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# **The update of China whitefish processing industry under current strict Covid-19 control & China domestic market**

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**17<sup>th</sup> North Atlantic Seafood Forum  
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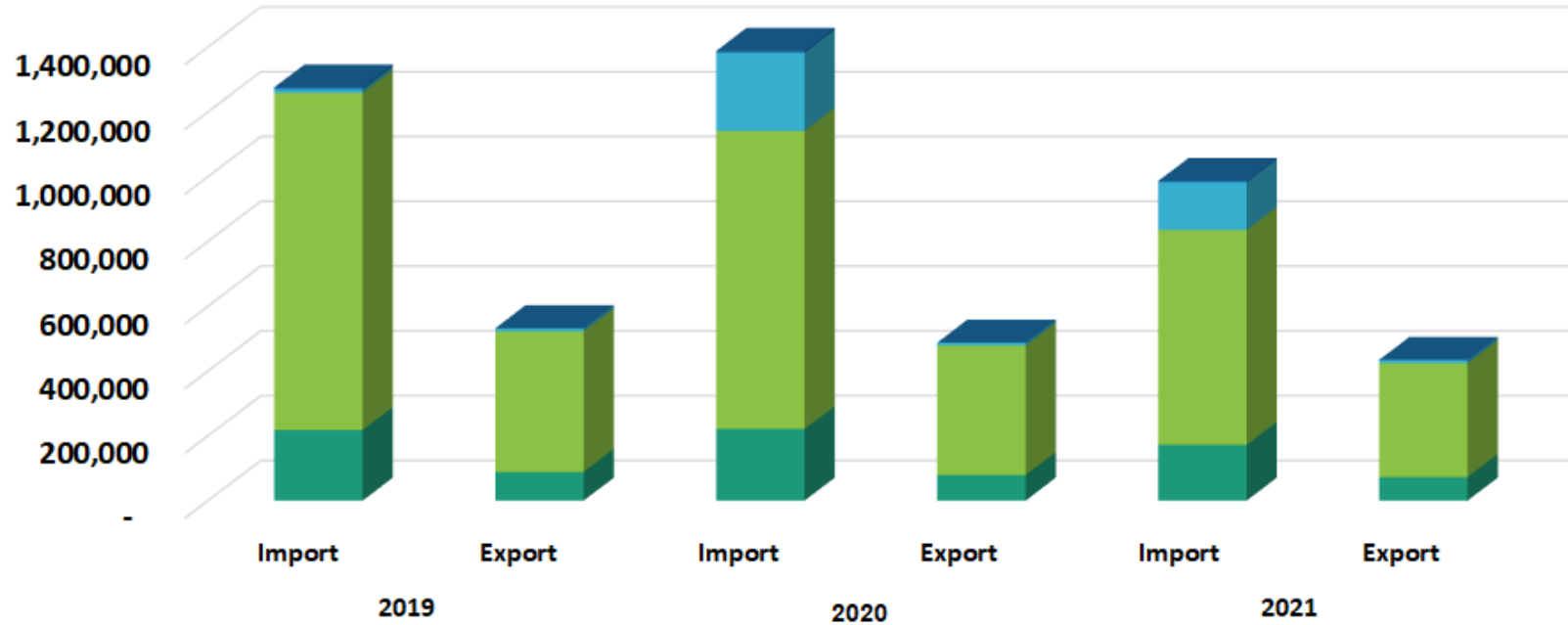
# Acknowledgements

**Marine Steward Council, China, Dr. Yan An**  
**Norwegian Seafood Council, China, Mr. Andreas Thorud**  
**CAPPMA, Mr. Wenxue Shang**

# 7. White Fish imports and exports



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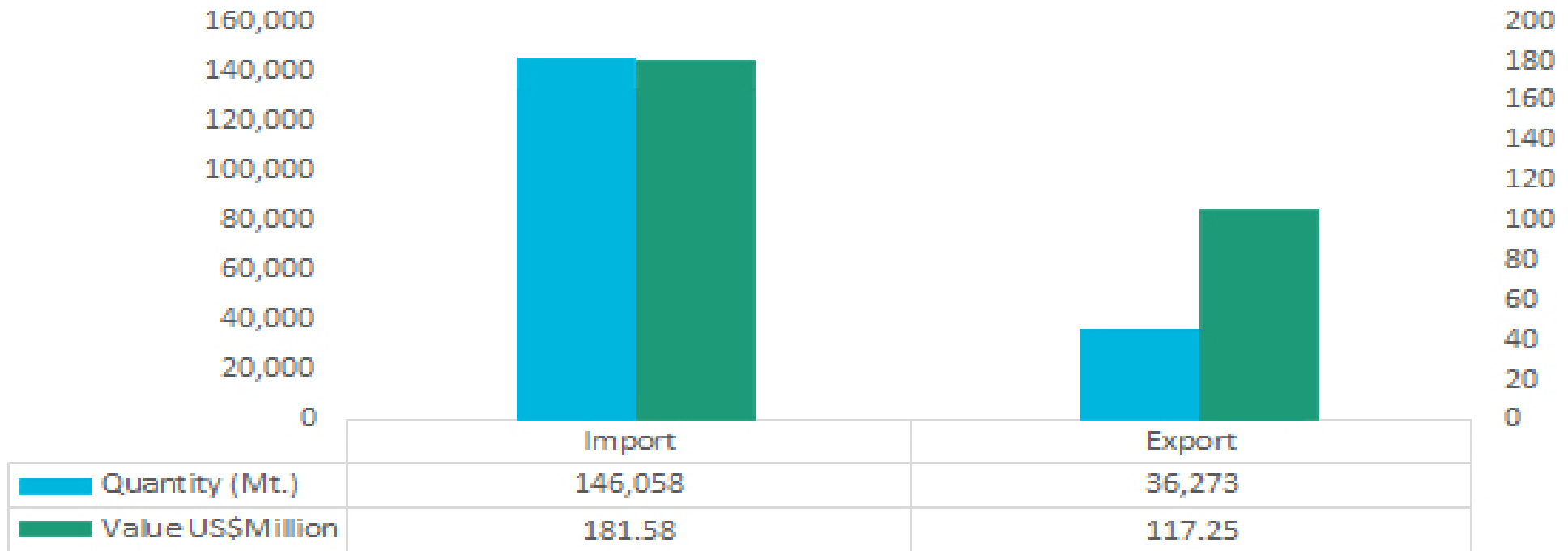
- Groundfish
- Catfish, Tilapia, Eel
- Cod, Pollock & Haddock
- Toothfish

Sources:  
China Custom



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## Pollock Import/Export, January-March, 2022



Source  
China Custom



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## What is situation of China whitefish processing industry

- Less raw material
- Less workers
- Less plants, another 20-30% less in the next 5 yrs
- Higher cost/High demand/Good margin?
- Worse financing
- Uncertain and unsustainable industry
- More players in China domestic market

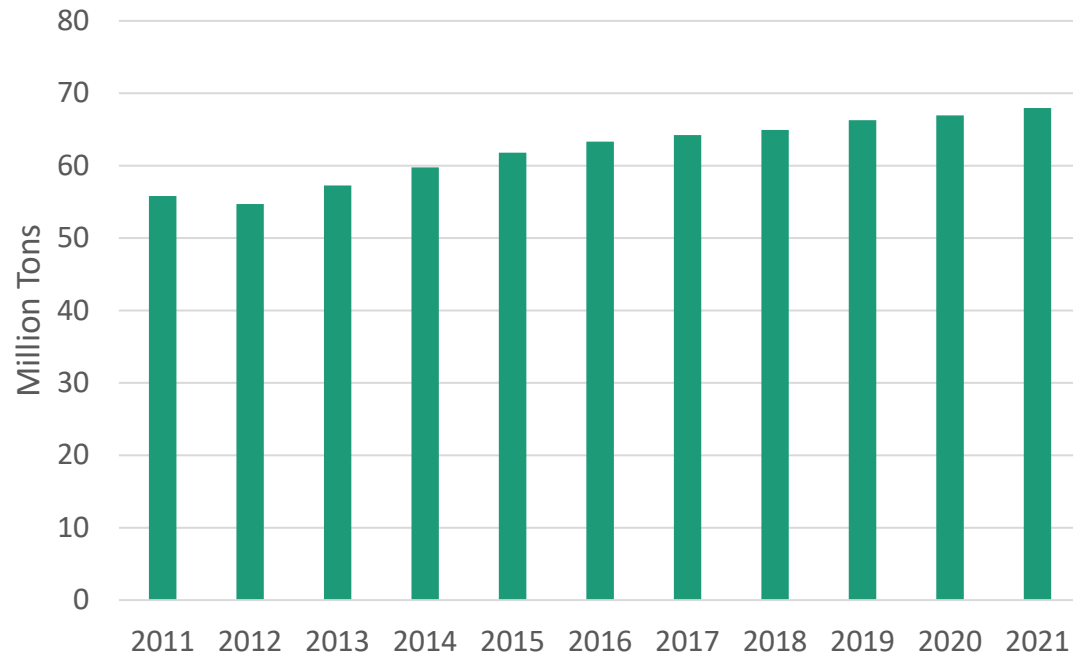


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## Seafood supply was at the highest level in 2021

China's seafood supply reached approx. 66.9 million tons in 2021, this was the highest level ever. Of the total supply, domestic still account for the majority, with an average of over 95% in the past decade.

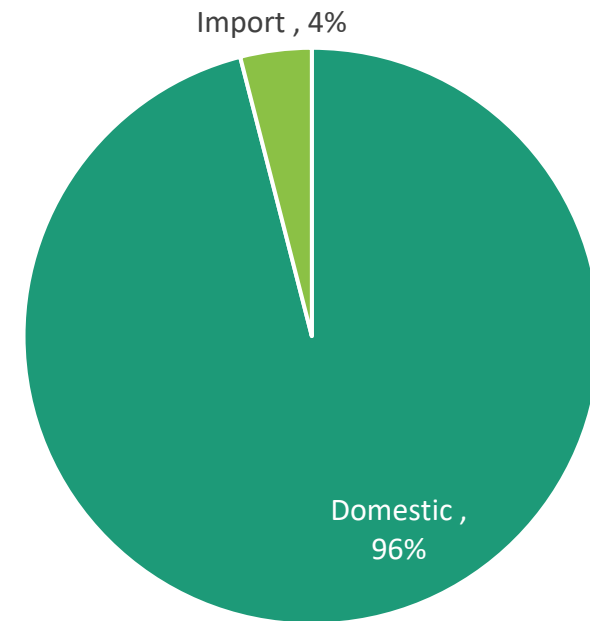
China's Seafood Supply



Seafood Supply = Domestic Production (aquaculture + catch) + Import – Export

Seafood include: Sea Fish, Freshwater Fish, Shellfish, Seaweed

Domestic vs. Import 2021



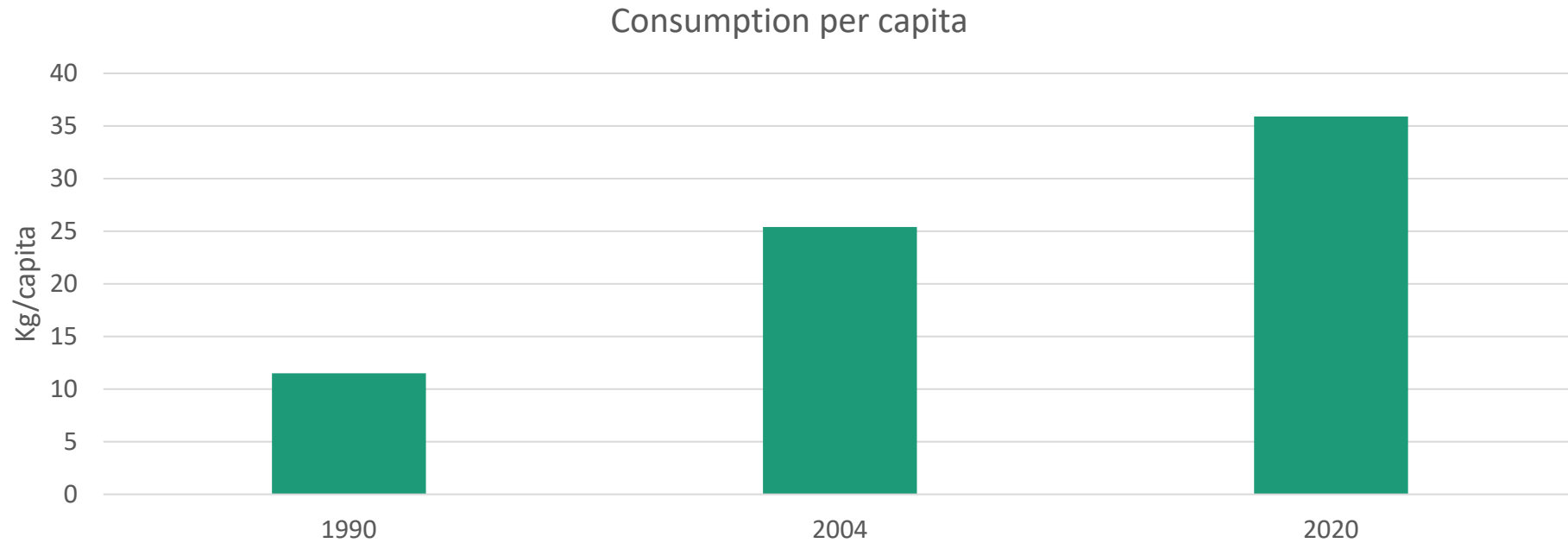
Please note this does not account for export which includes both domestic and imported products.



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## Seafood consumption in China continues to increase

Chinese (urban and rural) per capita consumption of seafood rocketed from 25 lbs in 1990 to 56 lbs in 2004 and reached approx. 79 lbs per capita in 2020, according to the FAO.



Source: FAO



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# Chinese seafood consumers insights

## Love of seafood and the oceans



82%

Regularly purchase seafood

Base: General public, China



19%

Love to eat seafood

Base: General public, China



73%

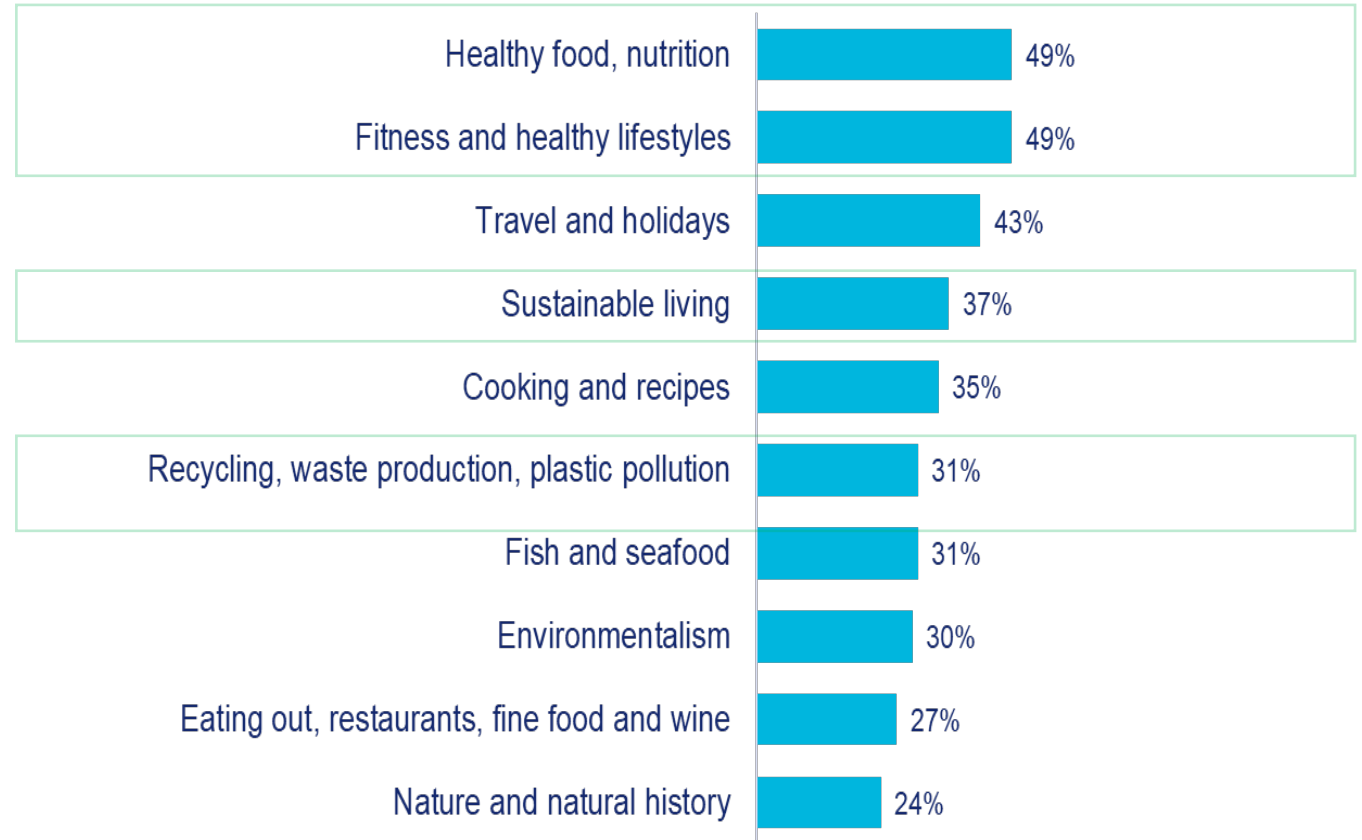
Believe we need to switch to only sustainable sources

Base: Seafood consumers, China

Top six motivators of seafood purchase (of 21 factors tested):

1. Safe to eat
2. Good for my health / my family
3. Fresh
4. Sustainably sourced environmentally friendly
5. Taste
6. Organic

## Top 10 hobbies and interests among Chinese seafood consumers



Source: GlobeScan Global Seafood Consumer Insights 2020



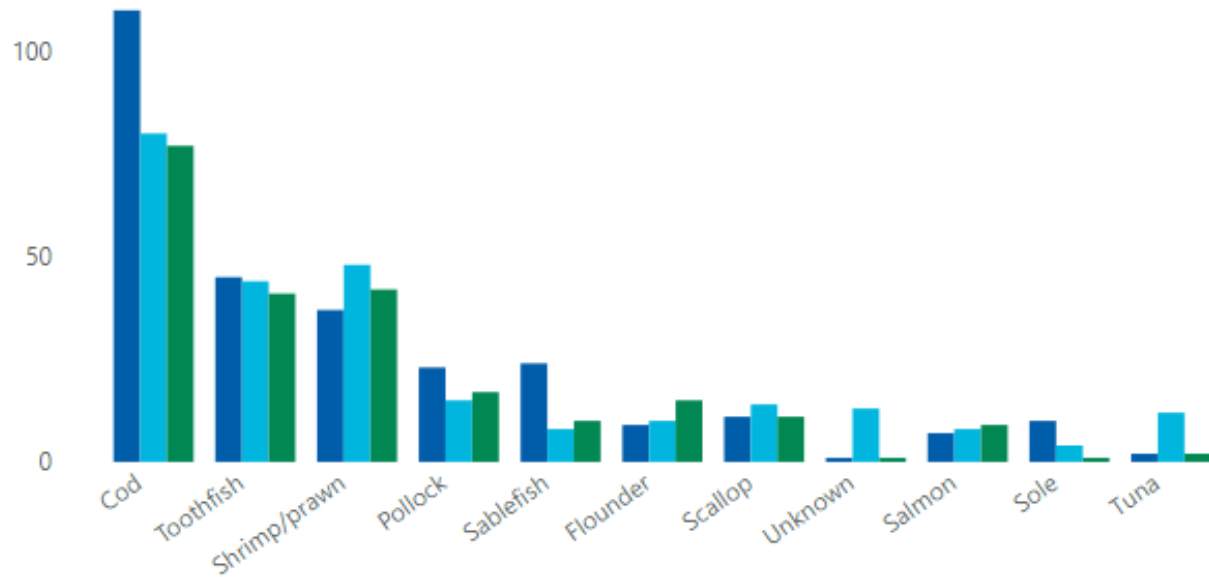


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# Popular species and categories in China

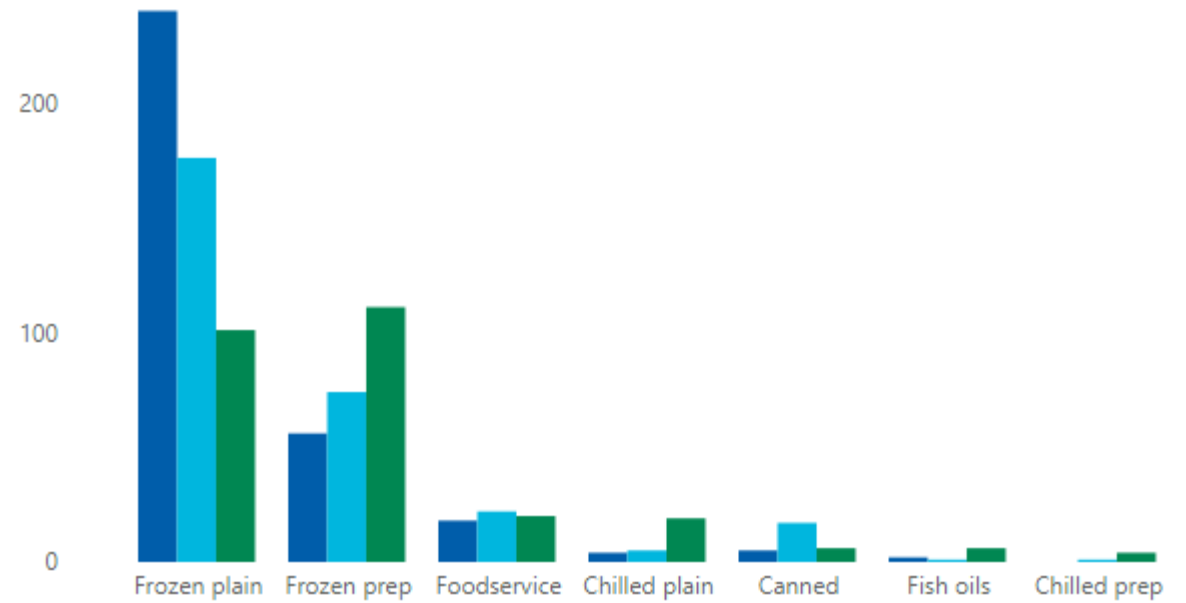
Live products by top 10 species

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021



Live products by product category

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021





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**3R**

**Ready-to-eat  
Ready-to-cook  
Ready-to-heat**

**Market Size**

**2019, \$38 Billions  
2021, \$54 Billions  
2026, \$156 Billions**



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**THANKS!**