

German whitefish market and demands

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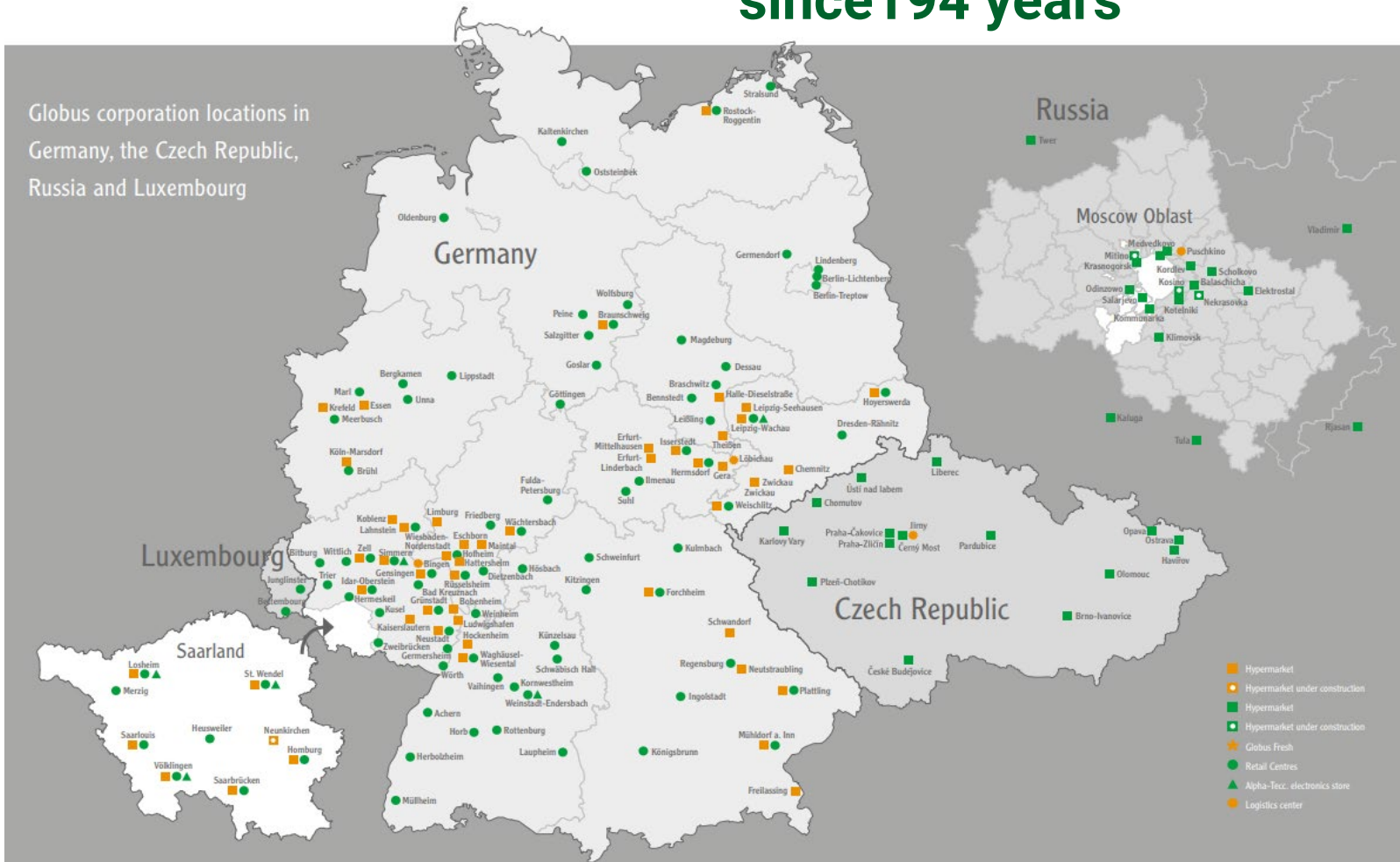
German whitefish market and demands

- 1. GLOBUS: the company**
- 2. (White-)fish market development Germany**
- 3. News from German whitefish production**
- 4. Perspectives of cod**
- 5. frozen whitefish at GLOBUS 2021-2022**
- 6. Skrei: potential exploited?**
- 7. fresh whitefish at GLOBUS 2021-2022**
- 8. learnings of the retail & outlook**

GLOBUS

46.000 people
4 countries
6 generations family
since 194 years

Globus corporation locations in
Germany, the Czech Republic,
Russia and Luxembourg



German seafood market shares by species

Ranking of important fish products Germany %

	2018	2019	2020
salmon	16,4	18,8	18,8
tuna	13,3	11,4	15,6
alaska pollack	17,3	17,7	14,5
herring	14,1	10,0	12,0
shrimps	7,2	7,4	8,3
cod	1,8	2,1	2,0
saithe	2,7	2,3	1,7
redfish	1,1	1,5	1,1
others	26,1	28,8	26,0
others total	77,1	76,4	80,7
whitefish	22,9	23,6	19,3

source: FIZ 19.08.2022

May 2022: short-time work fish fingers in „fish-town“

Stand: 19.05.2022 09:16 Uhr

Kurzarbeit in Fischfabriken in Bremerhaven angemeldet



In Bremerhaven werden auch Fischstäbchen hergestellt. (Themenbild)

Fisch in Containern ins Land lasse. Container seien derzeit aber knapp - und deshalb komme nicht genug Rohware für Fischstäbchen in Bremerhaven an.

Für Fisch müssen Verbraucher immer tiefer in die Tasche greifen. Inzwischen wird selbst die Rohware für Fertigfischgerichte wie Fischstäbchen knapp. In Bremerhaven haben die ersten Fischfabriken deshalb Kurzarbeit angemeldet. Lieferketten würden derzeit nicht mehr funktionieren, heißt es vom Bundesverband der Deutschen Fischindustrie. Das liege daran, dass China derzeit wegen Angst vor Corona nur noch

source: NDR

influences on whitefish markets

Cod becoming ‘new salmon’ as Norway waits for higher prices to hit consumers

With quotas expected to be down next year, there is no sign of a drop in whole cod prices any time soon, and Europe's famously inelastic demand is expected to be sorely tested

undercurrent news May 09 2022

Norwegian cod fishery in the future:

- **MSC or not?**
- **any effects on the European market?**
- **compensation from Iceland?**

frozen whitefish at GLOBUS 2021 - 2022 Januar - April

frozen whitefish volumes (packages total) - 18%

fish fingers (packages total) - 17% (+6% sales price)
Schlemmerfilet +/-0 (sales price +/-0)

reasons?

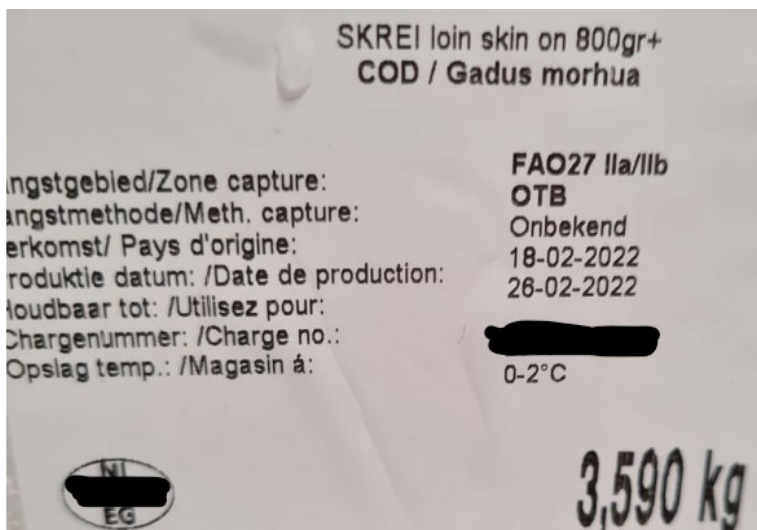
influence of pandemic (closed gastronomy 2021)?

fish fingers

- price sensitive**
- promo-driven**
- sales price: ~6 €/kg (2,71 €/package)!**

Skrei: potential exploited?

- 2022: uncertainty of MSC certification
- quality label missed  (skrei or cod?)
- uncertainty of origin ?
- fixed season opening possible?



Skreifilet 4/800 m/s

Latinsk navn : Gadus morhua
Antal kilo : 5,00
Fangst metode: Vod/line
Fangst område: 27.1.B.
Prod. code [REDACTED]
Mærkning : [REDACTED]

5 KG
WINTERKAFI(SKREI)LOINS M/H
GADUS MORHUA/COD
FANGGEBIET: FAO27 IIA
FANGGERÅTE: WADENNETZE
GEFANGEN IM NORWEGISCHE SEE
PRODUKTIONSNUMMER: [REDACTED]
MSC-C [REDACTED]
DK-[REDACTED] EG

Skrei GLOBUS 2021 – 2022
- 40% volume of fillet/loin
+ 15% buying & sales price

fresh whitefish at GLOBUS 2021-2022 Januar - April

main whitefish volume changes in GLOBUS fresh fish counters

cod fillets & loins	- 25%	prices	0%
saithe fillets & loins	- 12%	prices	+10%
redfish fillets	- 26%	prices	0%
total fresh fish	- 24%	prices	+ 6%

reasons?

price sensitivity?

effects of inflation?

end of pandemic – back to gastronomy?

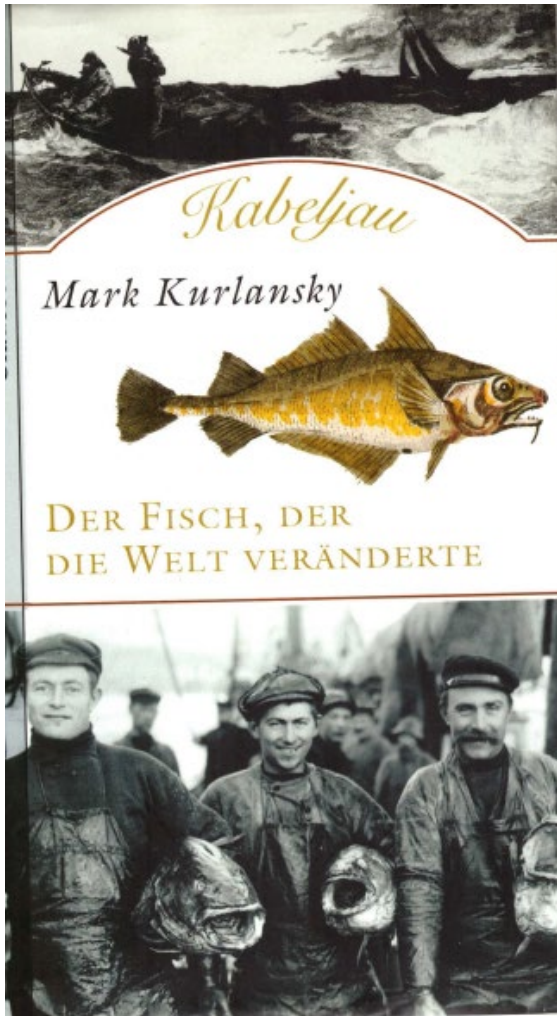
change to cheaper proteins?

but: no change to salmon visible!

learnings from trends and breakes of consumer behaviour

- **alternative fish products and species in fresh fish counters**
- **refinement and value adding in the counter**
- **frozen products: from brand to private label**
- **trend or active change to other animal proteins ?**
- **business as before after the pandemic ?**

outlook



*Ließe der Kabeljau uns im Stich,
wir wären verkauft und verraten.
Was brächten wir dann nach Bergen
und tauschten es gegen Dukaten?*

Petter Dass,
Nordlands Trompet, Norwegen, 1735

**cod (and other whitefish) is
existential for the market
....since 390 years**