

MARKET PLAN
2025 - 2030

USA Trout

Revised November 2024

NORWEGIAN SEAFOOD COUNCIL



Table of content

1. Markets status
2. Strategic implications
3. Market Goal 2030 and NSCs objectives in USA
4. Market strategy
5. Overview 5 -year plan
6. Market activities overview 2025

MARKET STATUS | USA | Trout

OVERALL SEAFOOD MARKET

The **total seafood market** in United States is 7,5 million tons (+2% 5Y). Consumption per capita is 22,3 kg annually

MARKET ACCESS

No current issues regarding market access

THE TROUT MARKET

- The total market for trout, based on import statistics, is 28.1 thousand tons (+16% 3Y) This includes all types of trout, both Steelhead and fresh-water trout. Norway and Chile are the main suppliers of Steelhead trout. Turkey also supplies Steelhead trout.
- The Norwegian market share is 35 % (+0 pp 3Y)
- Main competitors are Chile (29 %, -6 pp 3Y), Peru (10 %, -3 pp 3Y), Turkey (8 %, +7 pp 3Y), and Colombia (8 %, +2 pp 3Y)
- Main product forms imported are fresh fillet (51%, 6 pp 3Y), frozen fillet (24%, 8 pp 3Y), fresh whole (20%, -16 pp 3Y), and frozen whole (3%, 1 pp 3Y)

Other information

- Growth in digital retail offers new possibilities
- Health consciousness is growing. The US population is still eating less fish than officially recommended

Macro trends (by 2030)

7%	3%
GDP growth	Population growth

Market shares

1. Norway (35%)
2. Chile (29%)
3. Peru (10%)
4. Turkey (8%)
5. Colombia (8%)

Sales channels (SCI tracker)

1. Retail (48%)
2. Restaurants (37%)
3. Take away (15%)

Consumption formats

1. Fresh fillet (51%)
2. Frozen fillet (24%)
3. Fresh whole (20%)
4. Frozen whole (3%)

Strategic implications for Norwegian trout and NSC's market efforts

The American market for trout has been growing steadily over the last couple of years (16%, 3Y). Norway has had the main market share (35%) over many years. The growing trout market coupled with health trends is indicative of further potential for Norwegian volumes and market shares.

To help drive Norway's position further, marketing activities towards specific consumer groups with the mission of increasing both awareness and preference, is key as current position for Norwegian trout amongst consumers is still far from strong (unaided awareness, 17%)

As much of the Norwegian trout ends up in California, we will continue to concentrate our efforts in the areas of San Francisco, Los Angeles and San Diego. Consumption of trout is divided between home (48%) and restaurant/take away (52%). Market activities should be tailored to address this split.

Making sure that trout from Norway is clearly marked with Norwegian origin, will be critical for the efficiency of our marketing activities.

OBJECTIVE OVERVIEW 2025 - 2030

Market goal

By 2030 the goal is to increase consumption of Steelhead trout from Norway from 10 500 tons to 13 100 tons (25%)

NOTE. The market goal has been set in collaboration with NSC's advisory group and reflects a common desired goal dependent on efforts beyond The Norwegian Seafood Council's marketing efforts.

NSC's objectives in USA

Objective 1

Consumers shall have a high awareness of and prefer Norwegian salmon over competing origins

KPI 1 *From 17% to 22% (unaided awareness)*

KPI 2 *TBD*

Objective 2 Retail

High degree of origin labelling

KPI 1 *TBD*

Objective 3

High degree of industry satisfaction with NSC's services

KPI 1 *Above 70 % (Satisfaction survey)*

Market strategy 2025 - 2030

The NSC will invest in media and PR activities combined with promotional activities in stores and restaurant chains

The consumer faced campaign shall motivate retailers and restaurant groups to participate in promoting Norwegian trout in the campaign period. Campaigns will take place online, offline and in store.

The geographical scope for NSC's marketing activities will be concentrated to California, targeting markets in San Francisco, Los Angeles and San Diego.

- With a clear value propositions, The NSC will actively engage with brand owners in US and Norway to increase origin labeling on Norwegian trout products available in US retail.
- The NSC will analyze and communicate about key consumer trends and other market developments taking place in the US market, that the Norwegian trout industry can utilize in their business operations. This will be related to e.g. competition from other suppliers, feed components, logistics, new technological developments within packaging etc.

PR activities will work as an additional communication tool to reach the target group. This includes proactive and reactive issues management.

Overview of key deliveries and objectives 2025 – 2030

	Baseline	2025	2026	2027	2028	2029	Objective 2030
Objective 1 Consumers shall have a high awareness of and prefer Norwegian salmon over competing origins	Unaided awareness 17%						Unaided awareness 22 % Preference TBD
Key deliveries		Paid media and POS	Paid media and POS	Paid media and POS	Paid media and POS	Paid media and POS	
Objective 2 Higher degree of origin labelling	N/A						TBD
Key deliveries		Establish baseline	TBD	TBD	TBD	TBD	
Objective 3 High degree of industry satisfaction with NSC's services	N/A						Above 70%
Key deliveries		Industry communication	Industry communication	Industry communication	Industry communication	Industry communication	

Overview of activities 2025

	Q1	Q2	Q3	Q4	Budget allocation
Objective 1	POS/ Digital marketing/Paid media Restaurant campaign (CA)	POS/ Digital marketing/Paid media	POS/ Digital marketing/Paid media Restaurant campaign (CA)	POS/ Digital marketing/paid media	95 %
Objective 2	POS-mapping of origin communication on Norwegian products in retail to establish baseline in Q1 or Q2				2%
Objective 3	Industry communication Boston Seafood Show (SENA)	Industry communication	Industry communication	Industry communication	3%

NORWEGIAN
SEAFOOD COUNCIL

Proudly representing

FROM
SEAFOOD
NORWAY
D

