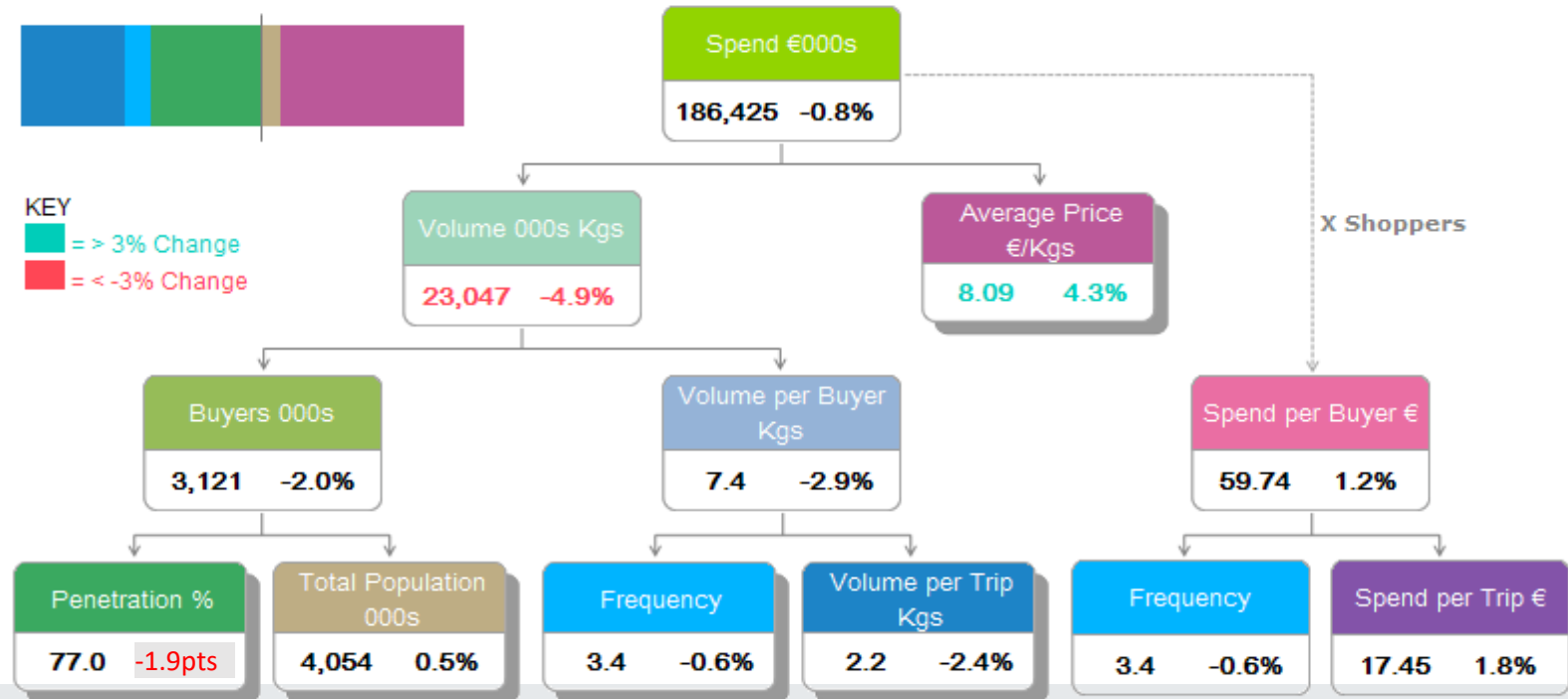
Total Cod Fish | KPI's (Market Indicators) | Ytd P7 2017 vs Ytd P7 2016

Attribution of Change in Spend



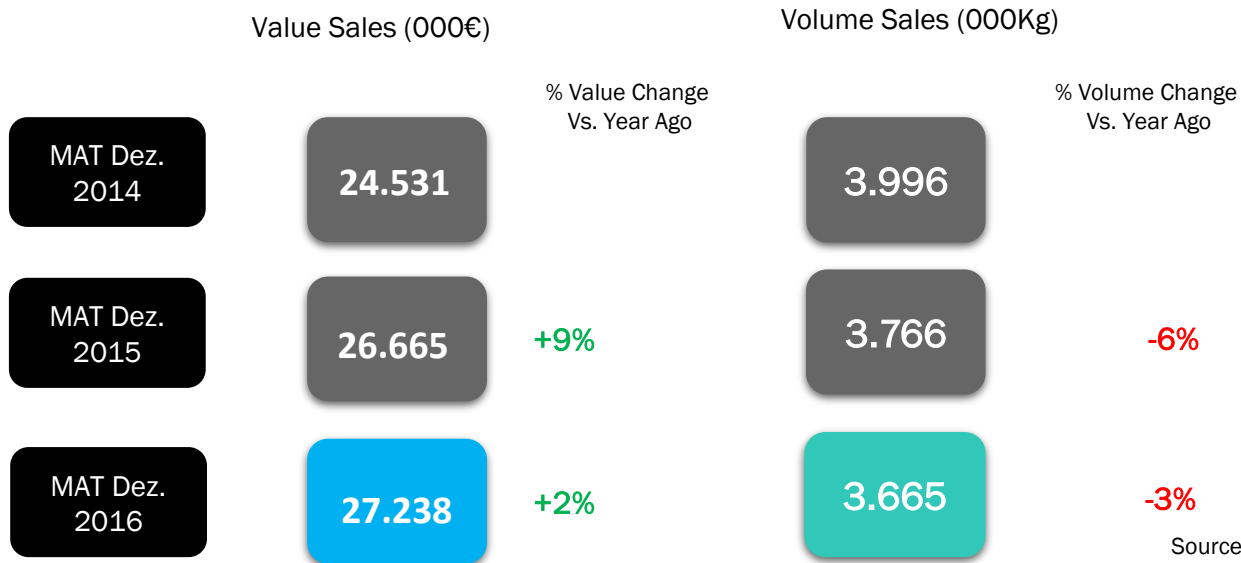
KEY

- = > 3% Change
- = < -3% Change



On the professional sector the category its also one of the most relevant.

Total C&C

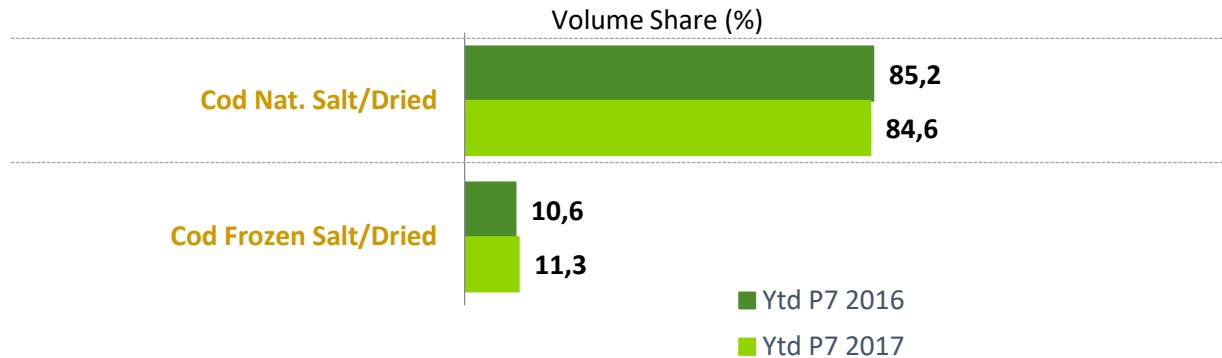


Source – AC Nielsen 2016 – Full year



## Total Cod Fish | | Ytd P7 2017 vs Ytd P7 2016

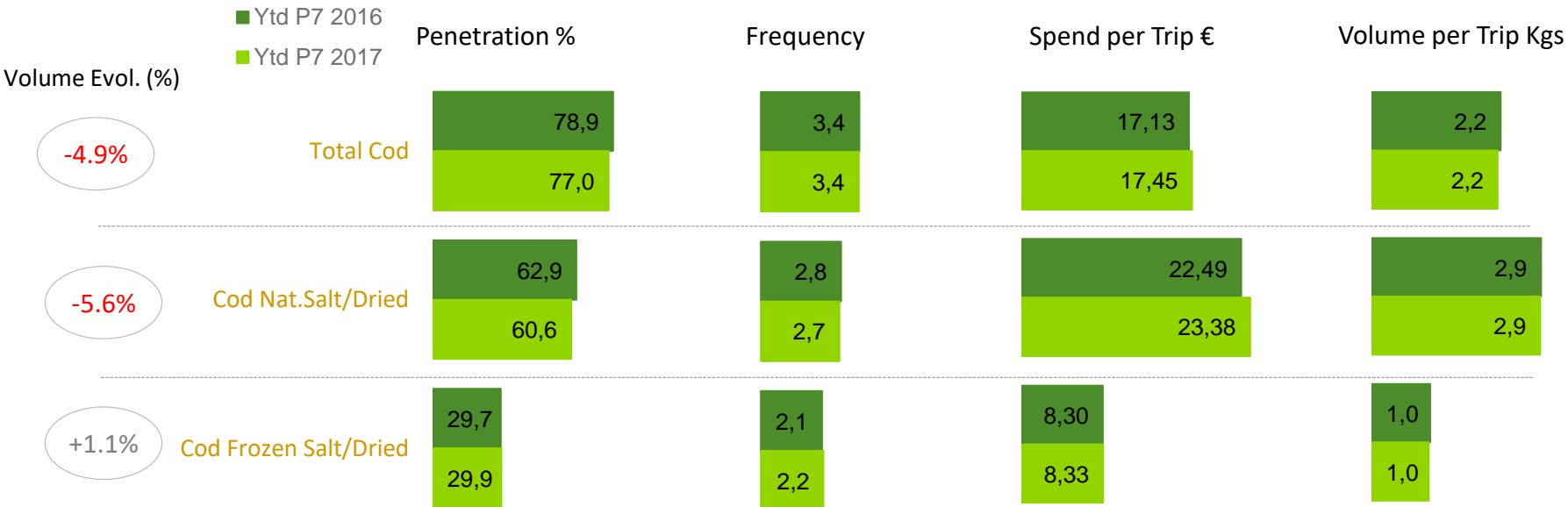
Even if Frozen takes marked shares from Dried/July 2017 vs July 2016), Dried may reconquest these market share when Christmas Sales starts, as people tend to be more traditional for Christmas



# IN 7 MONTHS 61% OF PORTUGUESE HH'S BOUGHT COD AT LEAST 3 TIMES AND IN 80% OF THE TRIPS DRIED COD WAS IN THE BASKET



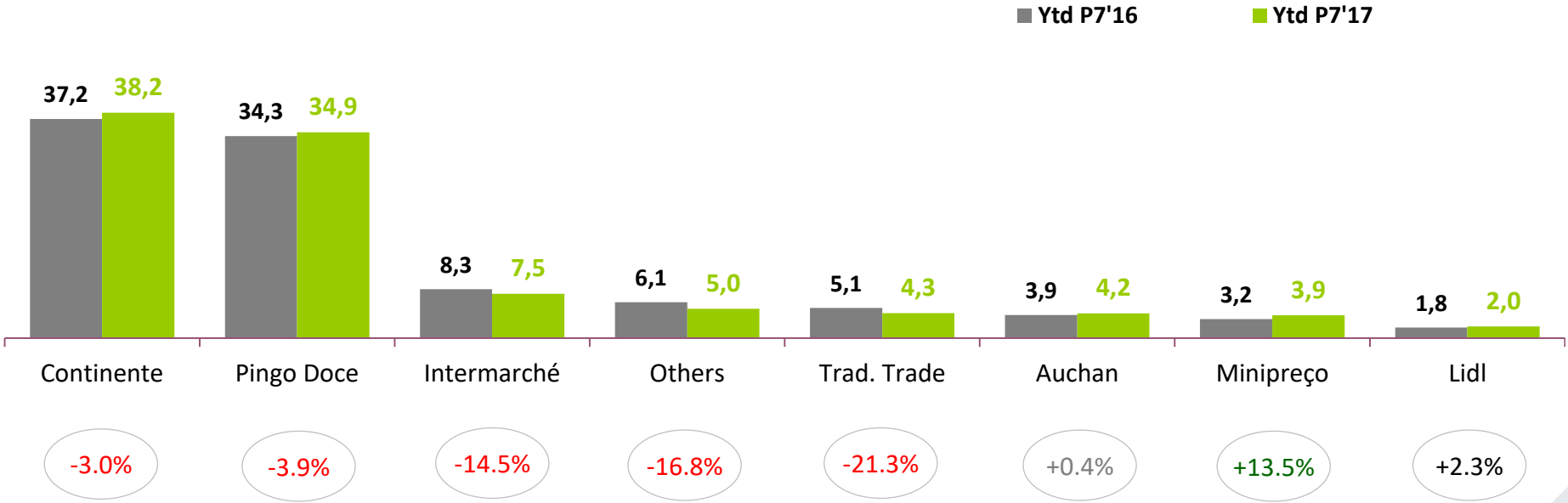
Total Cod Fish | Segments KPI'S | Ytd P7 2017 vs Ytd P7 2016



# LEADING RETAILERS STRANGLE DRIED COD MARKET



Dried cod fish | Retailers Volume Share and Evolution | Ytd's P7 2017 vs Ytd P7 2016

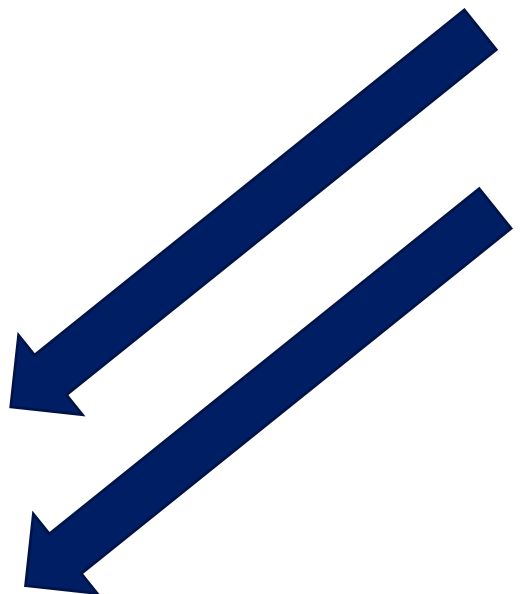
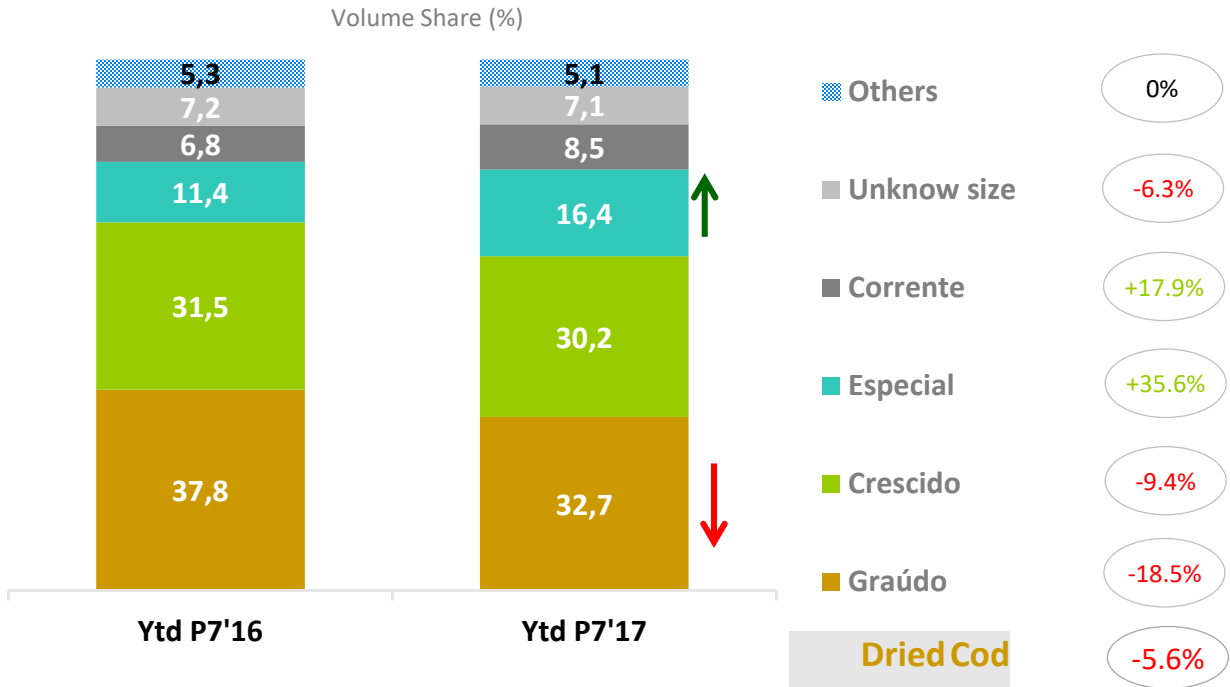


Volume Evol. Vs Ytd P7'16(%)

# ESPECIAL CONTINUE TO GAIN WEIGHT , Often same price as Graúdo



Dried cod fish | Cod Size Volume Share and Evolution | Ytd P7 2017 vs Ytd P7 2016



Vol. Evol. (%) vs Ytd'16





Universal Challenge;  
“pass it on” to the next generation

“To be able to introduce the Bacalhau on the new generations diet in order to maintain the market size.”

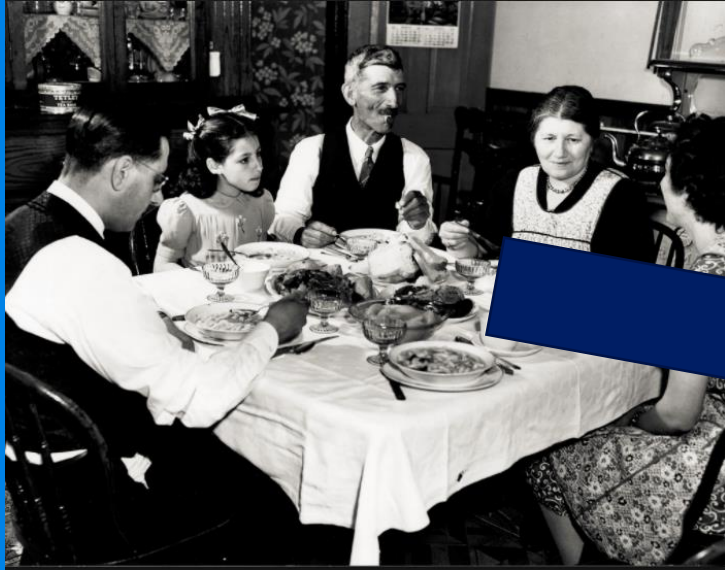


Presence in leading  
audience channels  
TVI + Cable  
and programs



Master Chef Kids

# Passion for Bacalhau;



Pass it on to the next generation!

**NORGES**  
**SJØMATRÅD**

Takk for idag!