

# Trends within E-commerce related to seafood and the Chinese consumers' perception on sustainability

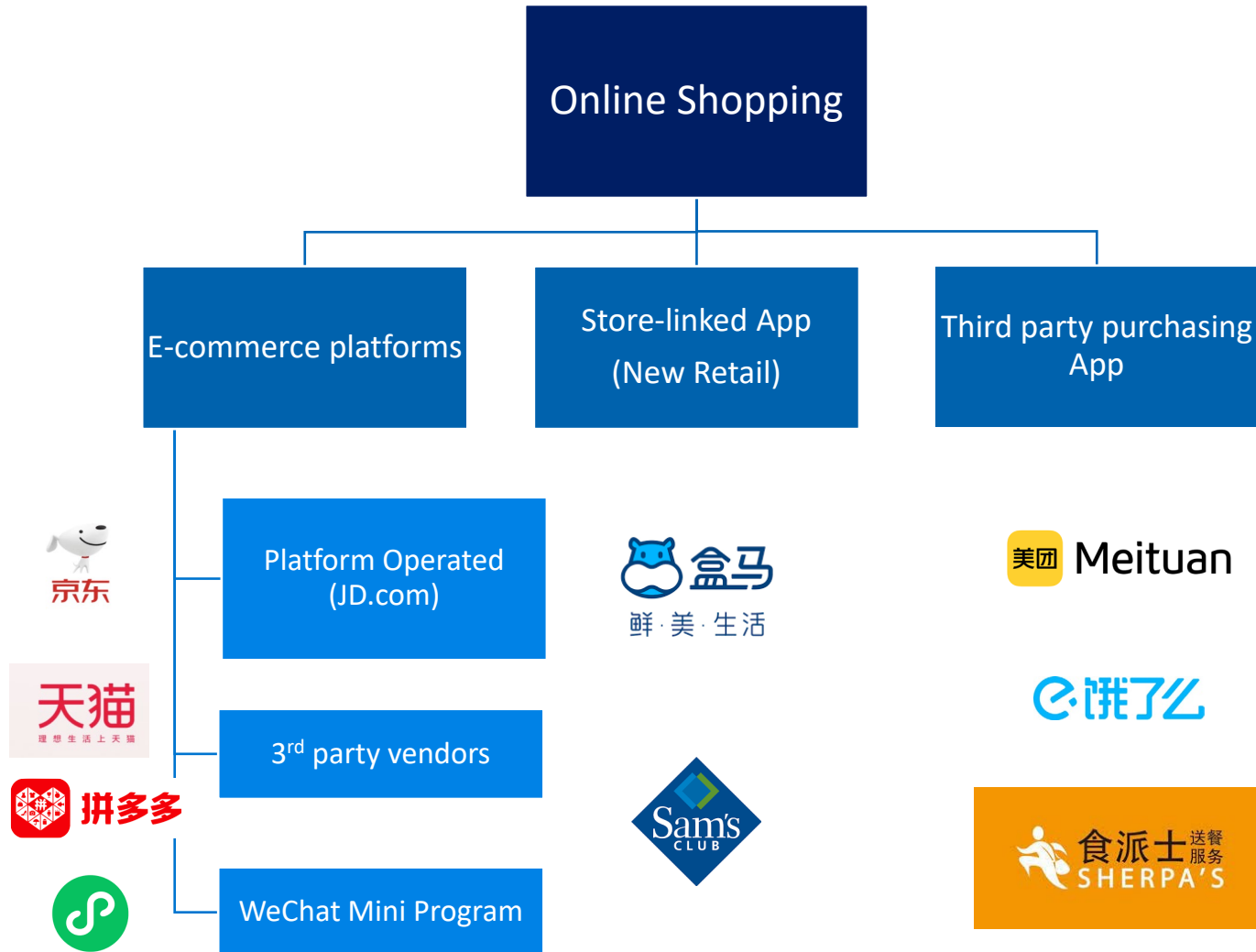
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June 23<sup>rd</sup>, 2022

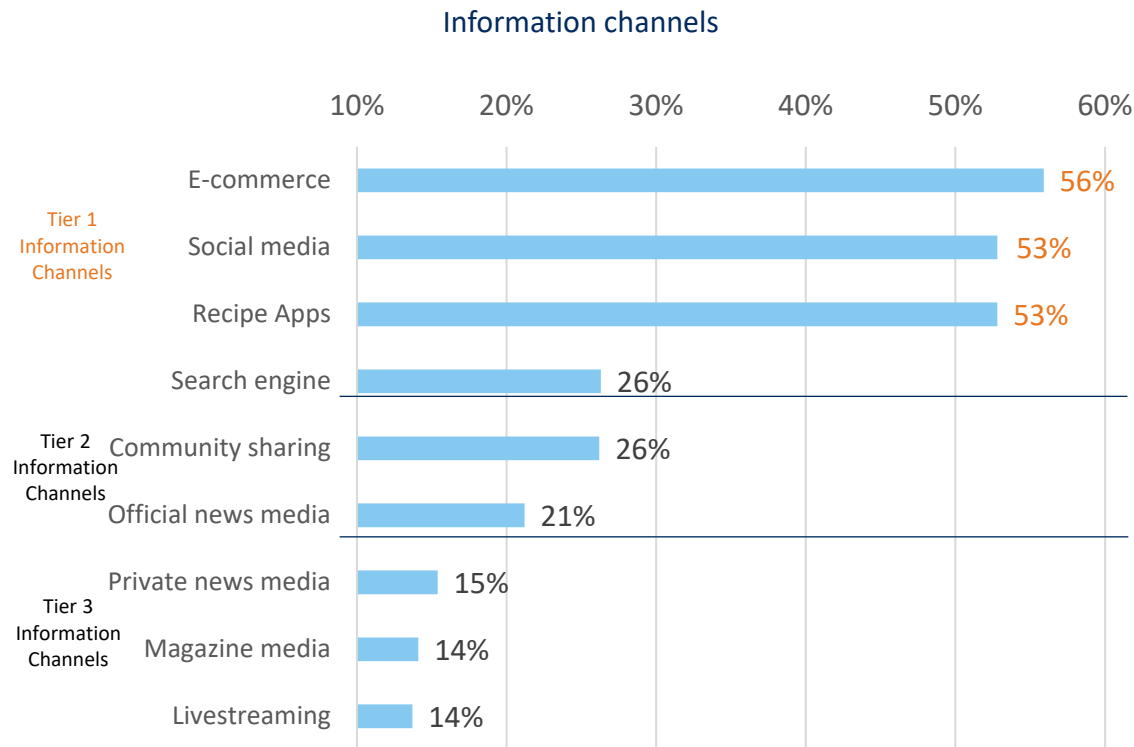
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# Online shopping in China – various channels



# E-commerce platforms as important consumer information channels for seafood

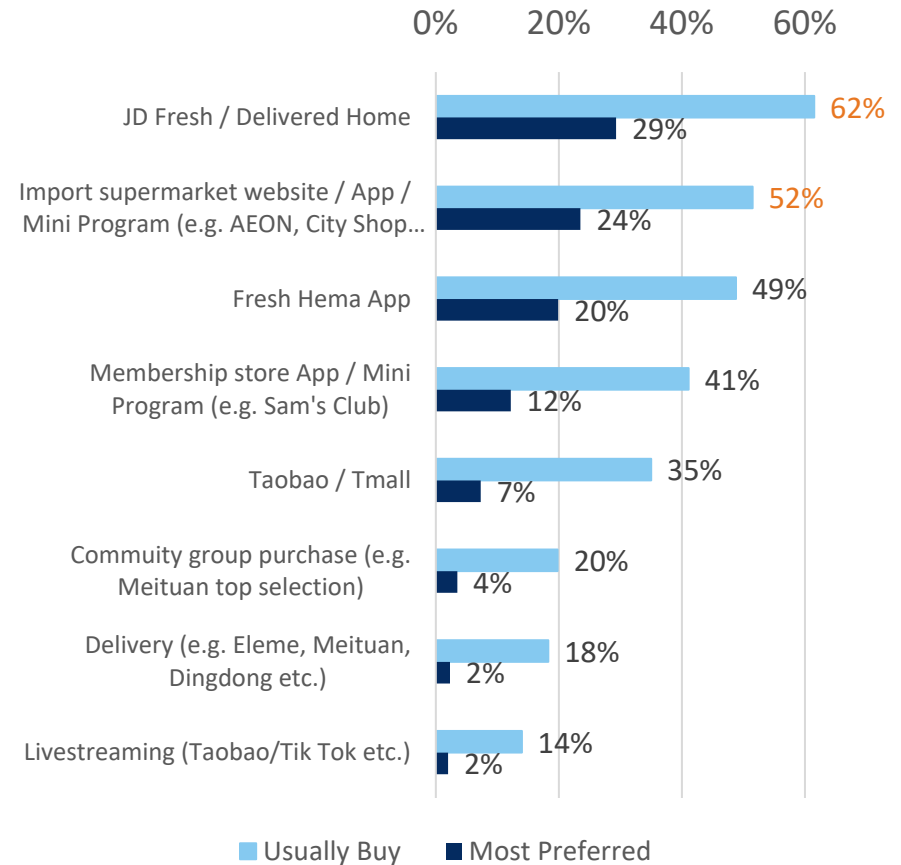


The **top** information channels include **e-commerce e.g., JD Fresh, Taobao, Tmall, Hema Fresh App (56%), social media (53%), and recipe apps (53%)**. Since 54% of consumers' time is spent shopping online, **e-commerce is the go-to place** for looking up information for seafood.

Source: N-Dynamics/Norwegian Seafood Council 2022

# More consumers turn to online channels for purchasing imported seafood

While for **54%** of the time, the consumers **shop online** for imported seafood, they are selective in the **platform** they choose for **quality assurance**. They **tend to go to well-established** platforms like JD. JD Fresh / Delivered Home is ranked as the most commonly used (62%) and preferred (29%) online purchase channel.

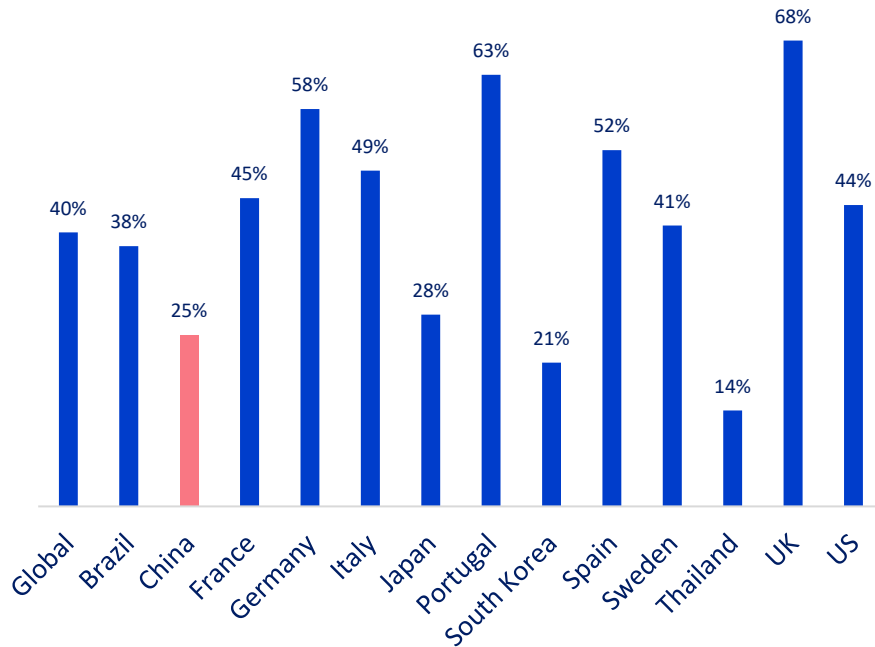


Source: N-Dynamics/Norwegian Seafood Council 2022

# Sustainability Trend

In relation to fish and seafood; what does sustainability mean to you?

- Share answering; Ethically sound value chain (Ethical Fishing/Catching methods, processing/production, transport, quota regulation/control/laws preserving species/do not overfish, medicines/antibiotics, animal welfare, healthy fish, diversity)

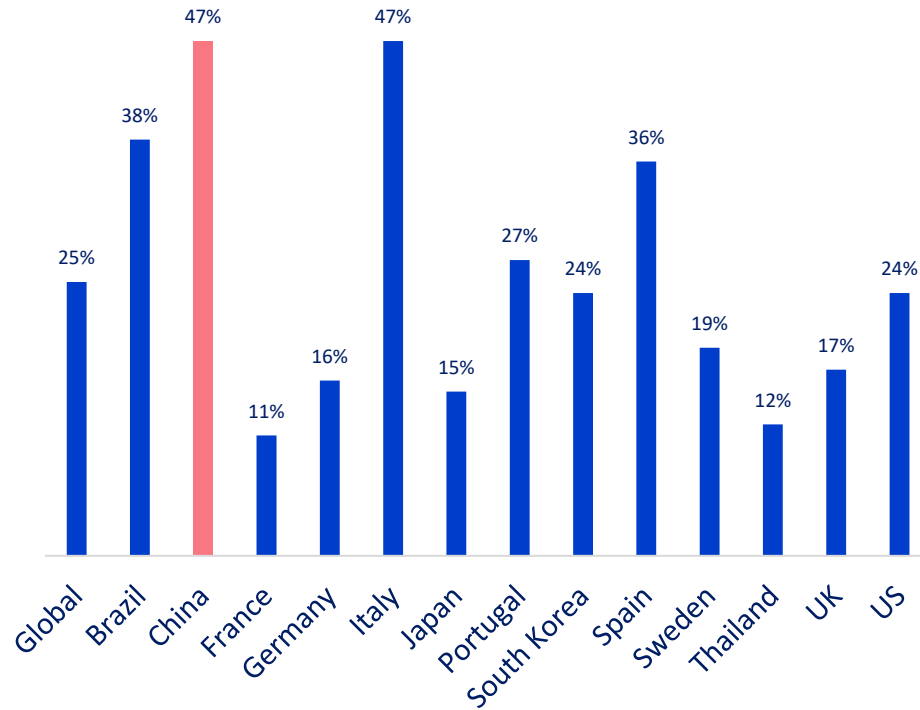


Source: NSC consumer deep dive report 2022

# Sustainability Trend

In relation to fish and seafood; what does sustainability mean to you?

- Share answering; Environment (Environment /environmentally friendly/gentle on nature, no pollution/not harmful to the environment)

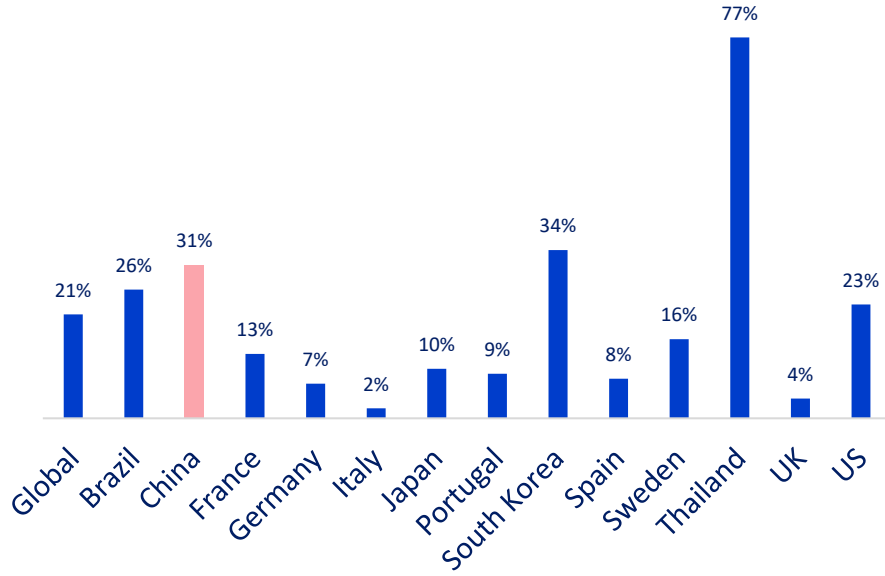


Source: NSC consumer deep dive report 2022

# Sustainability Trend

In relation to fish and seafood; what does sustainability mean to you?

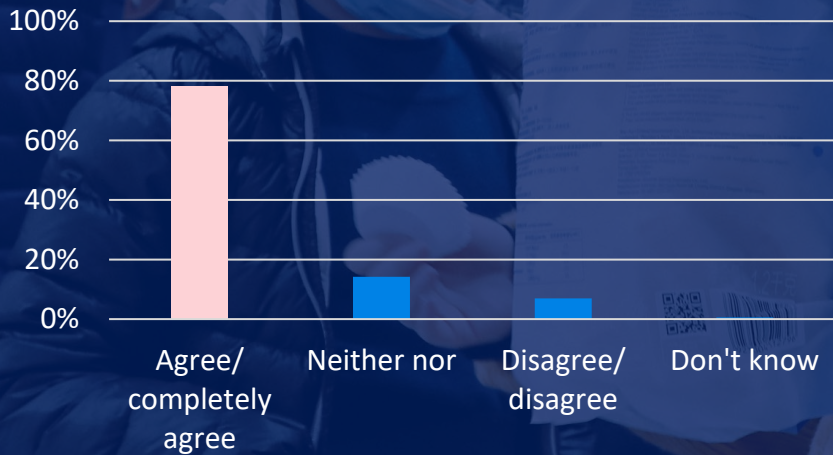
- Share answering; Positives (good/important/product quality etc.)



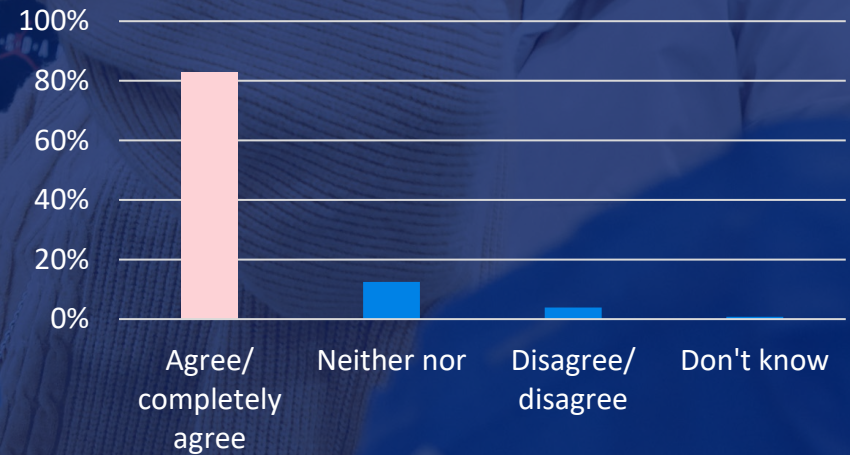
Source: NSC consumer deep dive report 2022

# Chinese consumers' attitudes towards sustainability

I am willing to pay more for products that are sustainable



I am making changes in my diet to be more sustainable



Source: Norwegian Seafood Council SCI report 2022





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