

Chinese Seafood Market Update and Forecast

Hanbing Mi, Chinese Seafood Guide

BORD BIA
IRISH FOOD BOARD



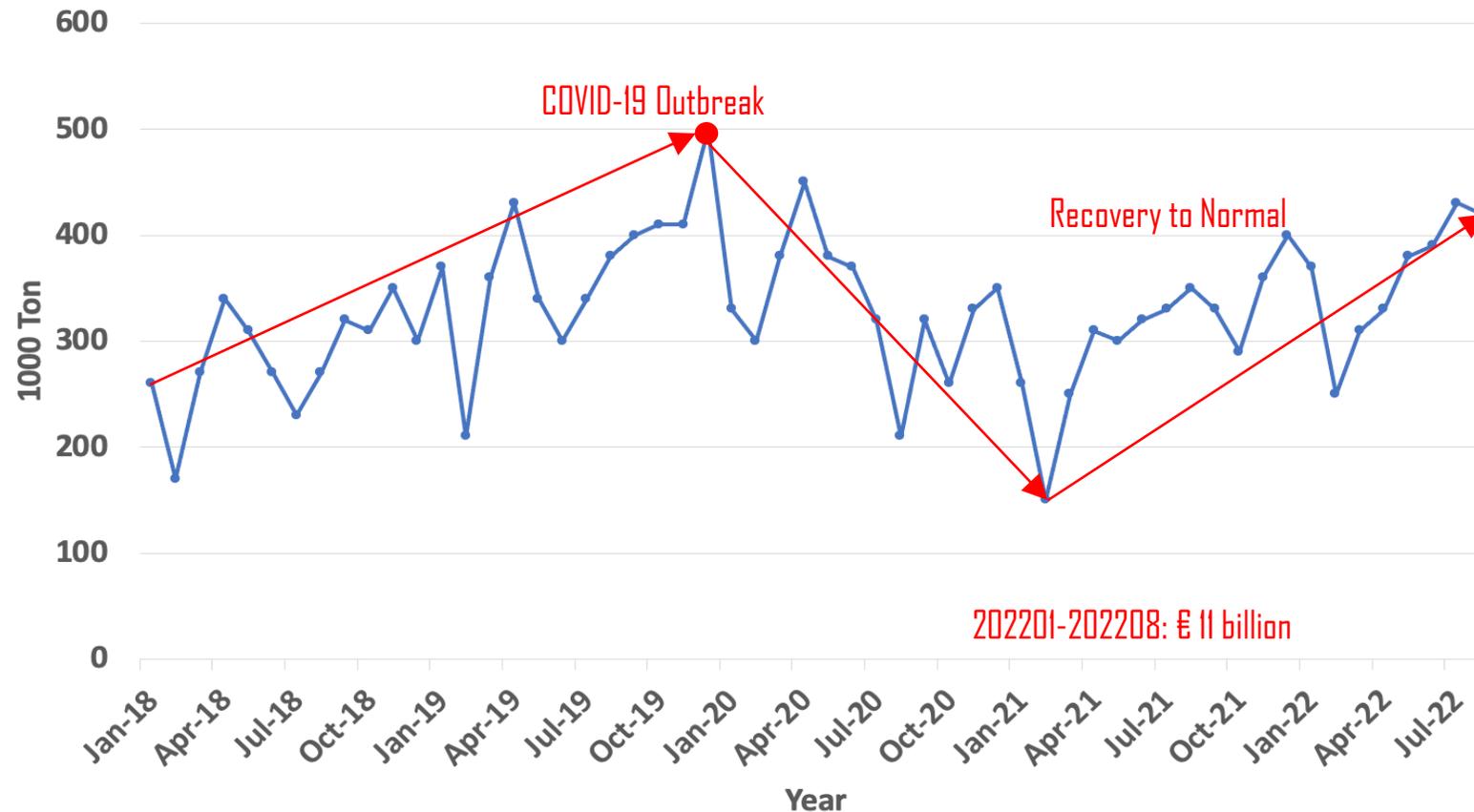
Table of Contents

1. Overall situation of China's seafood imports
2. China's premium imported seafood industry
3. China imported shellfish market, development and outlook
4. Detailed analysis for every Irish seafood species exported to China
 - 4.1 Live blue lobsters
 - 4.2 Live/Frozen brown crabs
 - 4.3 Live oysters
 - 4.4 Frozen langoustines
 - 4.5 Frozen mussels
 - 4.6 Frozen whelks
 - 4.7 Frozen herrings
 - 4.8 Frozen sardines
 - 4.9 Frozen mackerels and horse mackerels

Overall situation of China's seafood imports

China's Seafood Import Volume **has now gradually recovered to normal** after the decline since 2019 due to COVID-19 outbreak. And the total import Volume for the first eight month of 2022 has exceeded €11 billion.

China's Monthly Seafood Import Volume



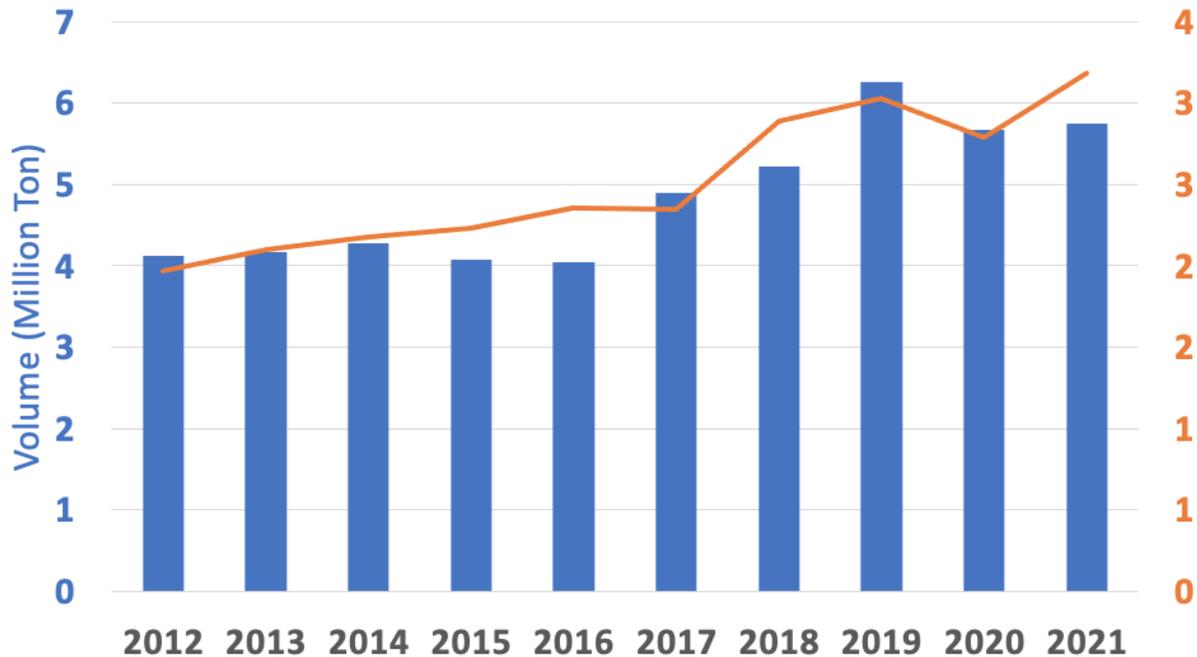
Challenges

1. China would continue its zero-coronavirus policy and puts more emphasis on source control. **However, If the packages were tested COVID-19 positive, seafood might enter the market after ultra-high temperature (UHT) treatments.**
2. The COVID-19 has led to an increase in import costs and transport time, traders should choose reliable carriers, especially for **live lobsters and live crabs.**

China's premium imported seafood industry

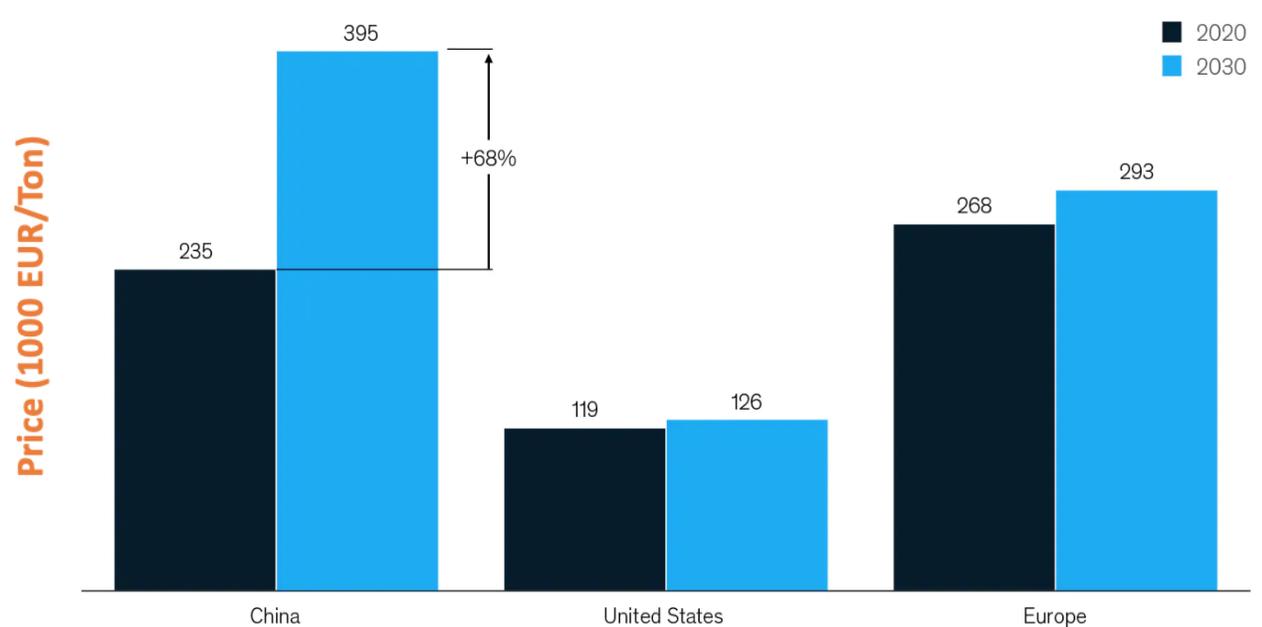
China's Premium seafood market will continue to expand.

China's Annual Seafood Import



Both of China's annual seafood imports and average import prices are growing.

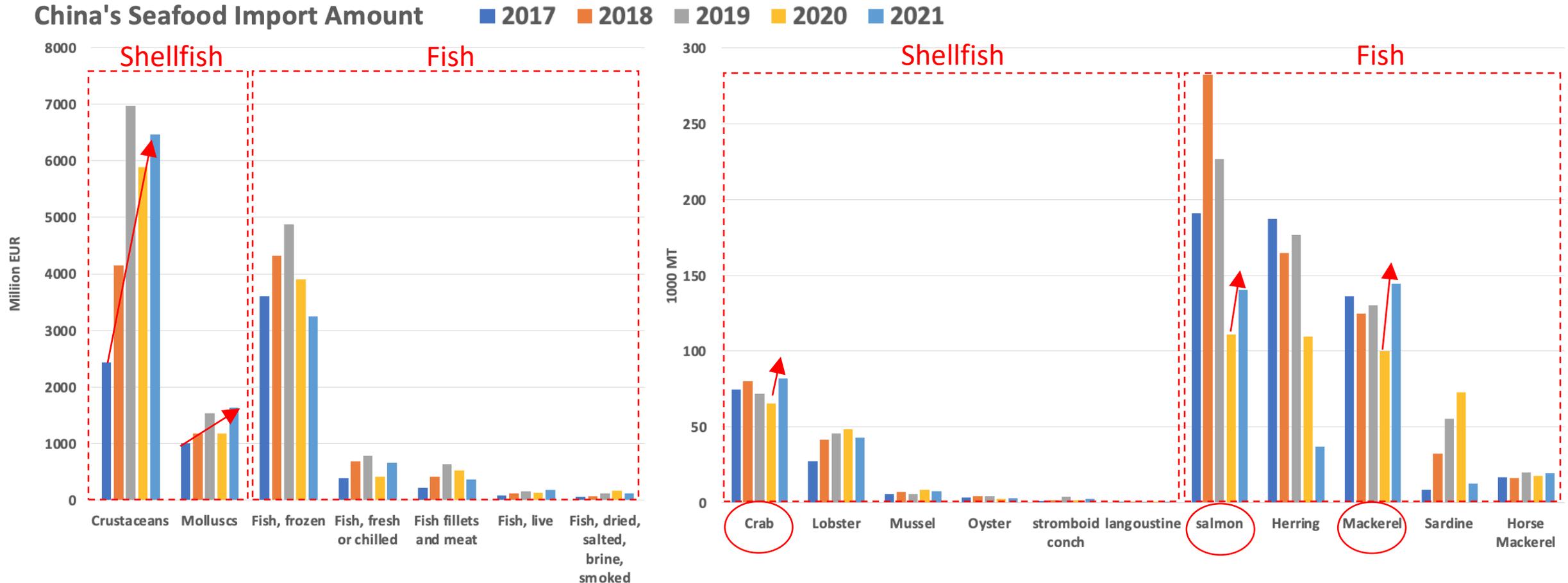
of households in upper-middle income and above, million
(with annual incomes of \$22,000 or more in 2011 international \$ purchasing power parity)



Over the next decade, the number of households in upper-middle income and above is expected to grow by 70% in China.

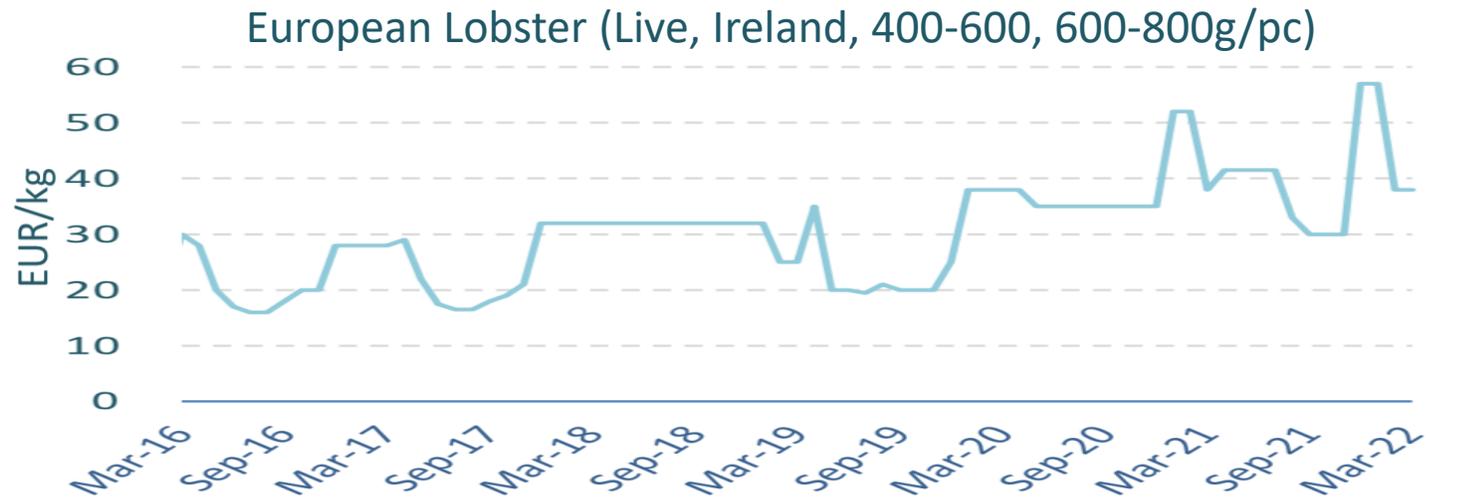
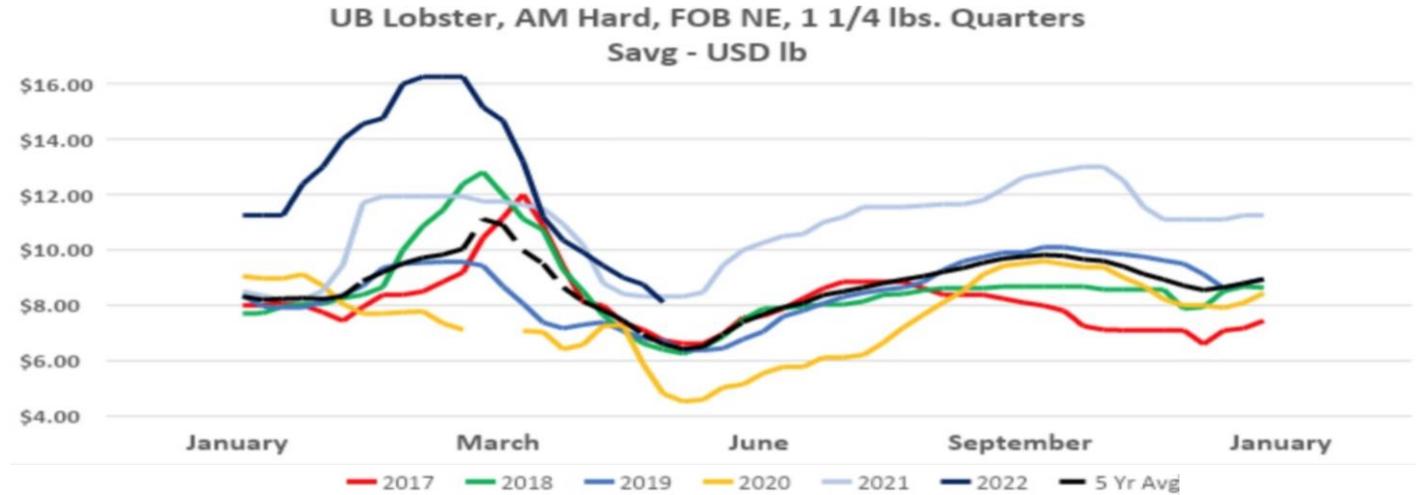
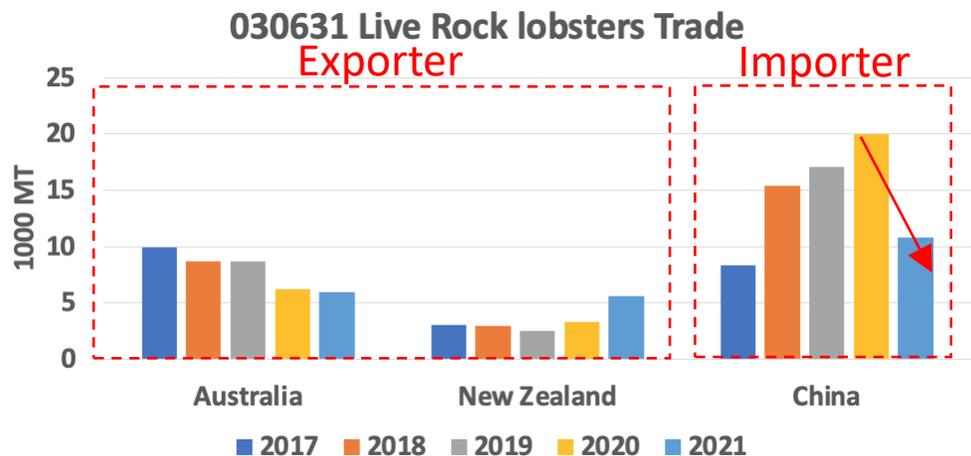
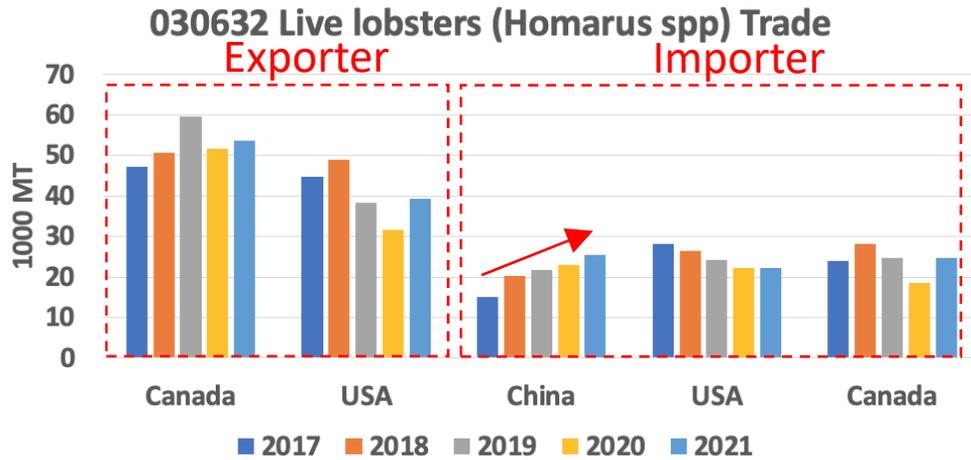
China's imported shellfish market, development and outlook

- The amount of imported shellfish by China continues to grow driven by crustaceans and molluscs.
- Among Irish export seafood, the most imported shellfish by China are crabs and lobsters, and the most fish are salmon, herrings and mackerels.
- In 2021, China's demand for salmon, crabs and mackerels rebounded strongly.



Detailed analysis for Irish seafood species-Live Blue Lobster

- China's imports of both Live lobster (*Homarus spp*) and rock lobster have increased year after year.
- Notably, the decline of rock lobster import is due to strict examination. In fact, China's demand is very strong.
- Lobster price is cyclical, very low in the production season in June and high in the winter when there is no harvest.



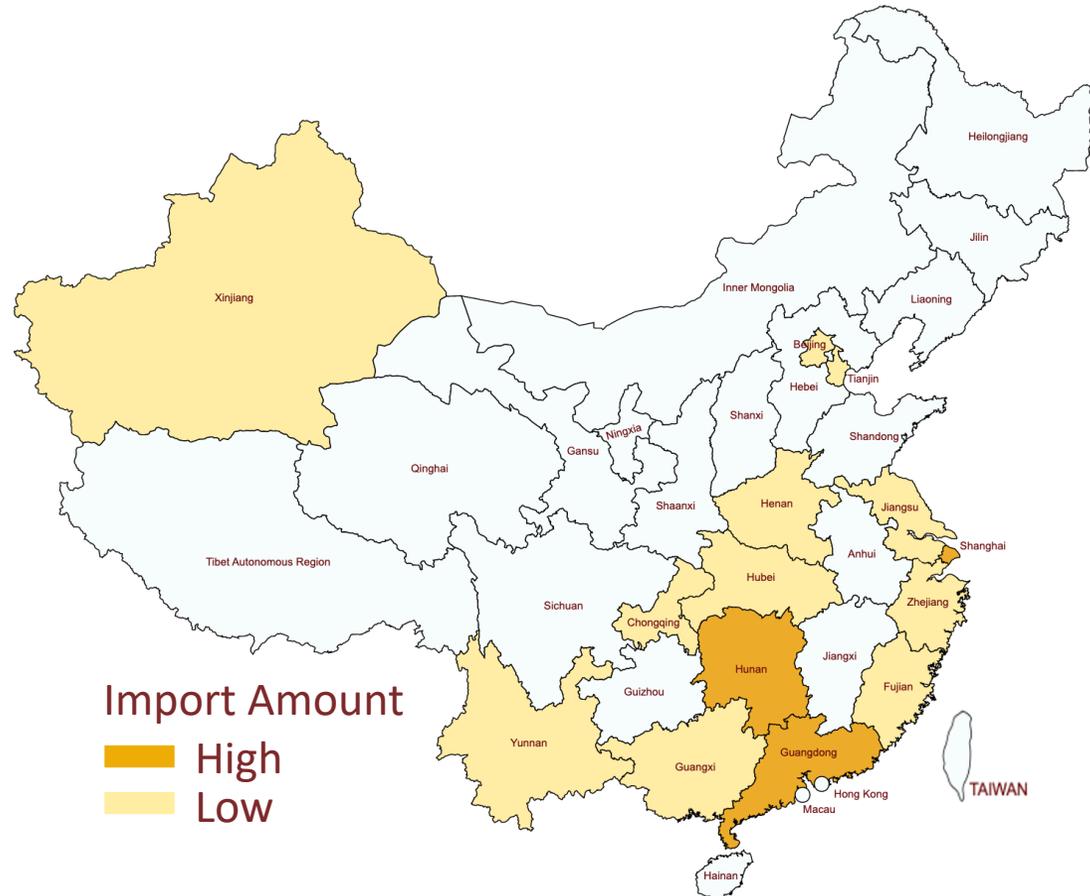
Detailed analysis for Irish seafood species-Live Blue Lobster

Importers and High Import Province: 30 importers/Shanghai, Guangdong, Hunan

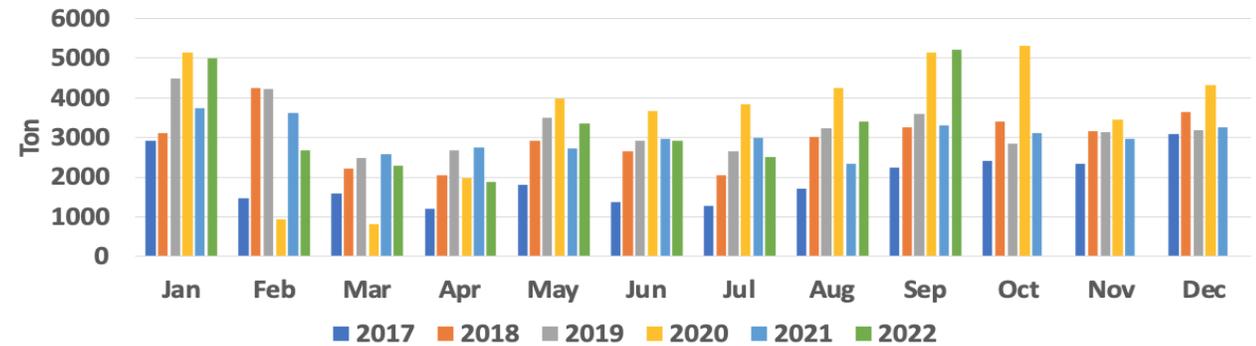
Sales Channel: Restaurants(Mainly), Wholesale, Supermarkets, E-commerce

Import Amount: High in Spring Festival and September.

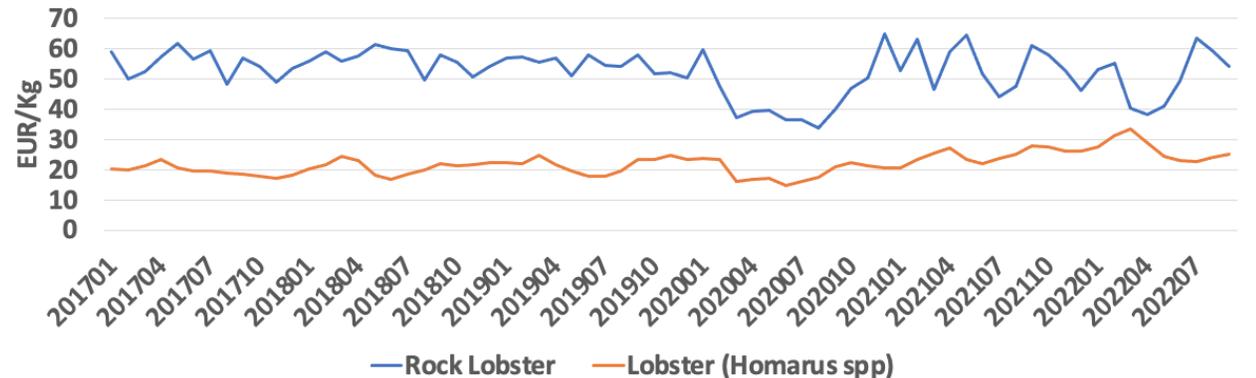
Ireland's Lobster Potential: 1.Distinct blue color 2.Low price compared to Rock Lobster 3.Brand with good natural environment, quality control and stable supply 4.No lobster Aquaculture in China and rely on Import



China's Live Lobster (Homarus spp) and Rock Lobster Import Amount



China's Live Lobster (Homarus spp) and Rock Lobster Import Price



Detailed analysis for Irish seafood species-Brown Crab

- The global crab market has been shaken by the Ukraine war, Brexit and the removal of Alaskan snow crab quota.
- The main importer of live crab is China and the main importer of frozen crab is US.
- The crab import demand continues to grow and price will continue to rise.
- For brown crab, major exporters are the UK and Ireland, and major markets for Ireland are Europe and China.

030633 Live Crab Trade

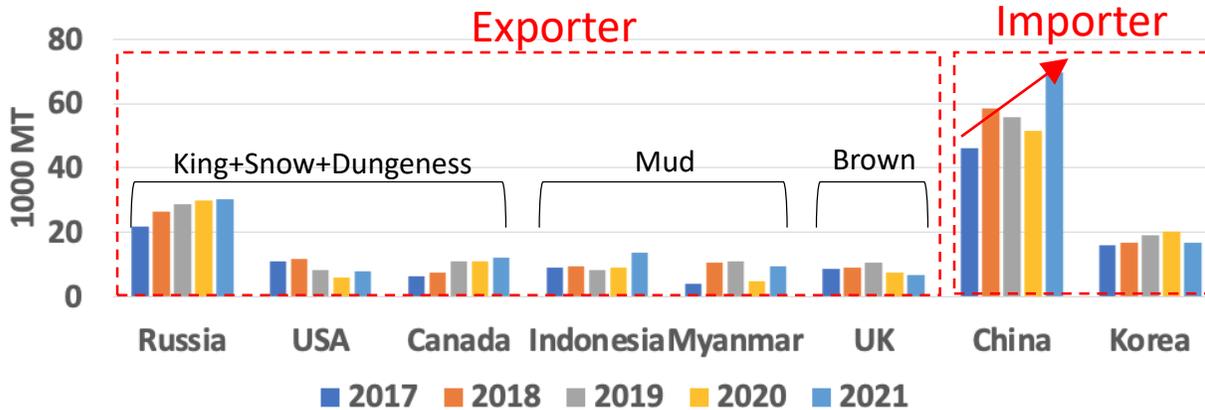


Table 3: Total exports of brown crab* from major catch nations (volume in tonnes, value in EUR 1.000)

Country	2017		2018		2019		2020	
	Volume	Value	Volume	Value	Volume	Value	Volume	Value
United Kingdom	10.663	55.136	13.117	89.141	13.682	93.550	9.827	52.921
Ireland	5.576	32.980	5.007	41.246	5.403	44.619	2.878	32.547
France	1.444	8.026	1.230	7.889	1.047	7.383	885	5.446
Norway	759	4.316	883	5.879	798	5.111	858	4.614
Total	18.443	100.459	20.237	144.155	20.930	150.663	14.448	95.528

030614 Frozen Crab Trade

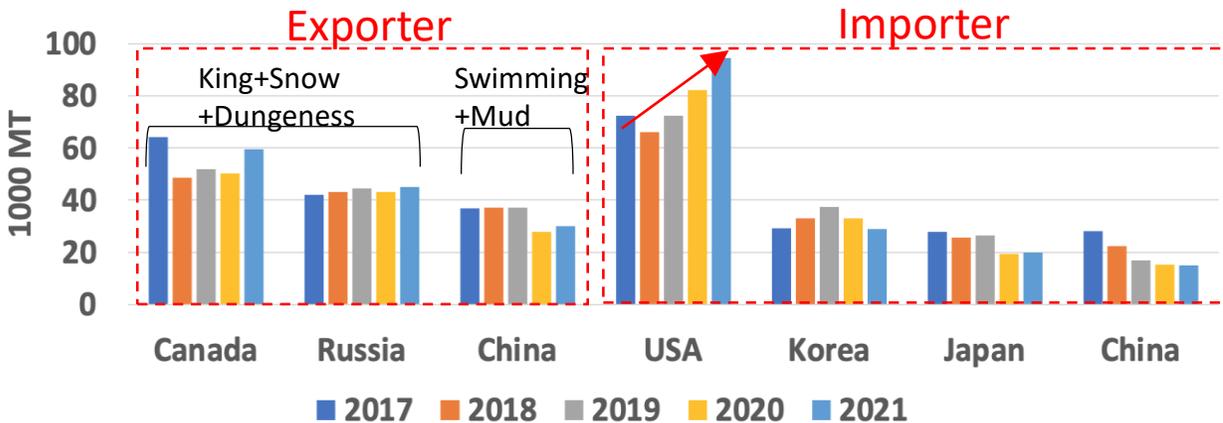
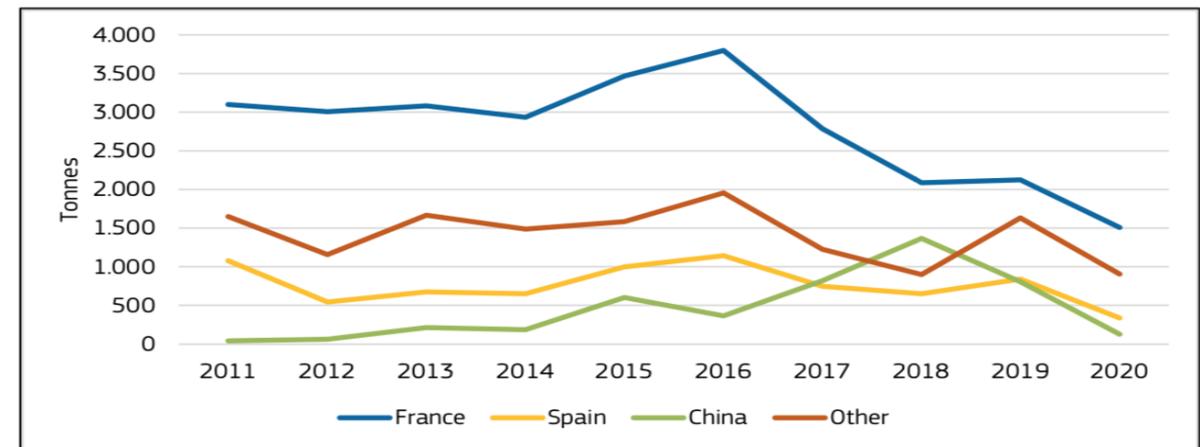


Figure 6: Irish exports of brown crab* to main destinations (tonnes)



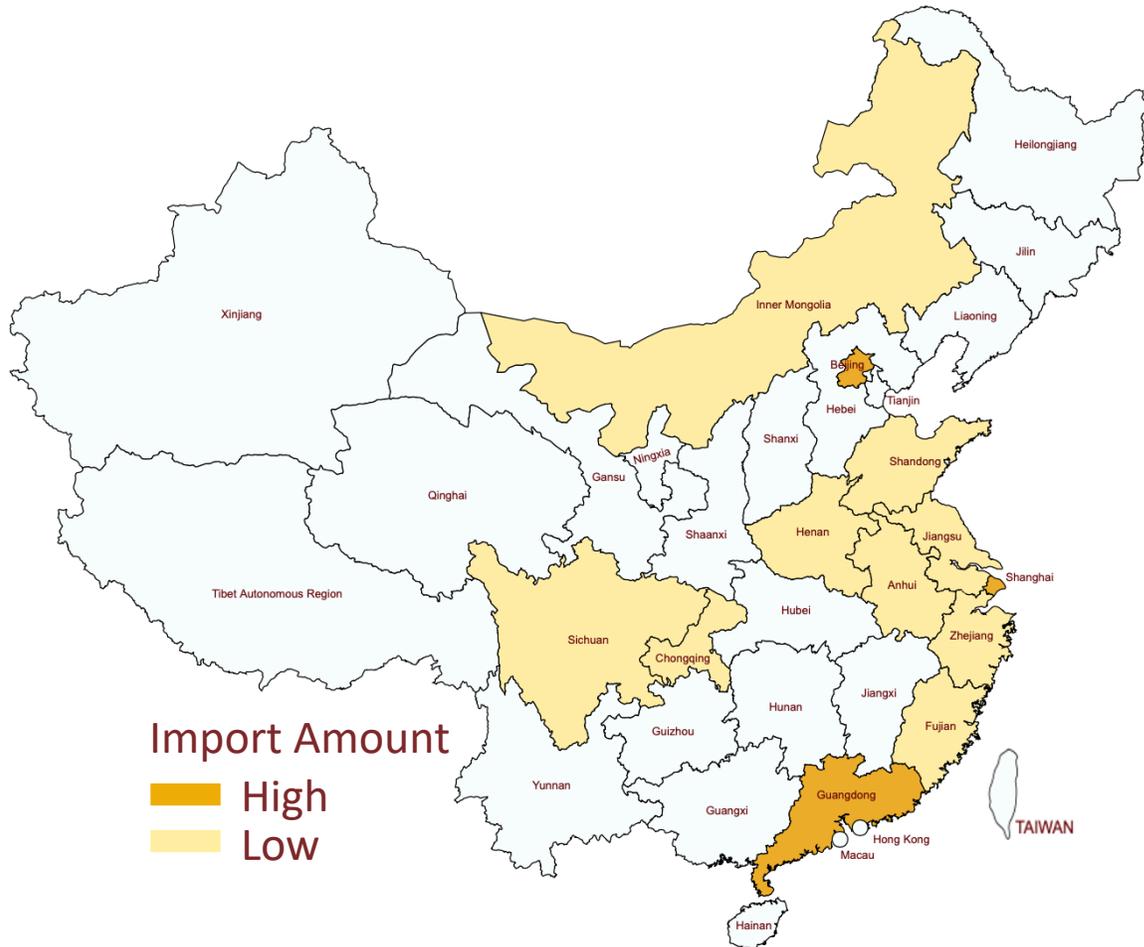
Detailed analysis for Irish seafood species-Live Brown Crab

Importers and High Import Province: 369 importers/Guangdong, Shanghai, Beijing

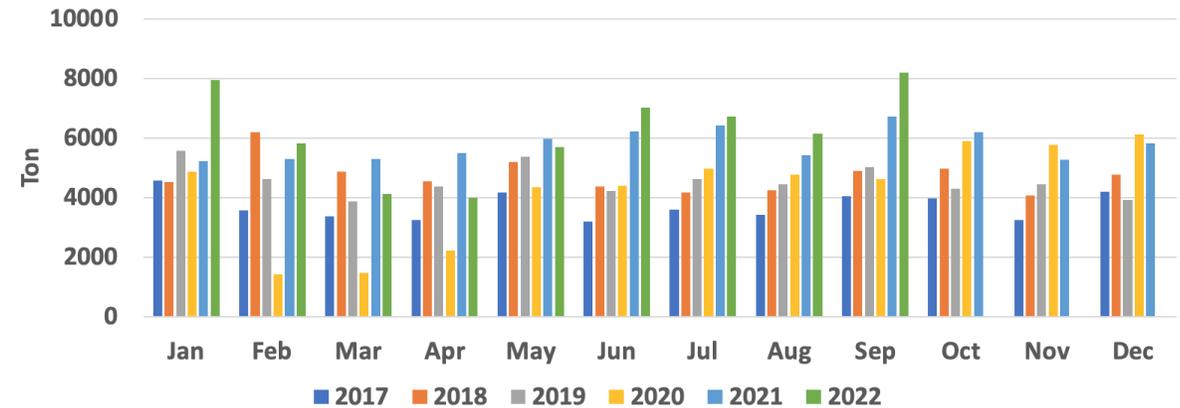
Sales Channel: Restaurants(Mainly), Wholesale, Supermarkets, E-commerce

Import Amount: China's live crab import amount rebounded but live brown crab import amount remains low.

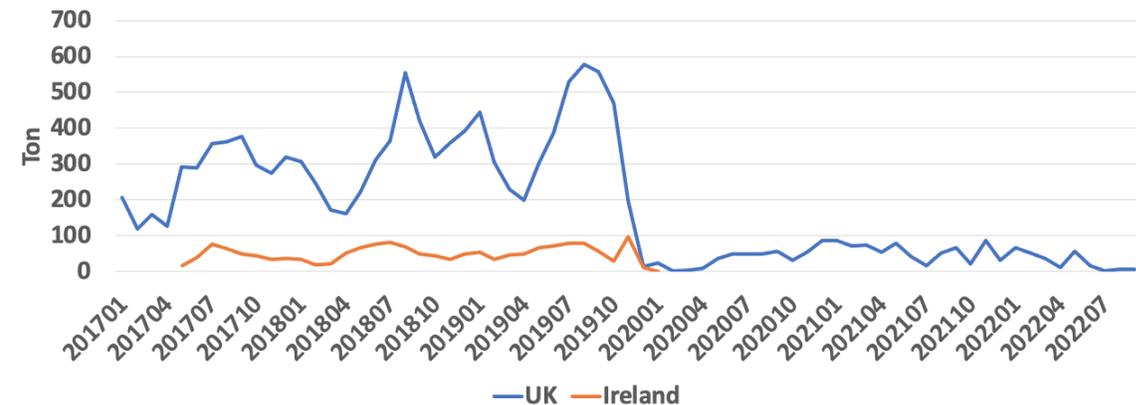
Ireland's Live Crab Potential: 1. China's demand is growing. 2. Cadmium level of brown crab may affect China's import. 3. Choose Reliable transporters, prolonged transport during COVID-19 can lead to crab mortality.



China's Live Crab Import Amount



China's Live Brown Crab Import Amount



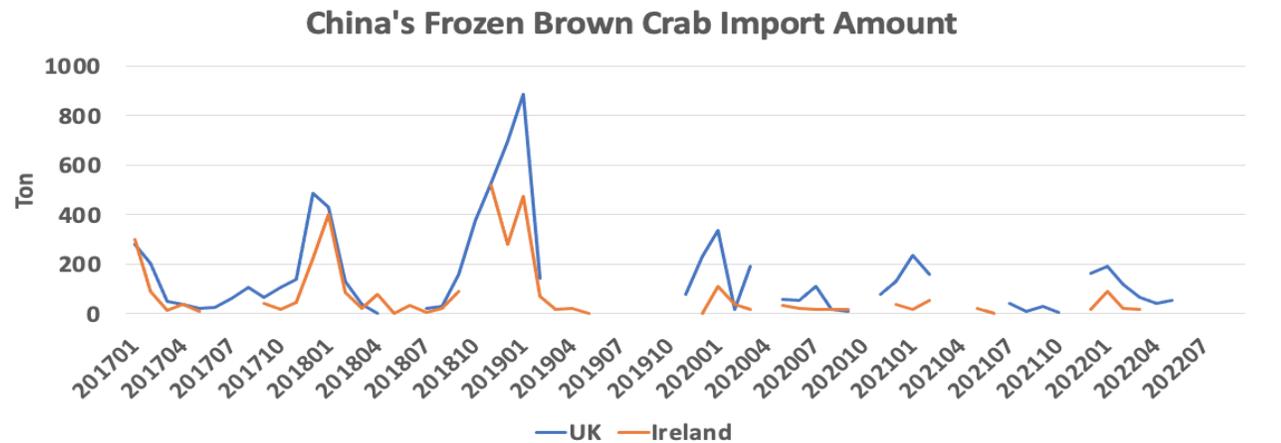
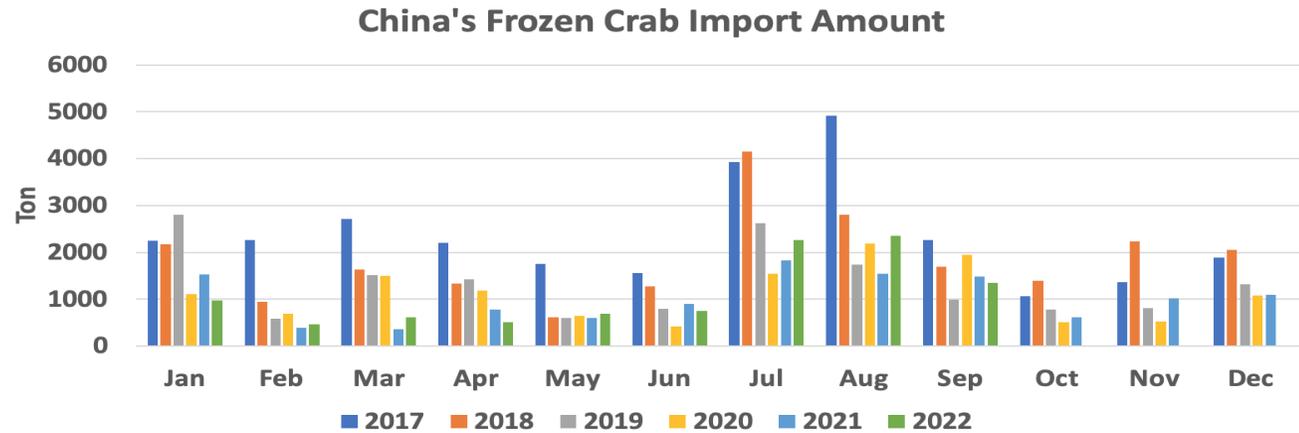
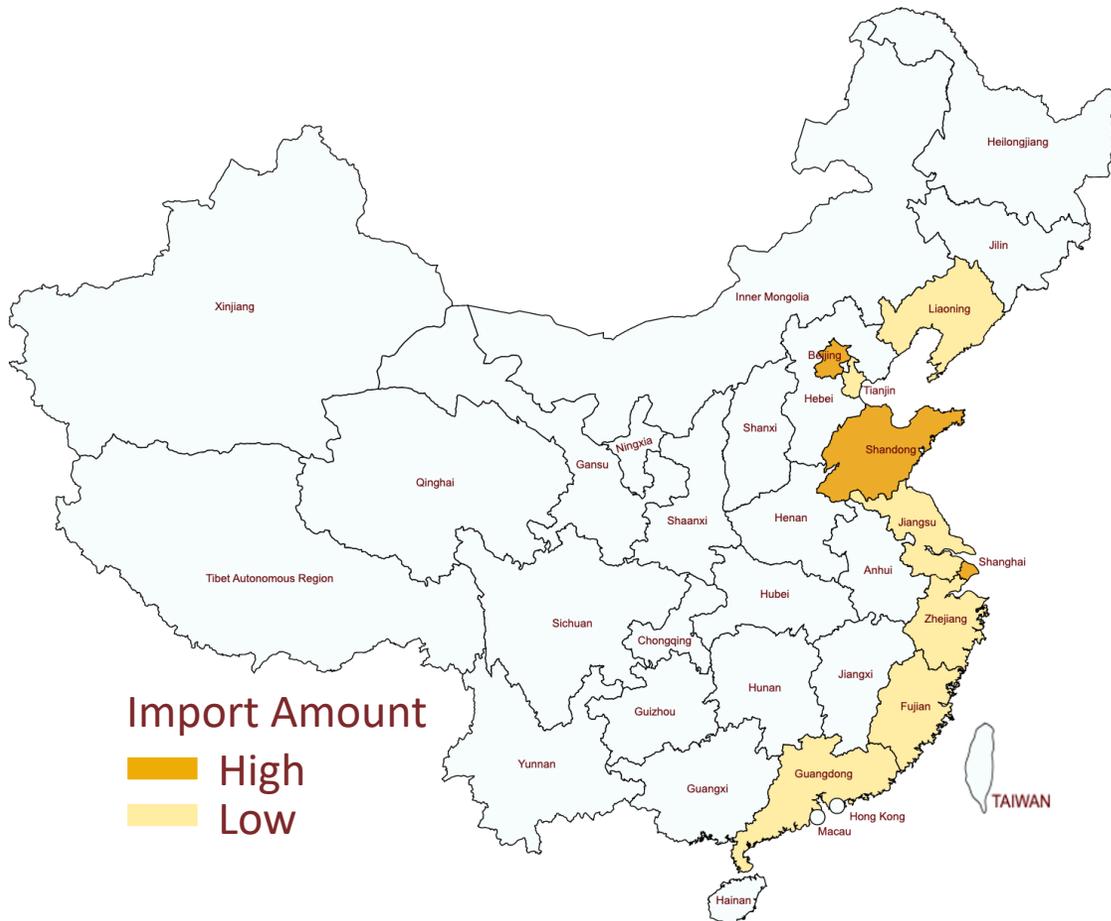
Detailed analysis for Irish seafood species-Frozen Brown Crab

Importers and High Import Province: 252 importers/Shanghai, Shandong, Beijing

Sales Channel: Restaurants(Mainly), Wholesale, Supermarkets, E-commerce

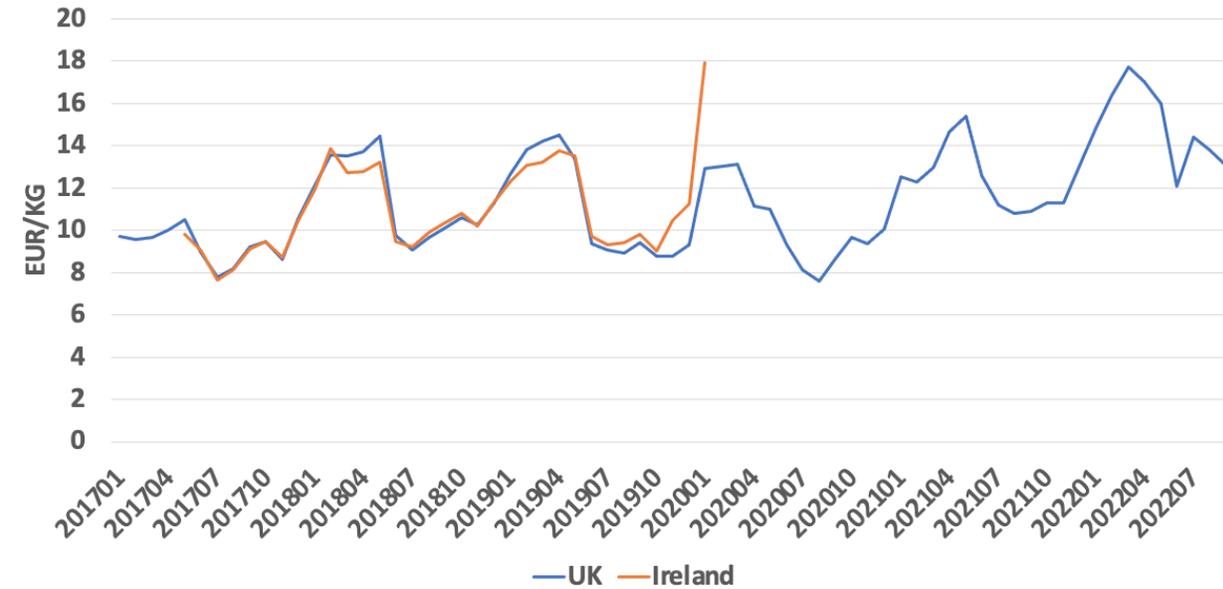
Import Amount: High in September to December

Ireland's Frozen Crab Potential: 1.China's demand rebounds for frozen crab. 2. China's frozen brown crab imports are still erratic and intermittent.

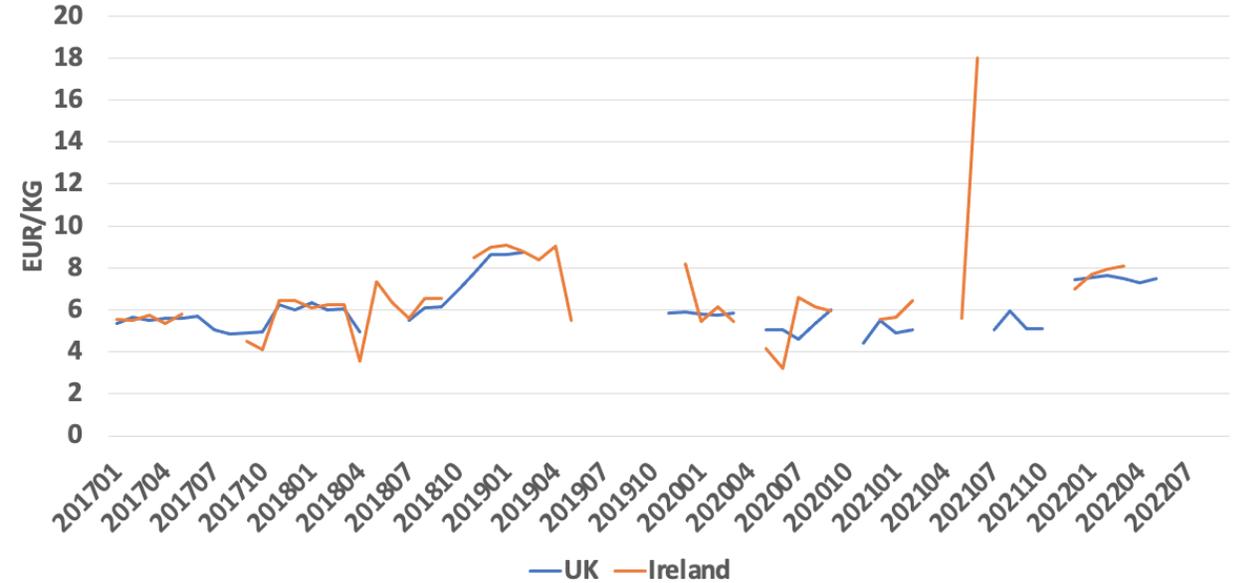


Detailed analysis for Irish seafood species-Frozen Brown Crab

China's Live Brown Crab Import Price



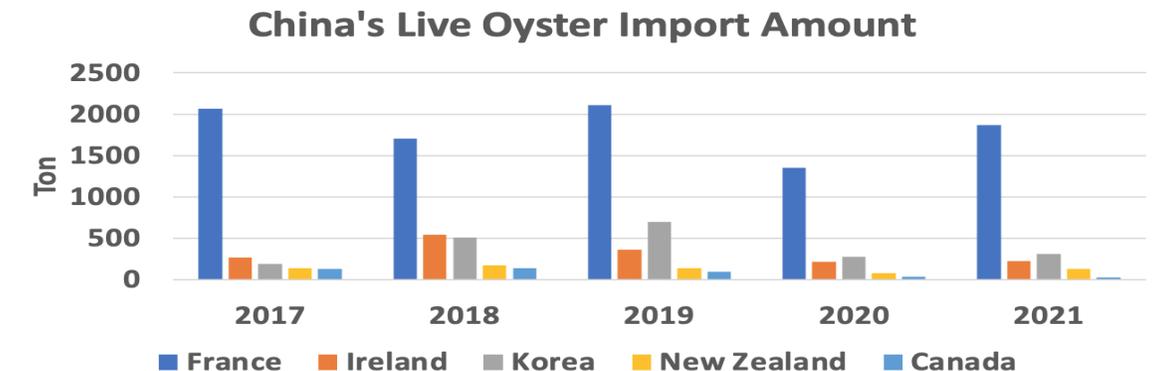
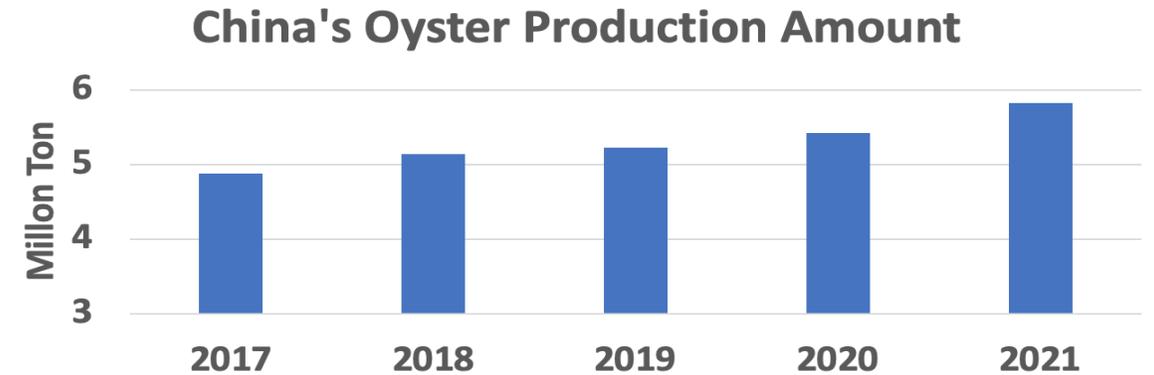
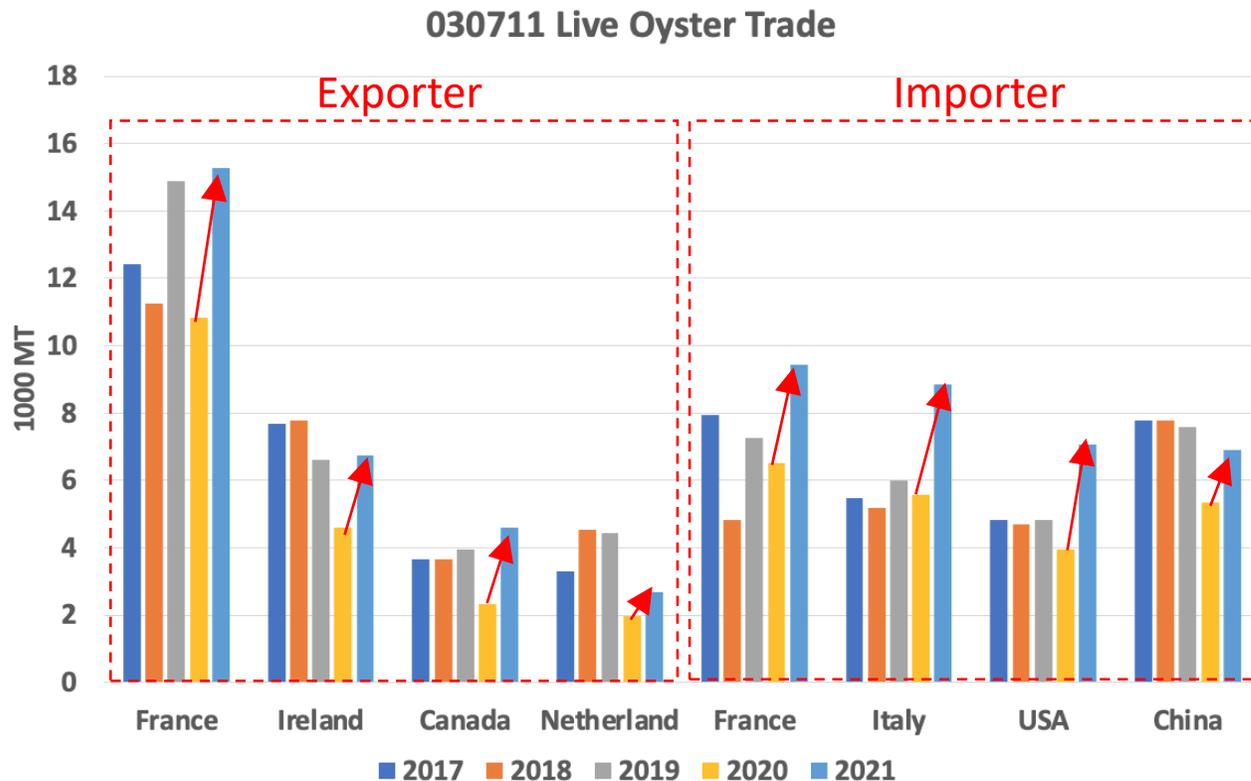
China's Frozen Brown Crab Import Price



- China's brown crab import price is similar for UK and Ireland.
- Live brown crab import price is much higher than frozen brown crab.
- Live brown crab import price is high during Spring Festival and volatile, while frozen brown crab price is stable at 6 Euro/Kg.
- Given the fact that brown crab price is lower than king crab and snow crab, 400-600g size would be suitable for E-commerce sales and can be directly sell to customers on live streaming platforms.

Detailed analysis for Irish seafood species-Live Oyster

- Both exports and imports of oysters are on the rise, and prices will continue to rise as demand for food and beverage returns.
- China is the world's largest oyster producer, with production approaching 6 million tons.
- The annual import volume of Chinese oysters is around 2,000 tons, and the main suppliers are France and Ireland.



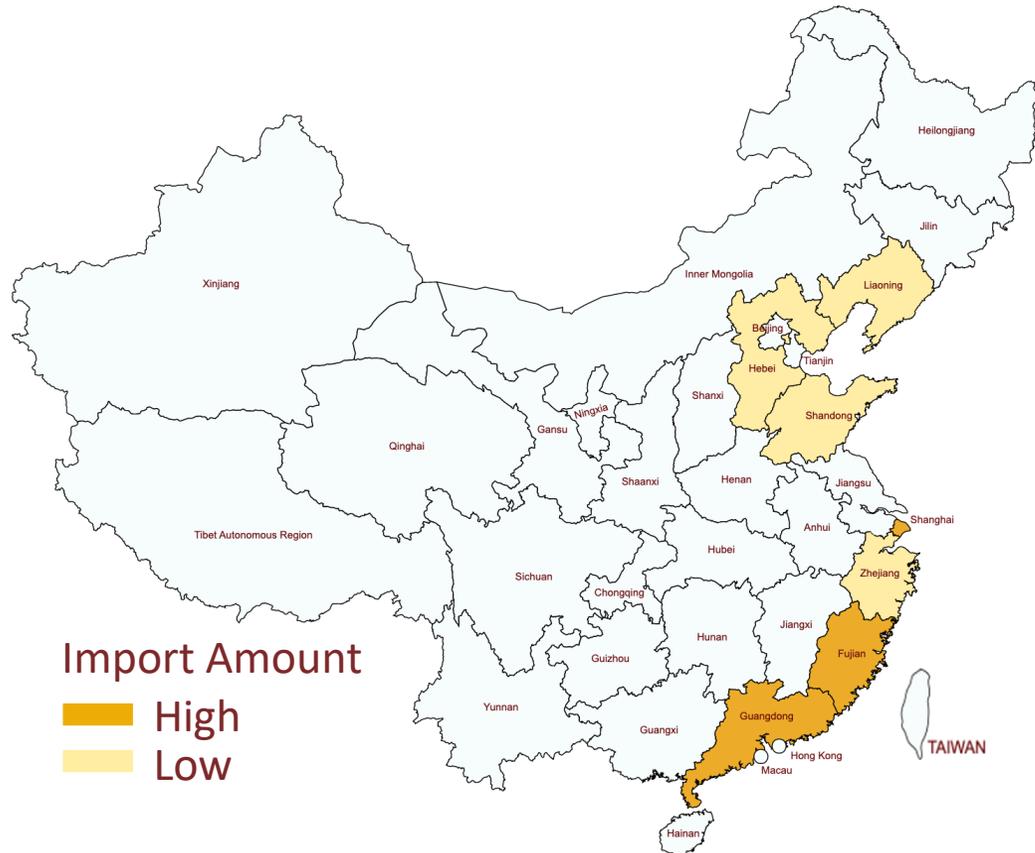
Detailed analysis for Irish seafood species-Live Oyster

Importers and High Import Province: 37 importers/Guangdong, Fujian, Shanghai

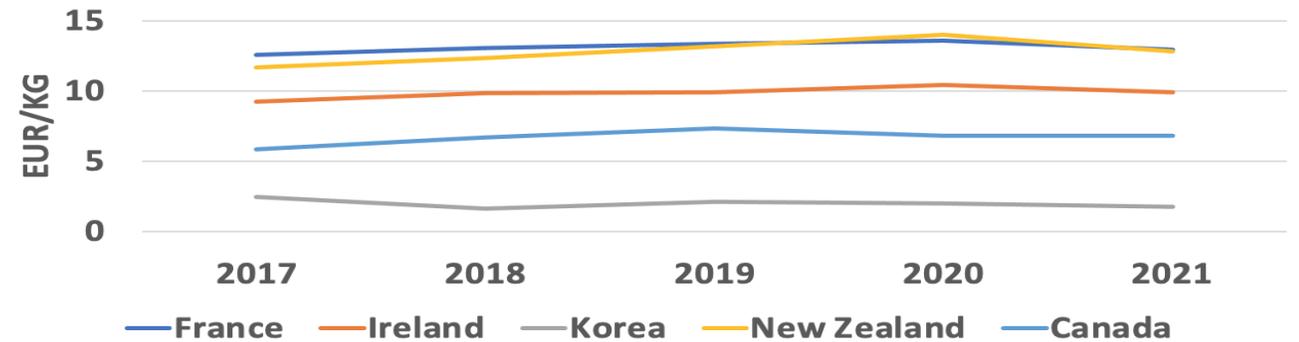
Sales Channel: Restaurants(Mainly), Wholesale, Supermarkets, E-commerce

Import Amount: 200-300 tons/month, Import prices vary widely, highest for France and New Zealand, then Ireland.

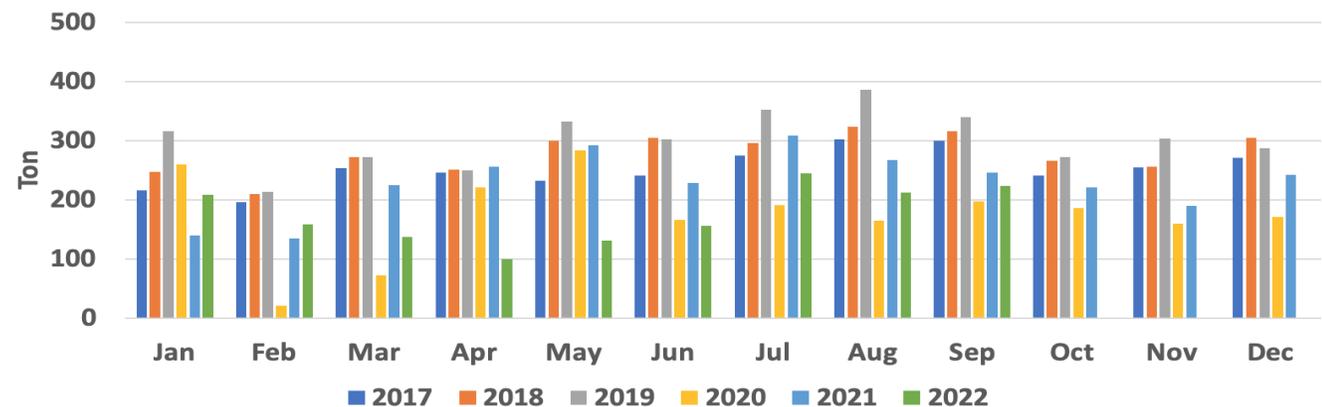
Ireland's Live Oyster Potential: More ads and packages to emphasize the unique taste and flavor of the oysters like wines, for example, the algae they feed on, the mineral content of the seafloor, temperature to differentiate them from Chinese



China's Live Oyster Import Price



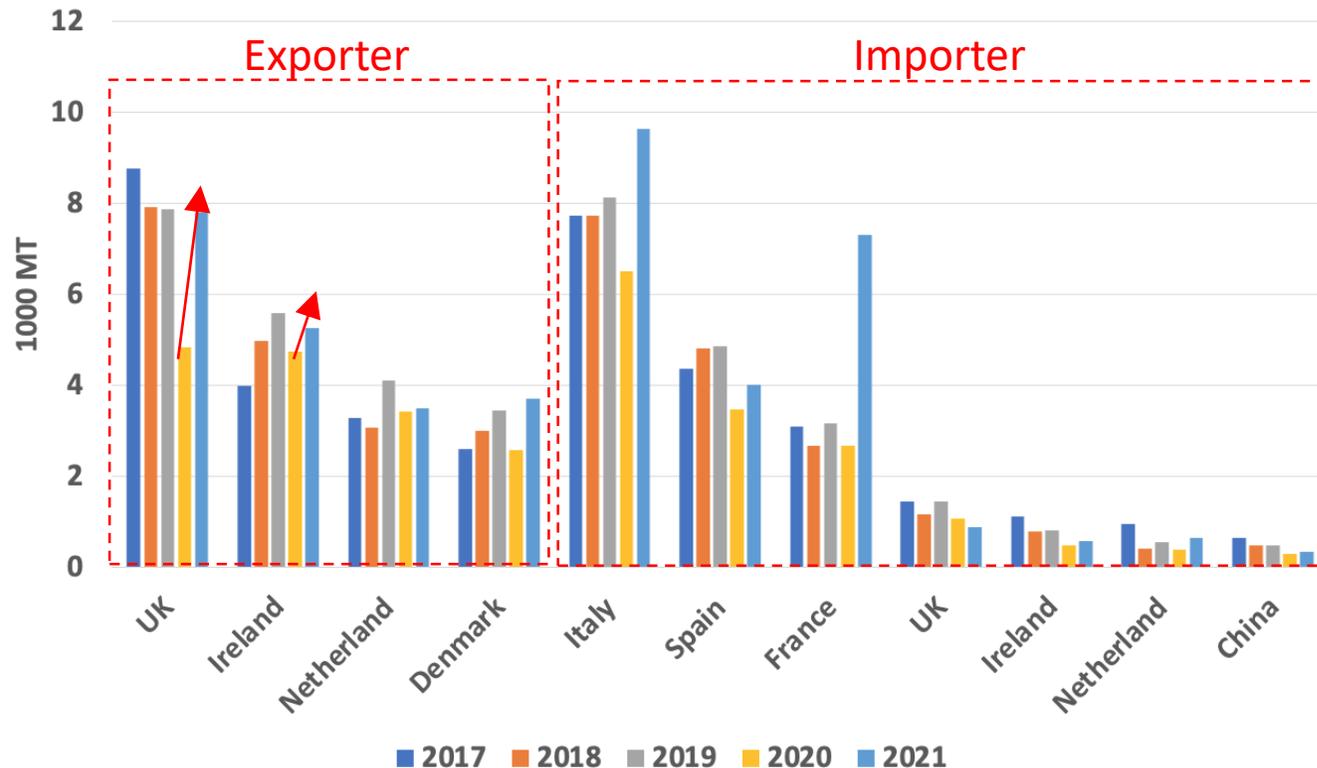
China's Live Oyster Import Amount



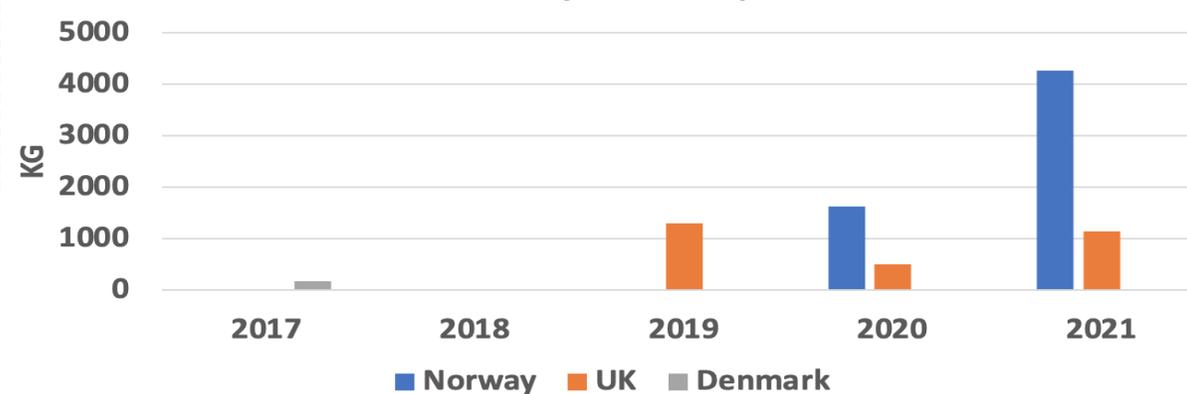
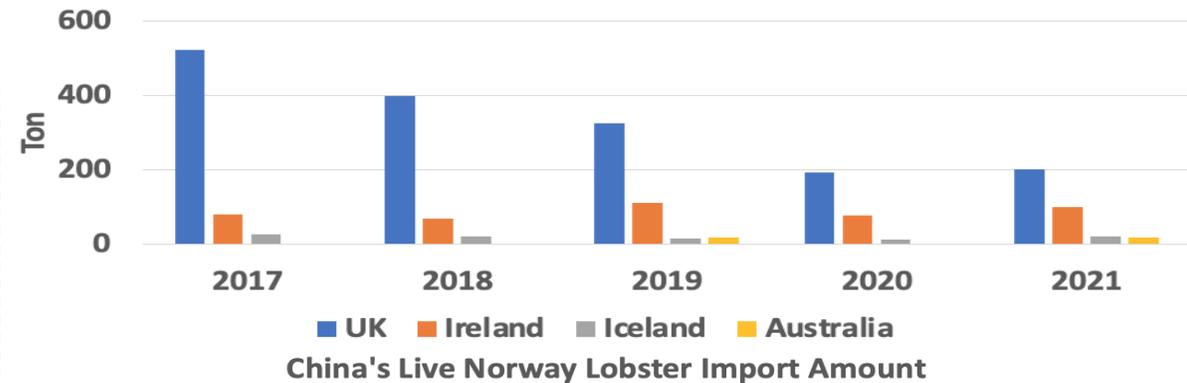
Detailed analysis for Irish seafood species-Frozen Langoustine

- UK and Ireland are the most important exporters of frozen langoustines with exports rising in 2021, and the main markets are Italy, Spain and France.
- China's imports of frozen langoustines fell from 500 tonnes in 2017 to 200 tonnes in 2021. The main supplier countries are the UK and Ireland, with Ireland's supply being more stable.
- It is worth noting that China's imports of live crayfish are on the rise, with Norway and the UK being the main suppliers.

030615 Frozen Norway Lobster Trade



China's Frozen Norway Lobster Import Amount



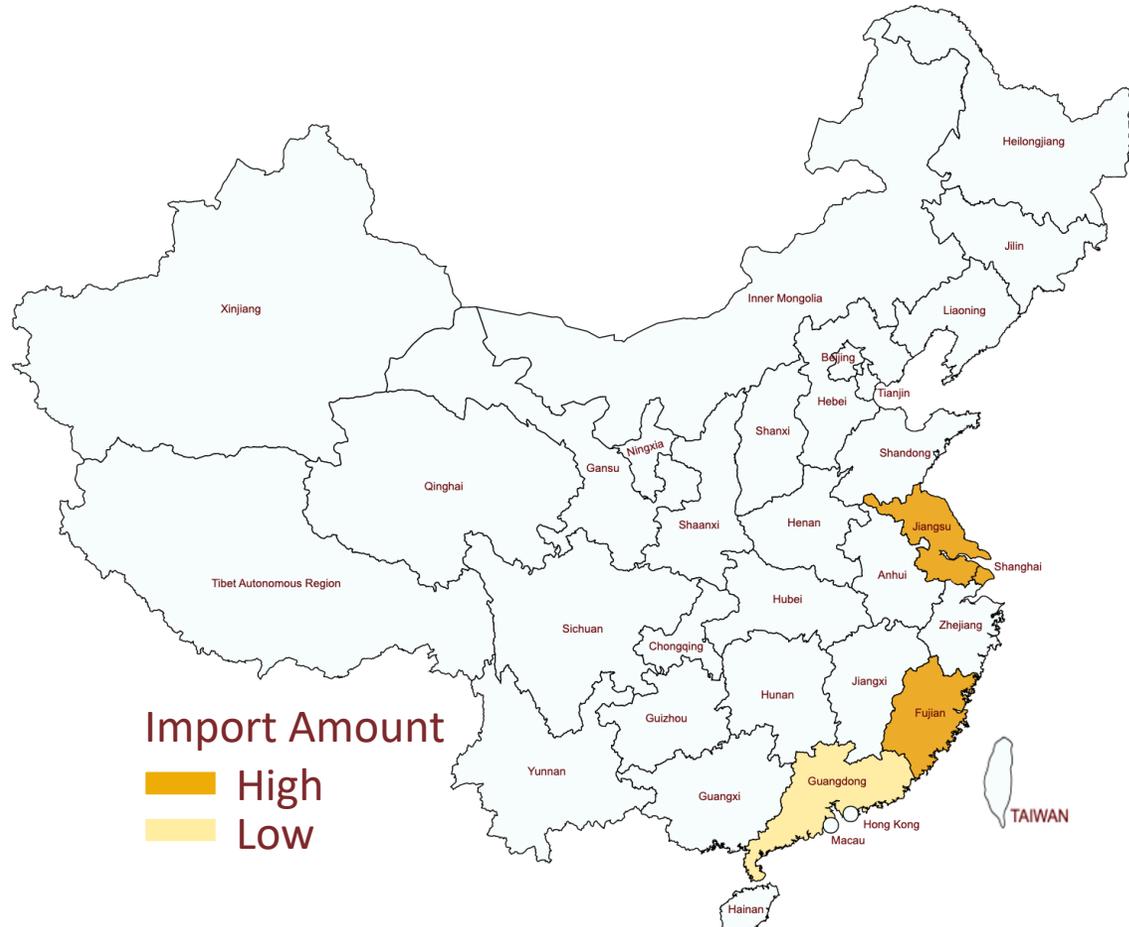
Detailed analysis for Irish seafood species-Frozen Langoustine

Importers and High Import Province: 3 importers/Fujian, Jiangsu and Shanghai

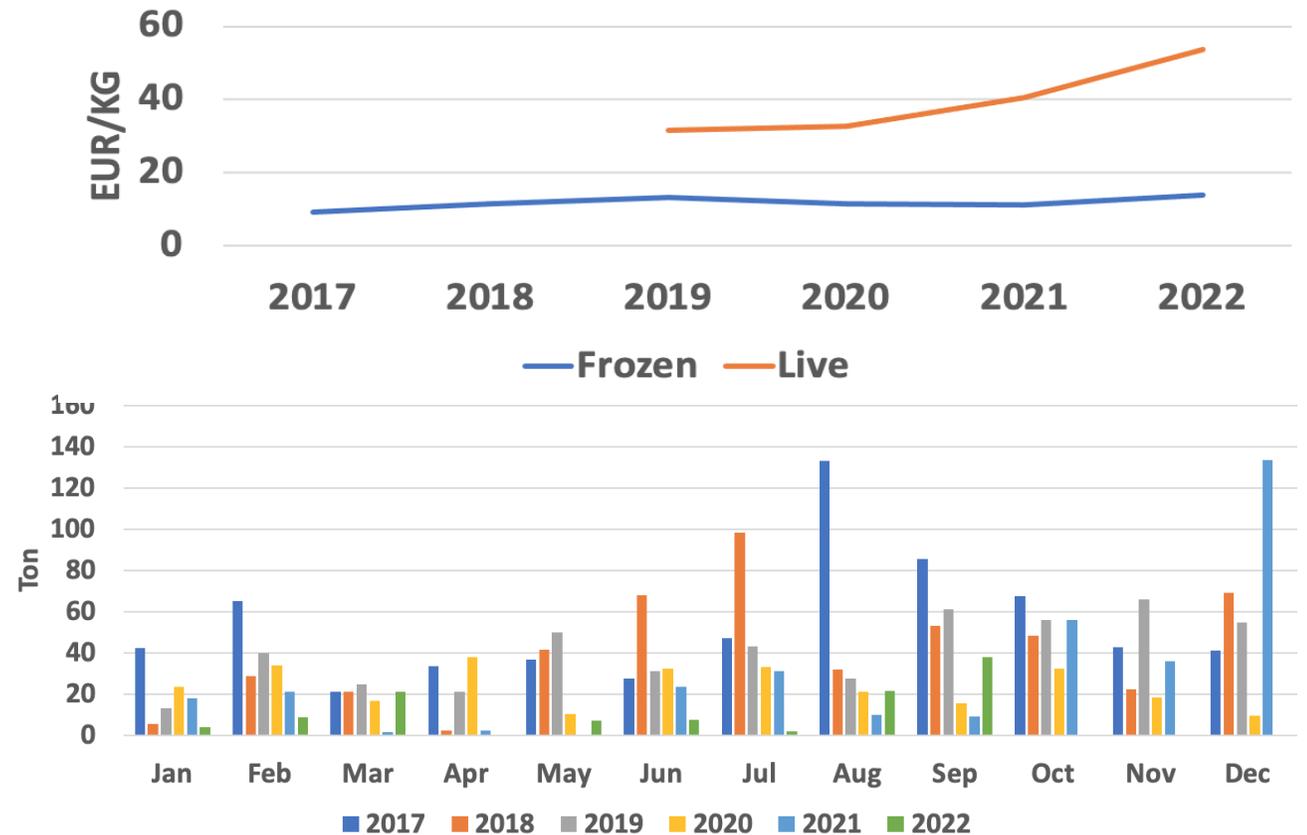
Sales Channel: Restaurants(Mainly), Wholesale, Supermarkets, E-commerce

Import Amount: High in July to September, December

Ireland's Frozen Langoustine Potential: The import price of live langoustines to China is three times higher than that of frozen langoustines. It would be profitable to export live crayfish from Ireland to China.



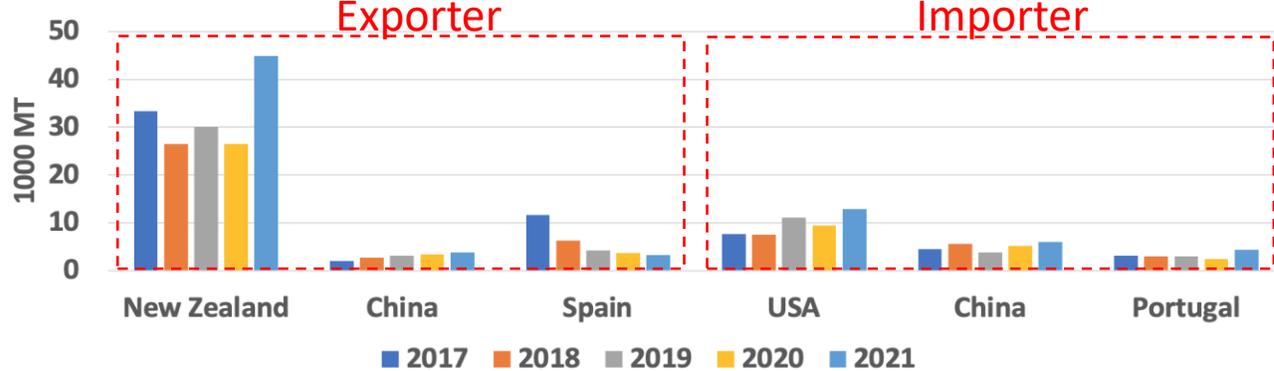
China's Norway Lobster Import Price



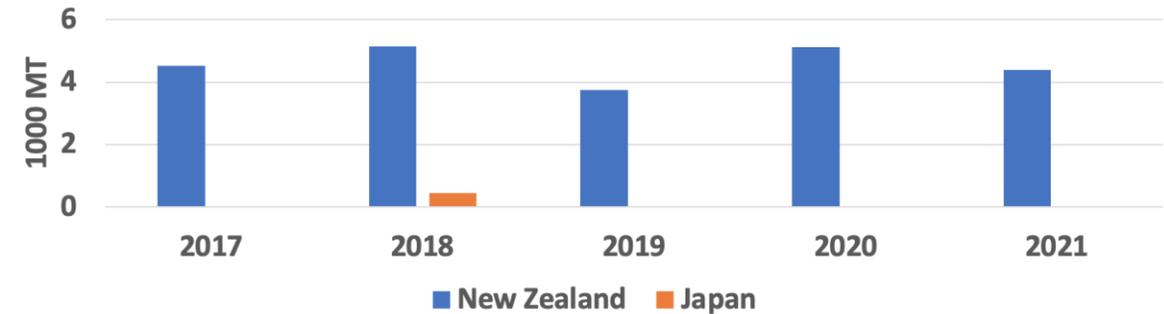
Detailed analysis for Irish seafood species-Frozen Mussel

- The most important mussel producing countries are Chile and New Zealand, with increasing production, and the main importers are the EU countries, the USA, Russia and China.
- The total import amount of frozen mussels, prepared or preserved mussels for China is 4000-6000 tonnes.
- The Irish mussel farming industry is expected to consolidate somewhat amid a market uplift after several years of low prices.

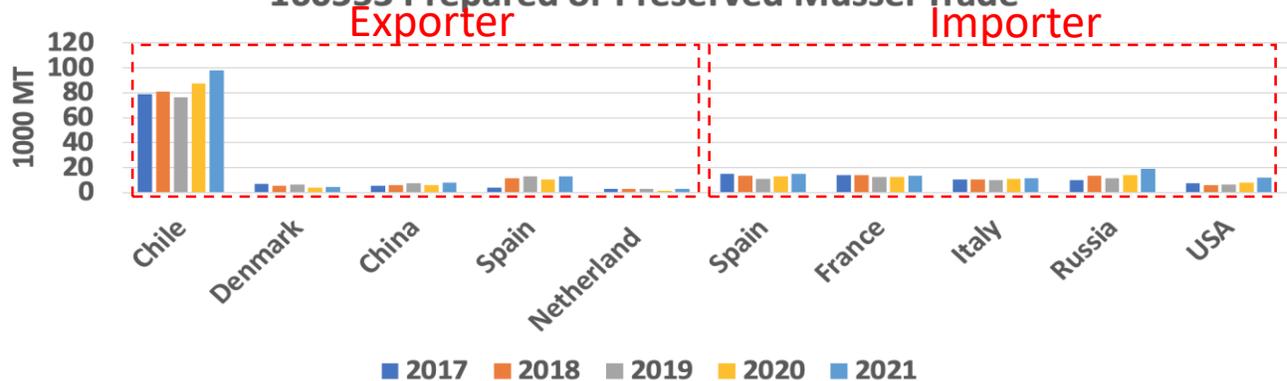
030732 Frozen Mussel Trade



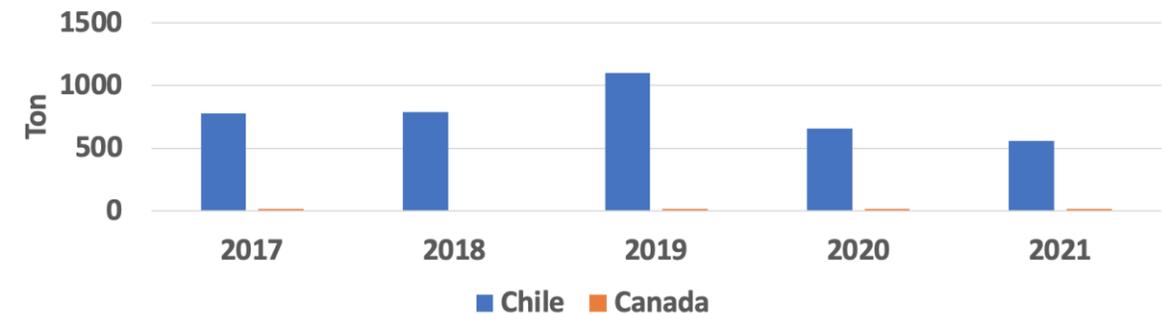
China's Frozen Mussel Import Amount



160553 Prepared or Preserved Mussel Trade



China's Prepared or Preserved Mussel Import Amount



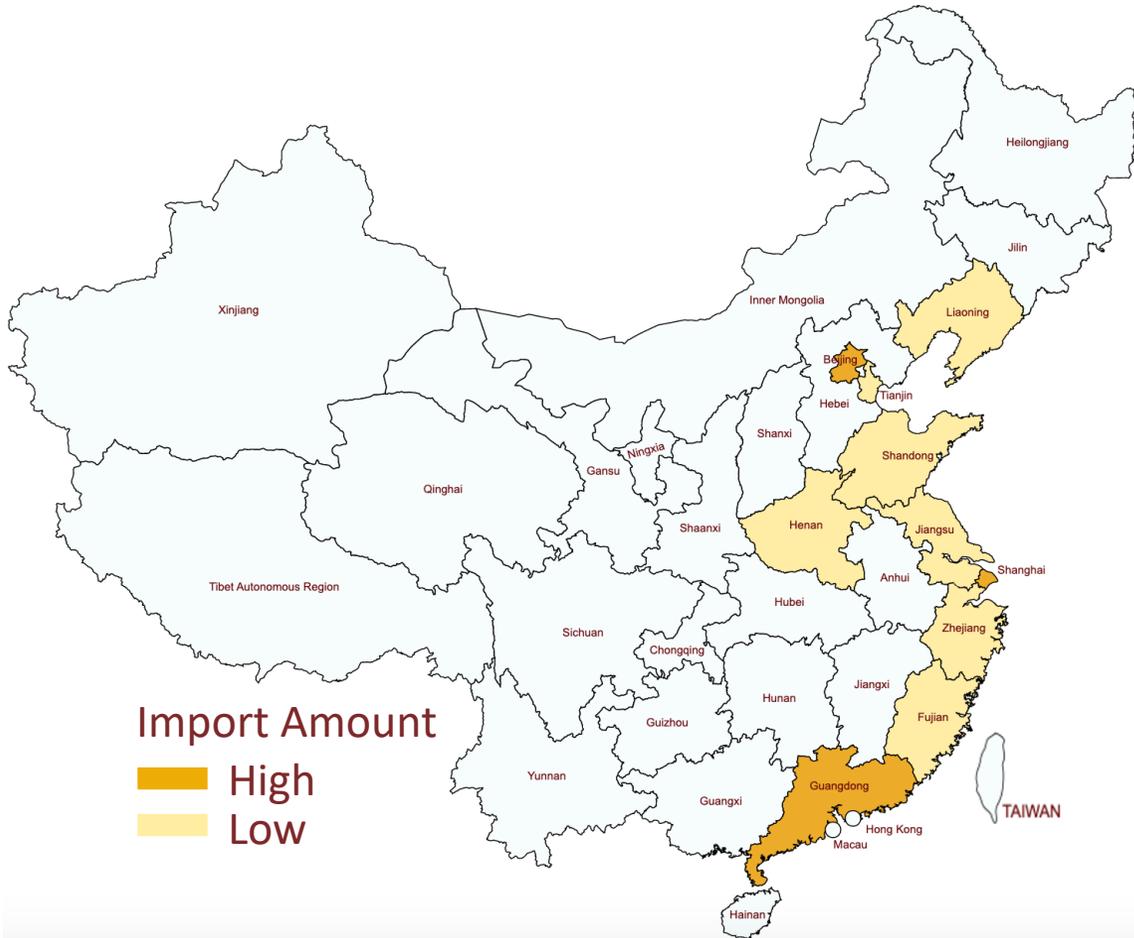
Detailed analysis for Irish seafood species-Frozen Mussel

Importers and High Import Province: 86 importers/Guangdong, Shanghai, Beijing

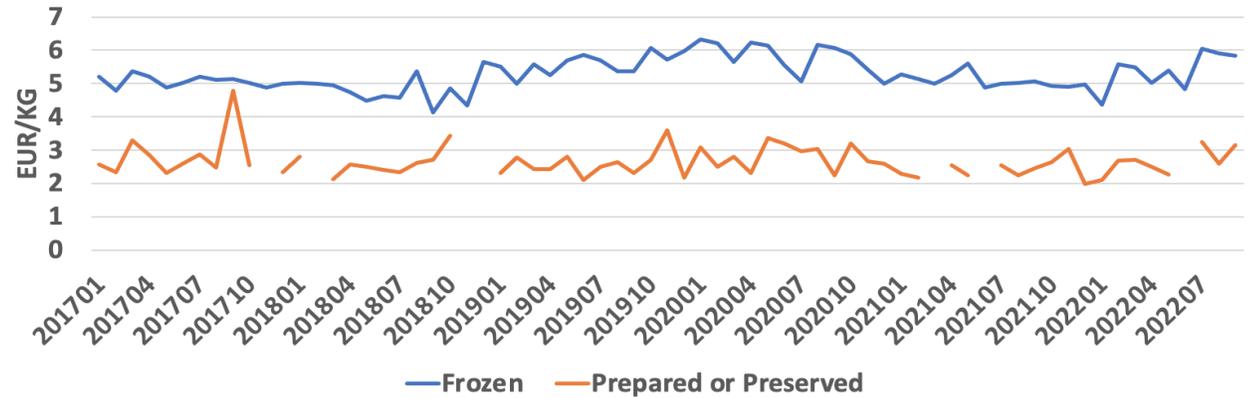
Sales Channel: Restaurants, Wholesale, Supermarkets, E-commerce

Import Amount: High in Summer and winter, Mussels from New Zealand at twice the price of those from Chile.

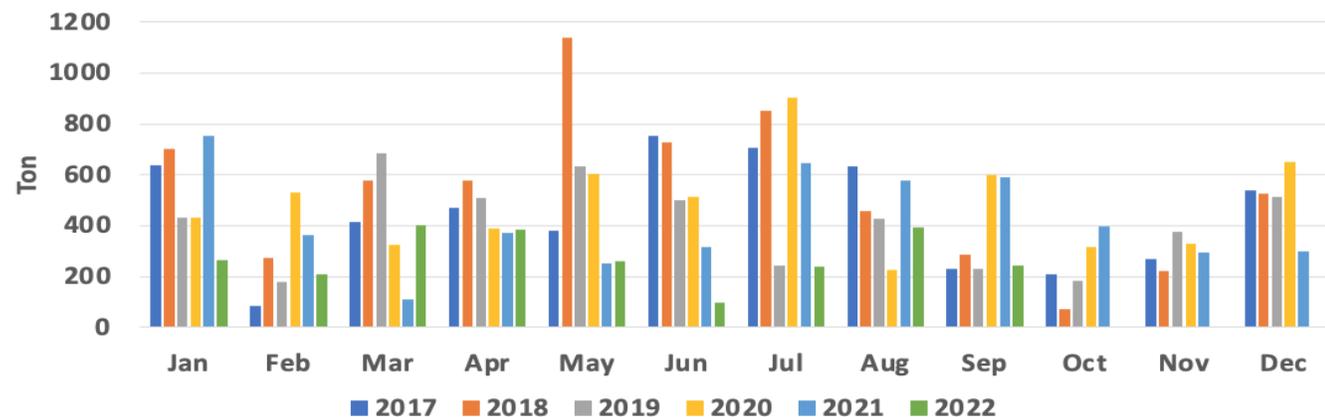
Ireland's Frozen Mussel Potential: Dutch shellfish supplier aims to reach more markets with pre-cooked mussels launch in three flavors — 'Bangkok', with lemongrass and ginger. Ireland can also do that.



China's Frozen, Prepared or Preserved Mussel Import Price

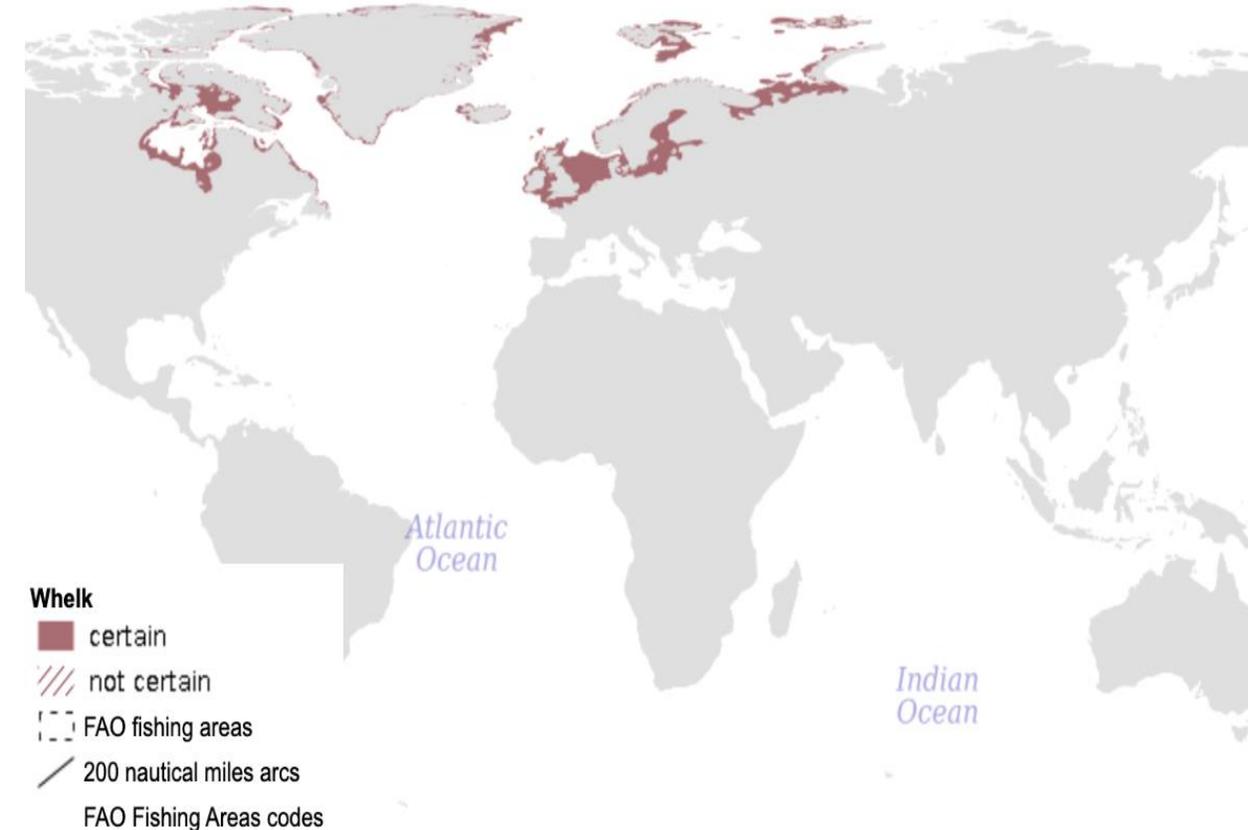


China's Frozen, Prepared or Preserved Mussel Import Amount

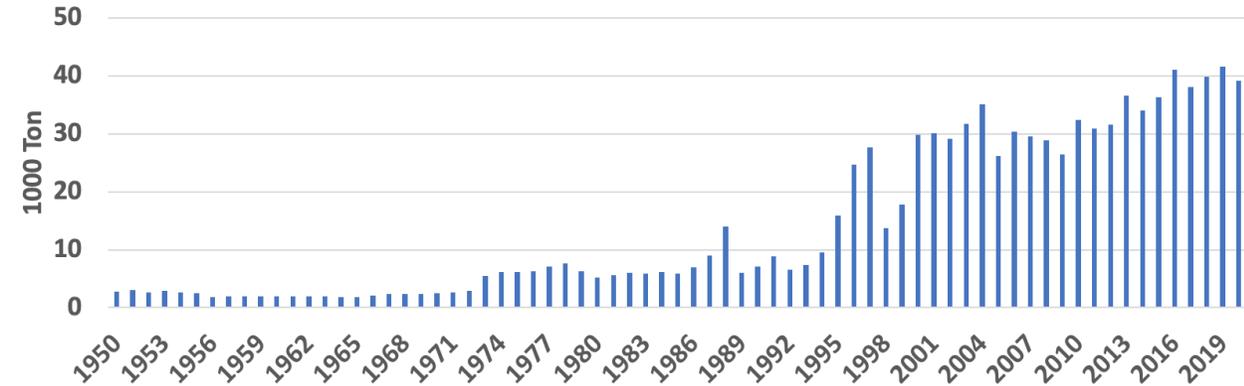


Detailed analysis for Irish seafood species-Frozen Whelk

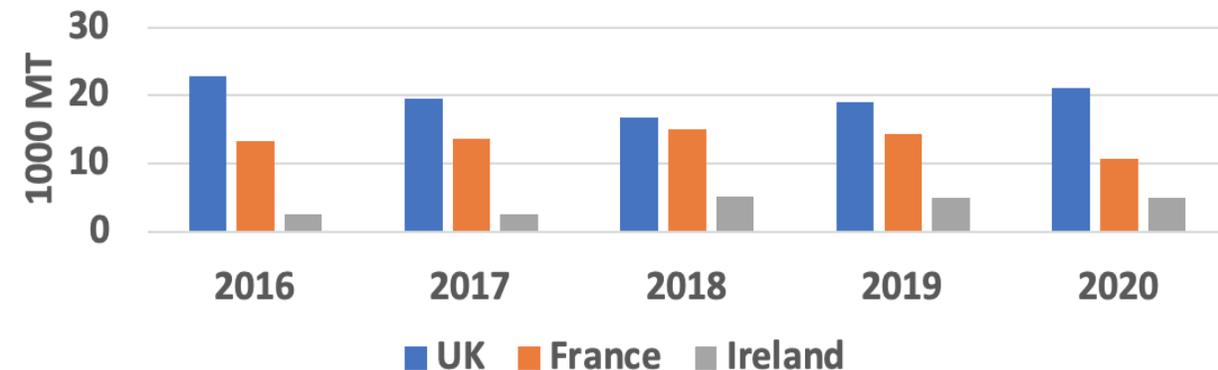
- Whelks are mainly found along the North Atlantic coast.
- Global whelk production is rising and currently at 40,000 tonnes.
- The top three producing countries are the UK, France and Ireland.



Global Whelk Production Amount



Major Countries Whelk Production Amount



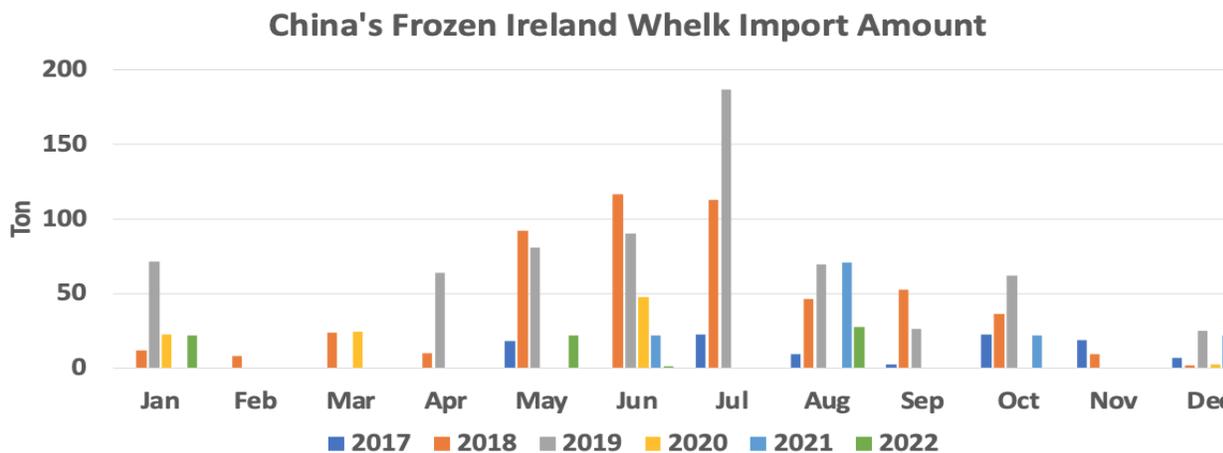
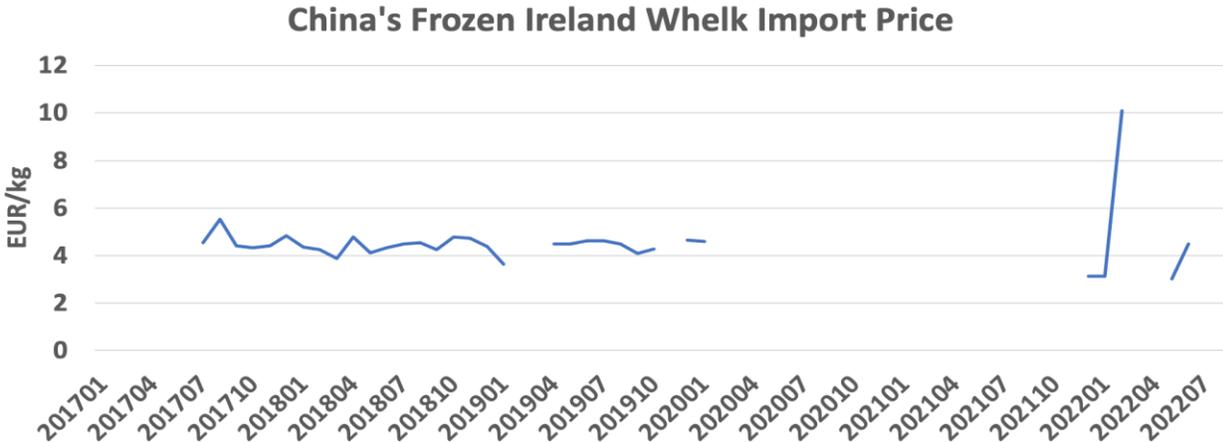
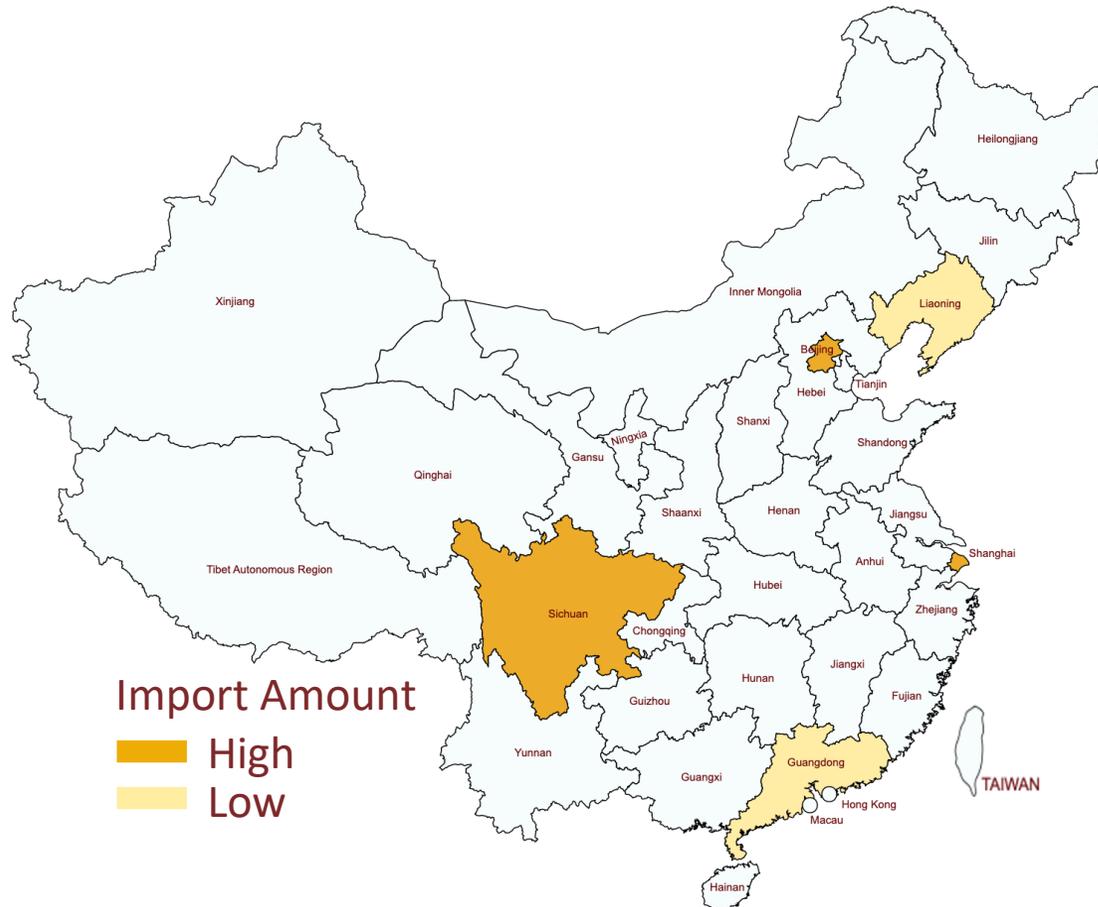
Detailed analysis for Irish seafood species-Frozen Whelk

Importers and High Import Province: 30 importers/Shanghai, Beijing, Sichuan

Sales Channel: Restaurants, Wholesale, Supermarkets, E-commerce

Import Amount: Imports were greatly affected by COVID-19 and unstable, High in May to August.

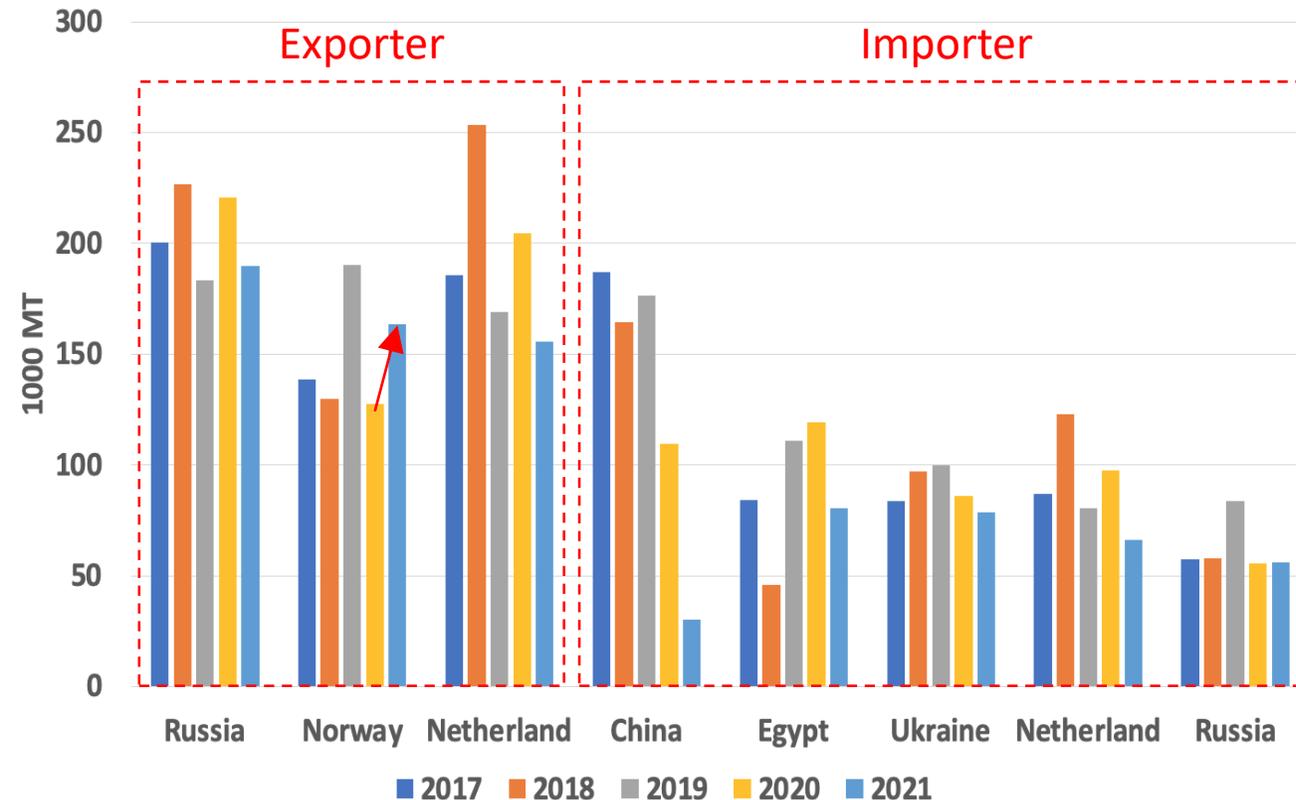
Ireland's Frozen Whelk Potential: 1. Impressive fresh and sweet flavor, 2. Imported price remains at 4 euros/kg, relatively low, may consider more direct-to-consumer channels like E-commerce and supermarkets.



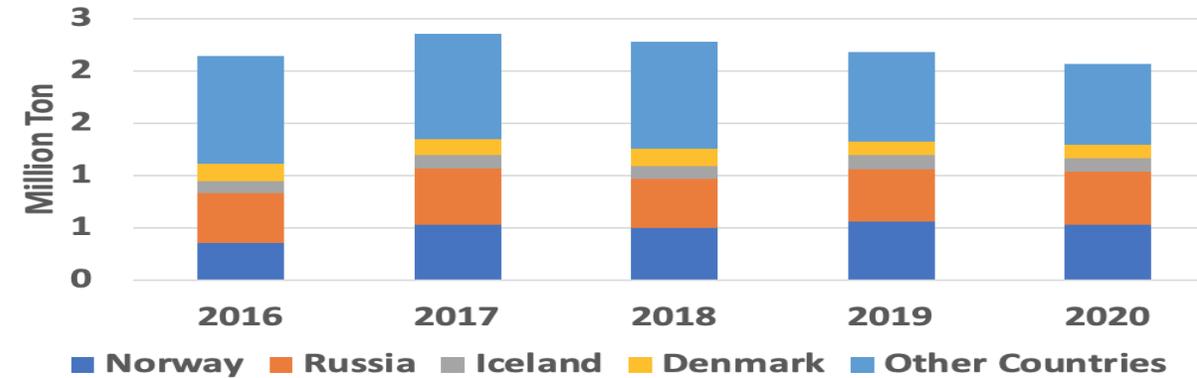
Detailed analysis for Irish seafood species-Frozen Herring

- Major exporters of herrings are Russia, Norway and the Netherlands, and major importer is China.
- Norwegian herring exports rise sharply in 2021.
- The world's largest producers of herring are Russia, Norway, Iceland and Denmark.
- Herring export prices fluctuate cyclically, being higher from April to October. Norwegian herring export prices have been rising and are higher than Russian prices.

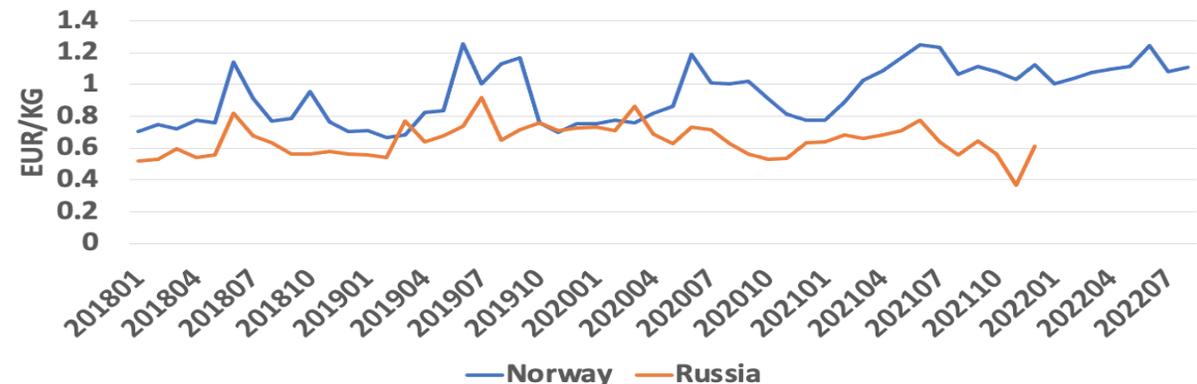
030351 Frozen Herring Trade



World Herring Production Amount



Herring Export Price



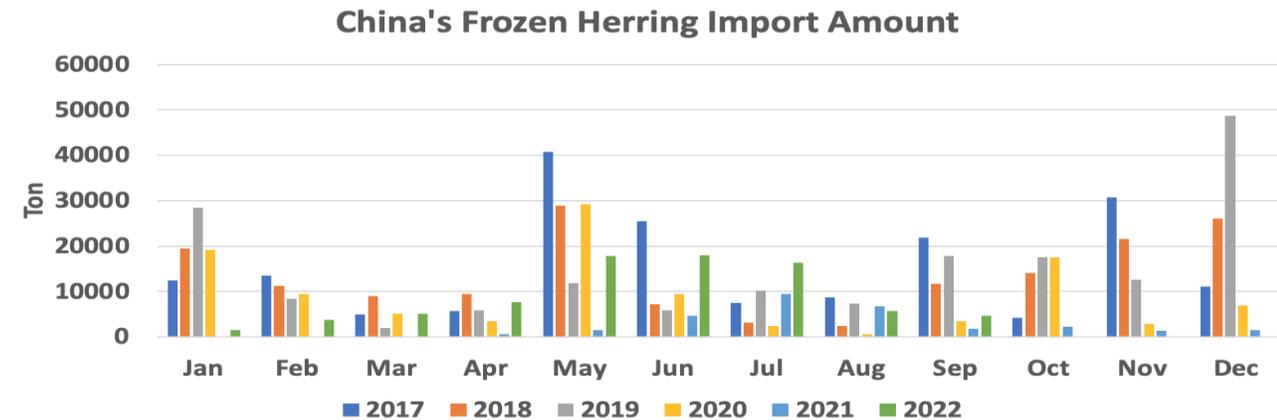
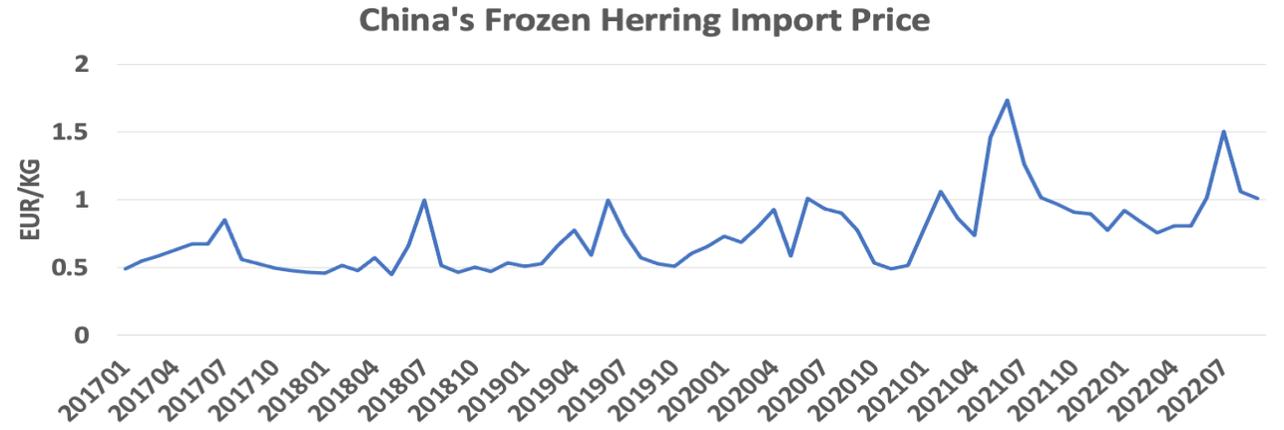
Detailed analysis for Irish seafood species-Frozen Herring

Importers and High Import Province: 54 importers/Shandong, Liaoning and Jilin

Sales Channel: Factories, Restaurants, Wholesale, Supermarkets, E-commerce

Import Amount: Chinese imports of herring were higher in May and December and import prices have been rising and are currently around 1 Euro/kg.

Ireland's Frozen Herring Potential: More and more Norwegian herring is being processed into herring fillets for higher profits. Ireland could also develop more value-added herring products.



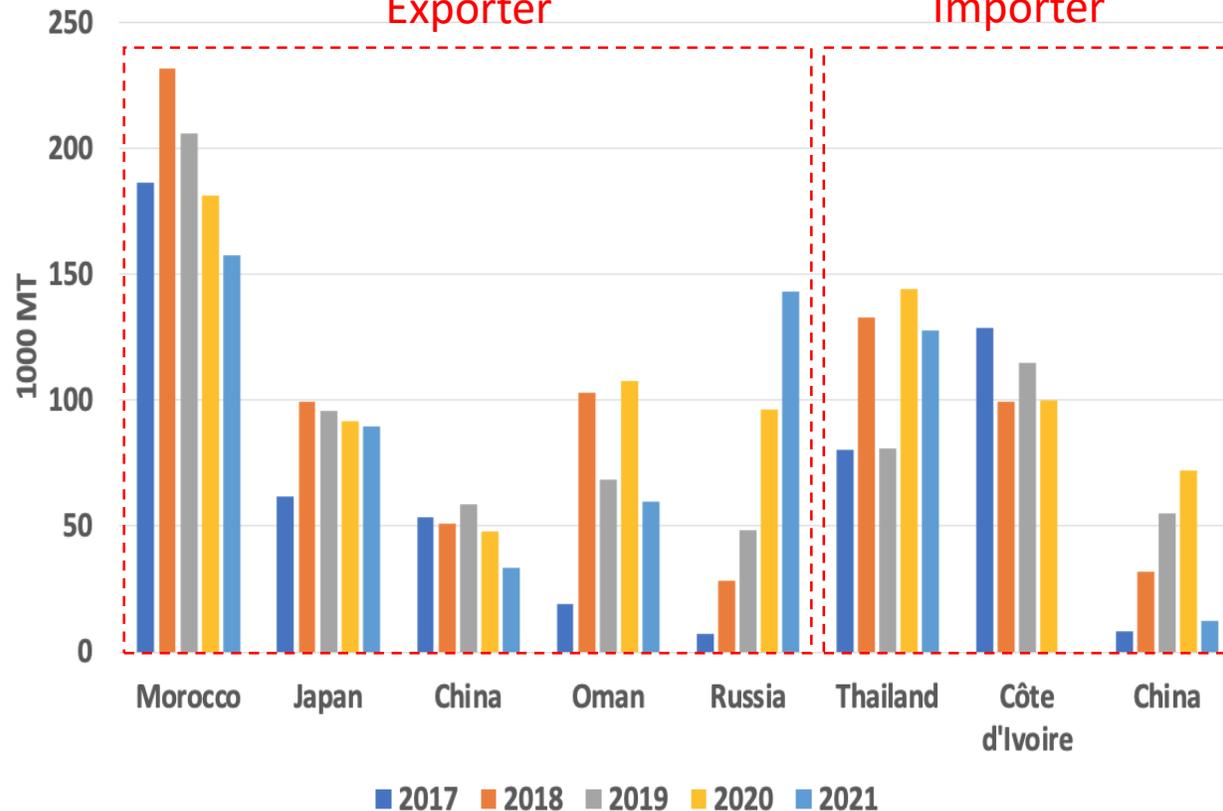
Detailed analysis for Irish seafood species-Frozen Sardine

- Major exporters of sardines are Morocco and Japan, and major importers are Thailand, Côte d'Ivoire and China.
- The main global producers of sardines are Morocco, Japan, Mauritania and Oman.
- Moroccan and Japanese sardine export prices are similar, with Moroccan prices slightly higher at 0.8-1Euro/kg.
- Japanese companies launch the Japan Hokkaido Sardine Fishery Improvement Project (FIP), aiming to achieve Marine Stewardship Council (MSC) certification.

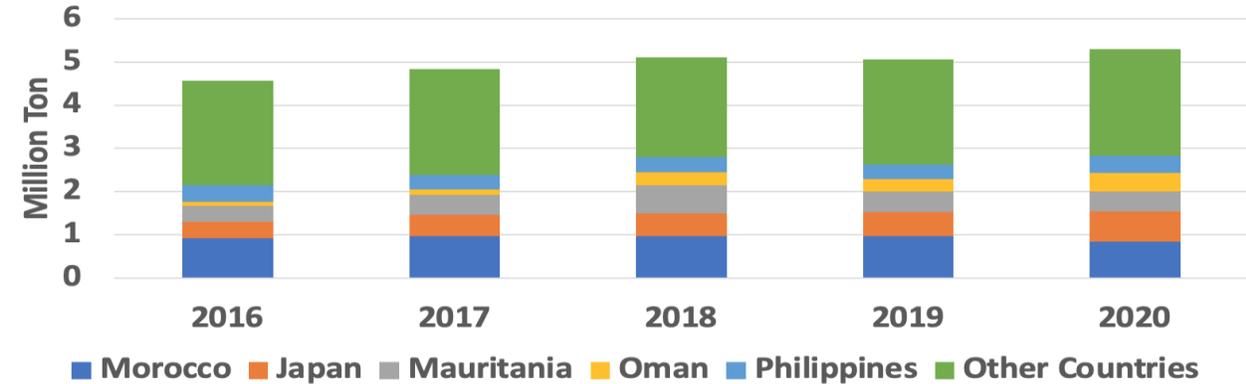
030353 Frozen Sardine Trade

Exporter

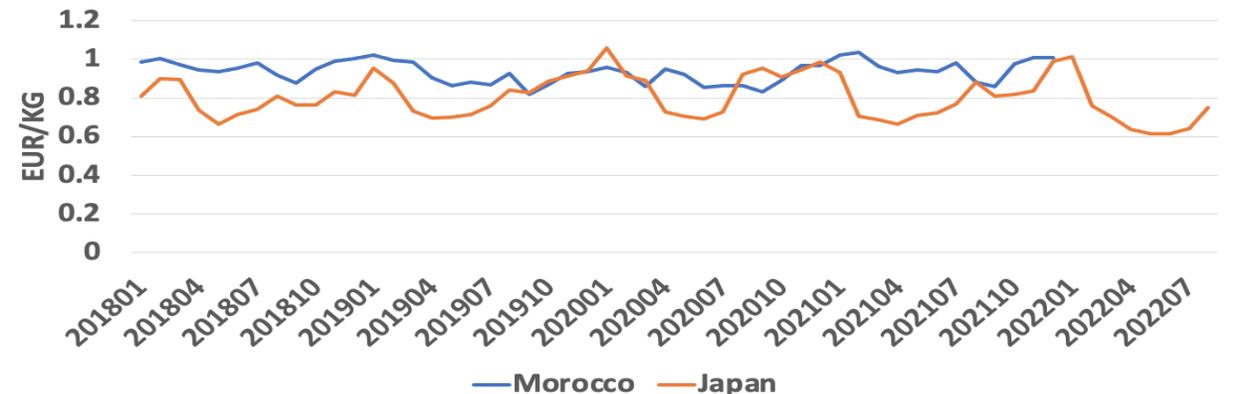
Importer



World Sardine Production Amount



Sardine Export Price



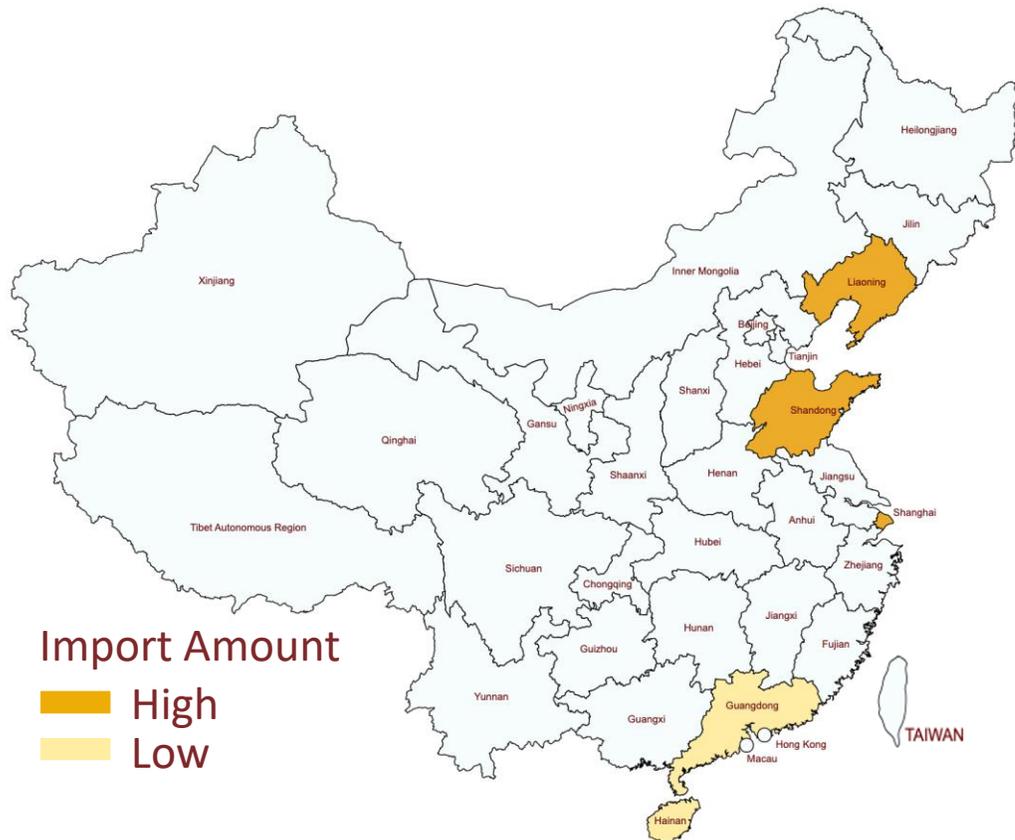
Detailed analysis for Irish seafood species-Frozen Sardine

Importers and High Import Province: 61 importers/Shanghai, Shandong, Liaoning

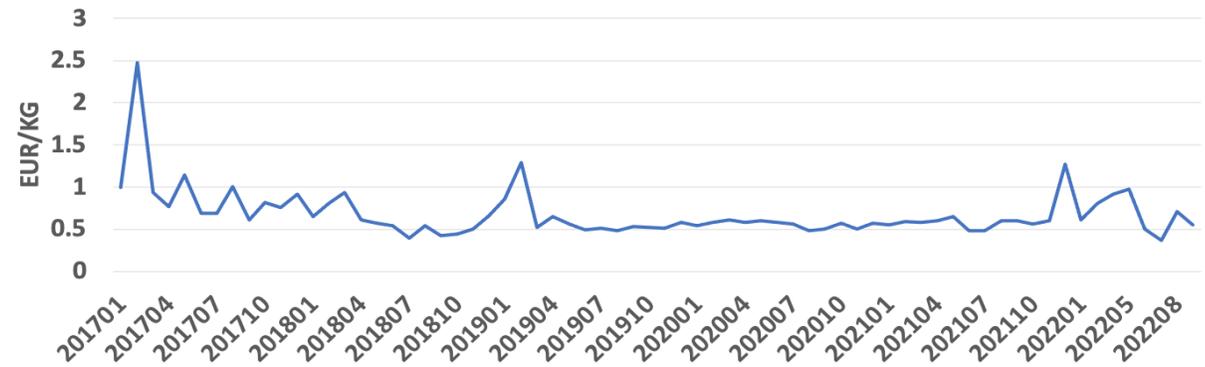
Sales Channel: Factories, Restaurants, Wholesale, Supermarkets, E-commerce

Import Amount: High in June to November. China's imports remain low in 2022 and have not yet recovered. Import prices remain at 0.5Euro/kg.

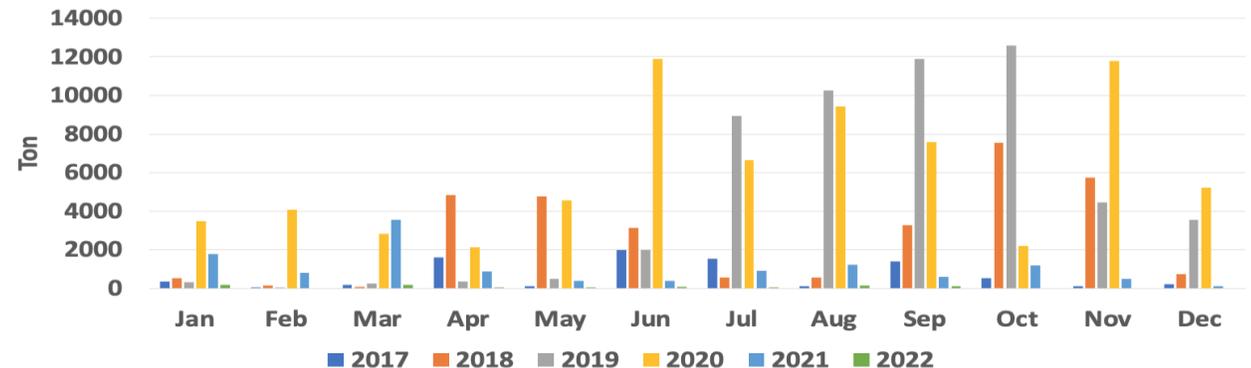
Ireland's Frozen Sardine Potential: Ireland can develop more value-added sardine products, such as fillets and cans. Sardines have three times the calcium of a cup of milk, plus phosphorus and vitamin D, and can come in Mediterranean



China's Frozen Sardine Import Price



China's Frozen Sardine Import Amount



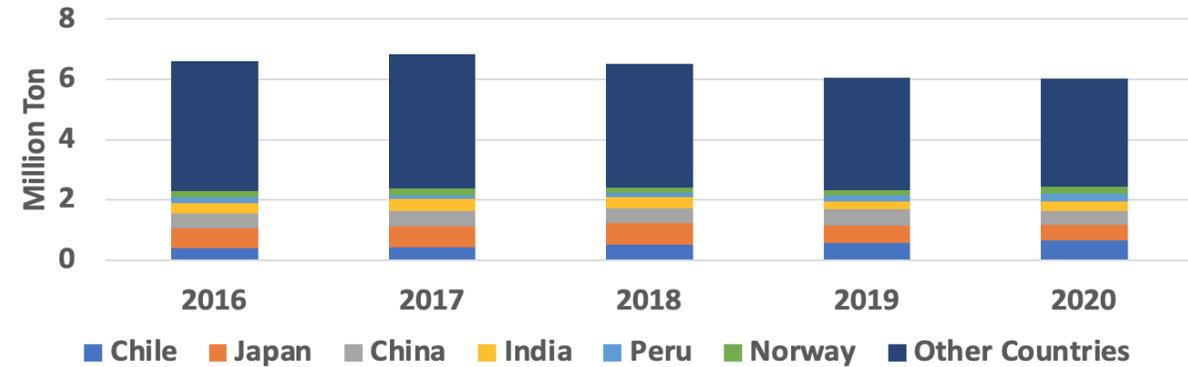
Detailed analysis for Irish seafood species-Frozen Mackerel

- Major exporters of mackerel are Norway and Japan, and importers are African countries and China.
- The world's most important mackerel producers are Chile, Japan, China, India, Peru and Norway.
- Norwegian mackerel export price is 50% higher than Japan.
- Norwegian Directorate of Fisheries limits the mackerel fishery in 2022 and future supplies of mackerel are at risk as European coastal countries dispute quota allocations.
- Mackerel prices will remain on an upward trend.

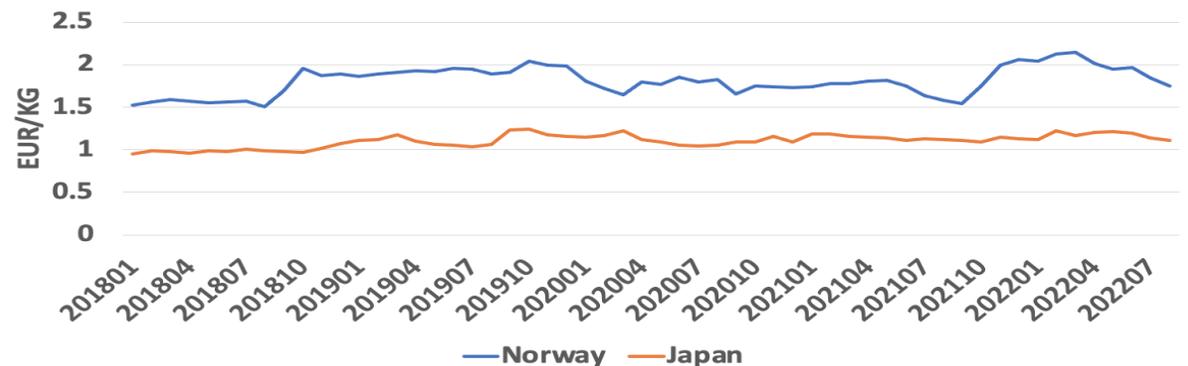
030354 Frozen Mackerel Trade



World Mackerel Production Amount



Mackerel Export Price



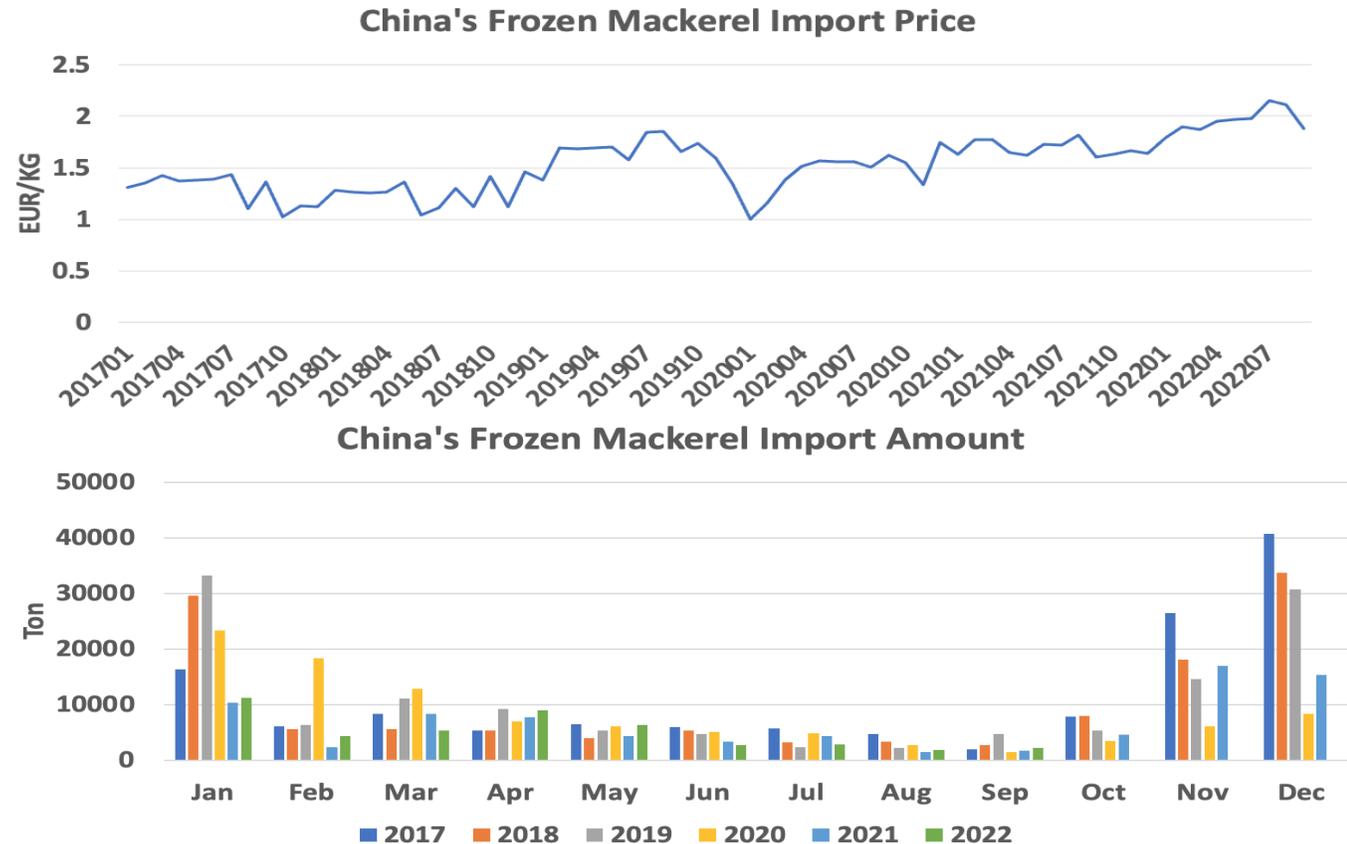
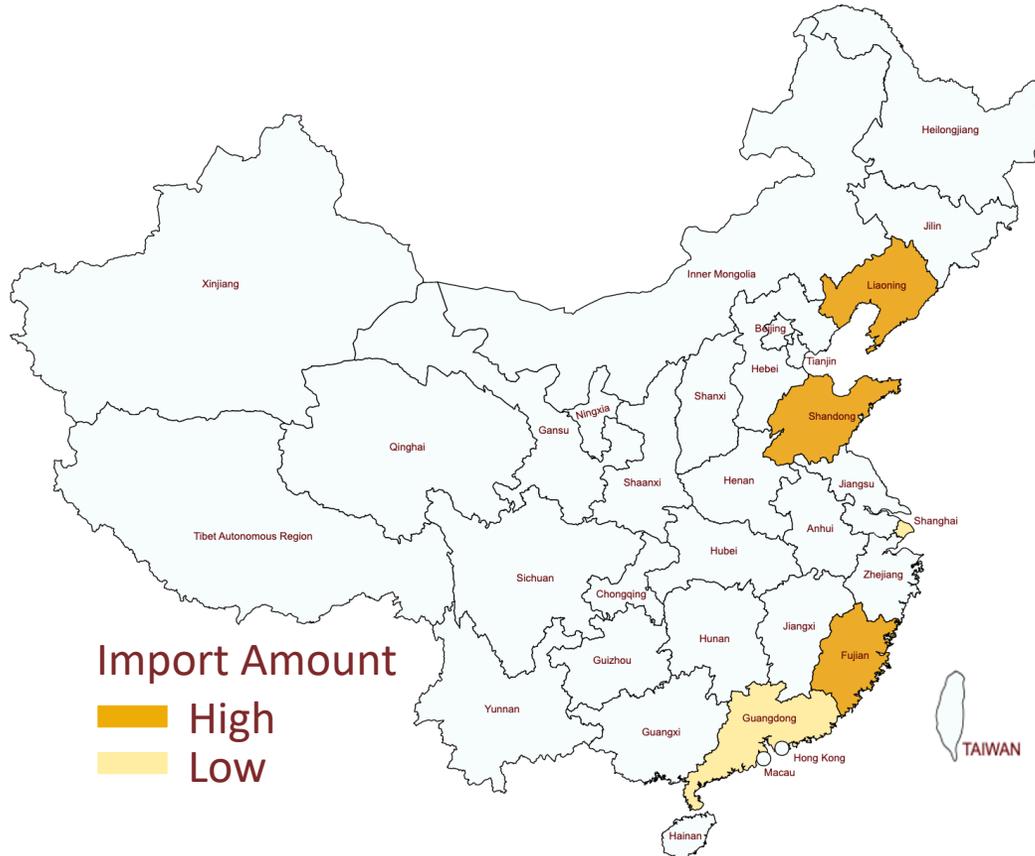
Detailed analysis for Irish seafood species-Frozen Mackerel

Importers and High Import Province: 124 importers/Fujian, Shandong, Liaoning

Sales Channel: Factories, Restaurants, Wholesale, Supermarkets, E-commerce

Import Amount: High in November to January. 2022 China's mackerel imports have rebounded, surpassing 2021, and import prices are rising

Ireland's Frozen Mackerel Potential: 1. Ireland may demand strong EU action on mackerel quotas and enlarge Ireland shares. 2. Ireland could consider Asian markets, including China and Japan, that are willing to pay high prices for



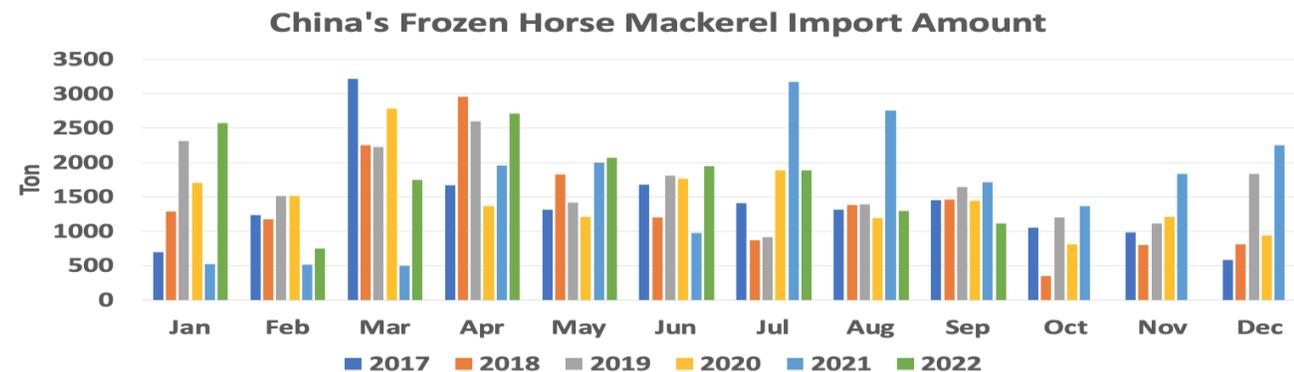
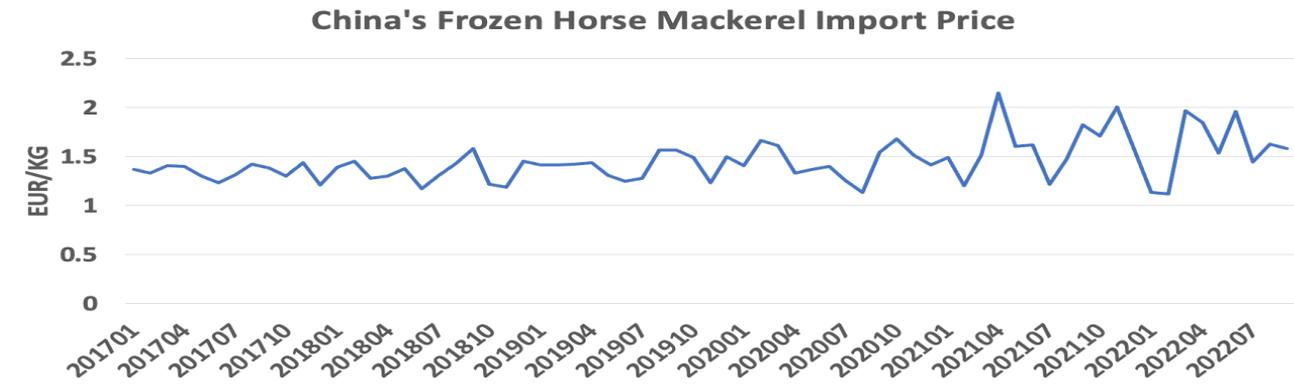
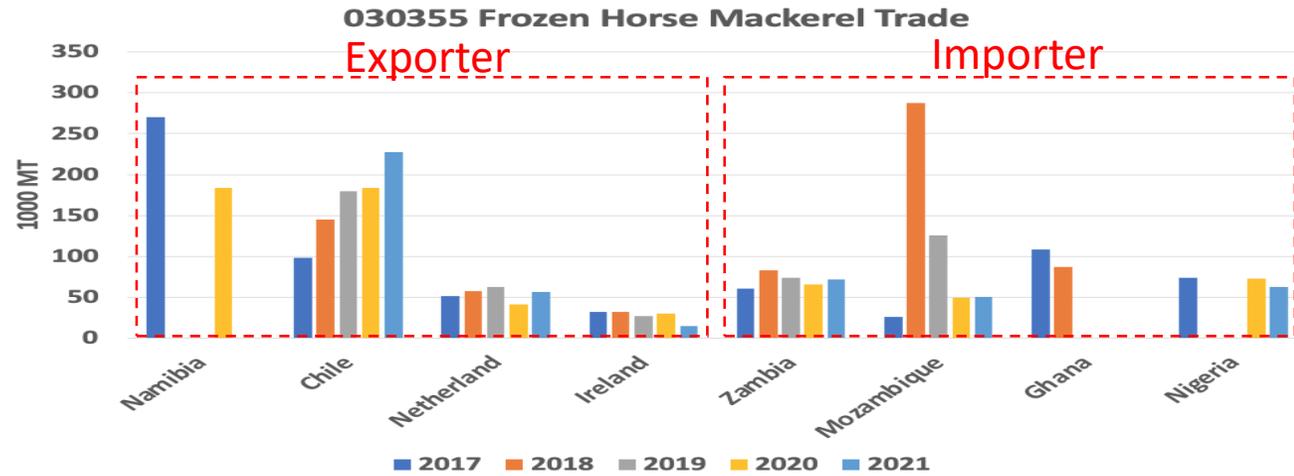
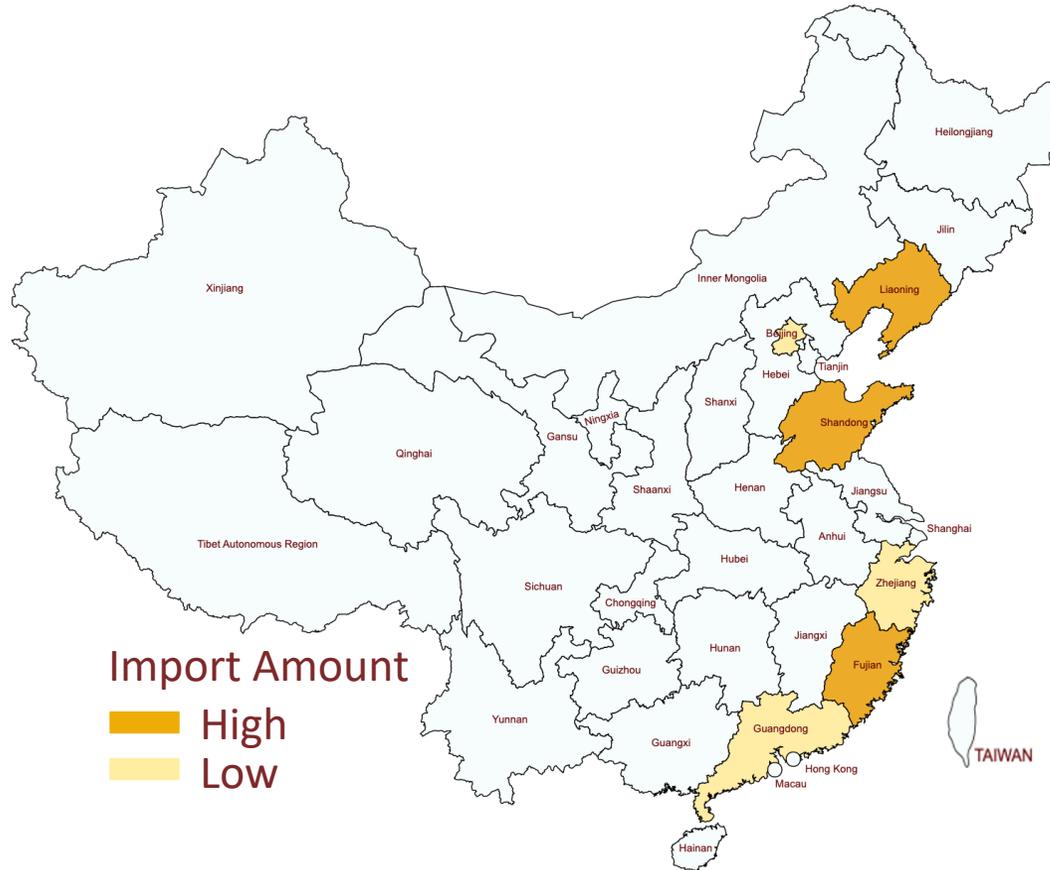
Detailed analysis for Irish seafood species-Frozen Horse Mackerel

Namibia, Chile, Netherland and Ireland are major exporters of frozen horse mackerel.

Importers and High Import Province: 2 importers

/Fujian, Shandong, Liaoning

Import Amount: High in January to August. Import price is stable. Import



Detailed analysis for Irish seafood species-Fresh/Frozen Salmon

Top fresh salmon exporter is Norway, with rising exports, while top frozen salmon exporter is Chile.

China's fresh salmon imports were on the rise before the COVID-19 outbreak and have now rebounded.

Importers and High Import Province: 128 importers/Beijing, Shanghai, Guangdong(Fresh salmon)/Shandong, Liaoning, Jilin(Frozen Salmon)

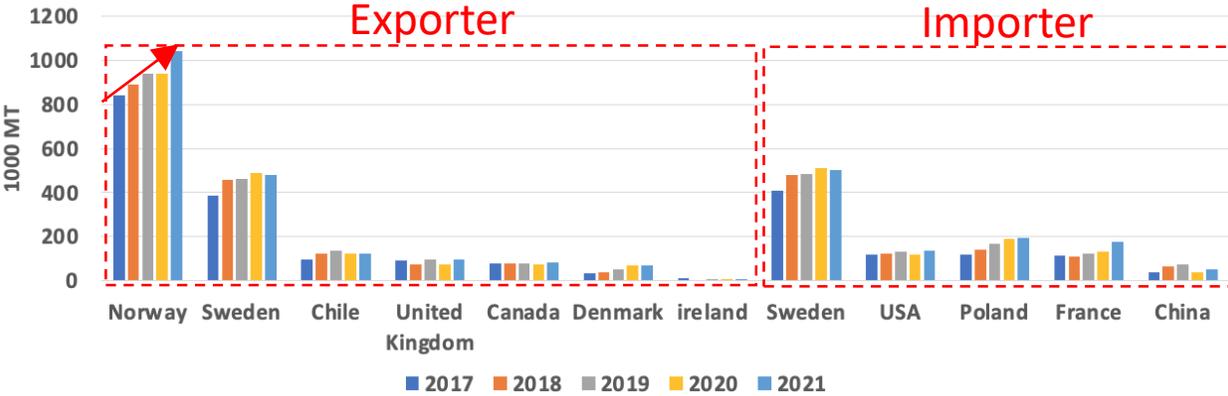
Jilin(Frozen Salmon)

Ireland's Potential: 1. China's demand is never met. 2. Emphasis on organic or smoked salmon to differentiate.

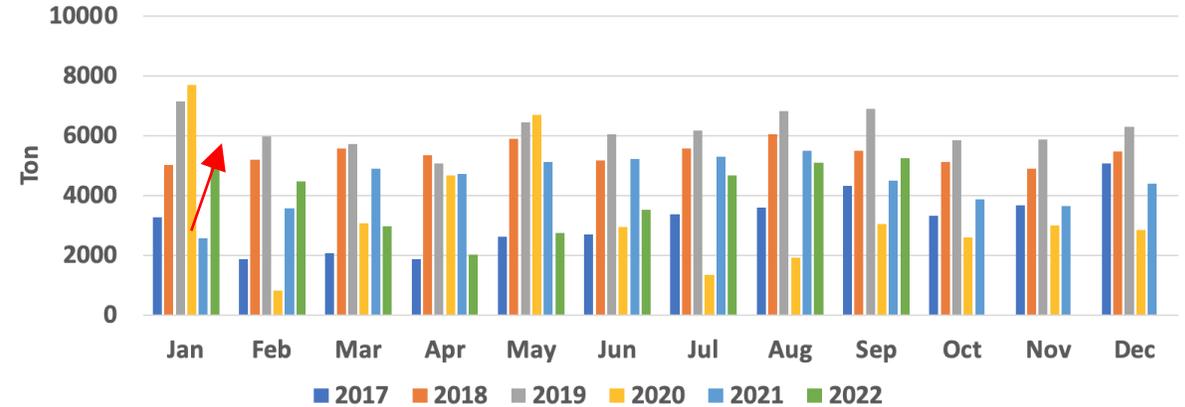
030214 Fresh Salmon Trade

Exporter

Importer



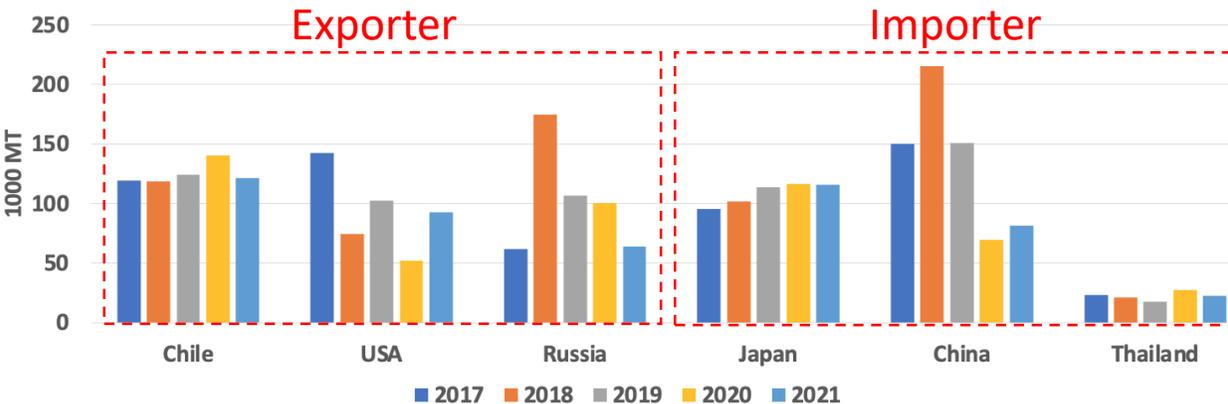
China's Fresh Salmon Import Amount



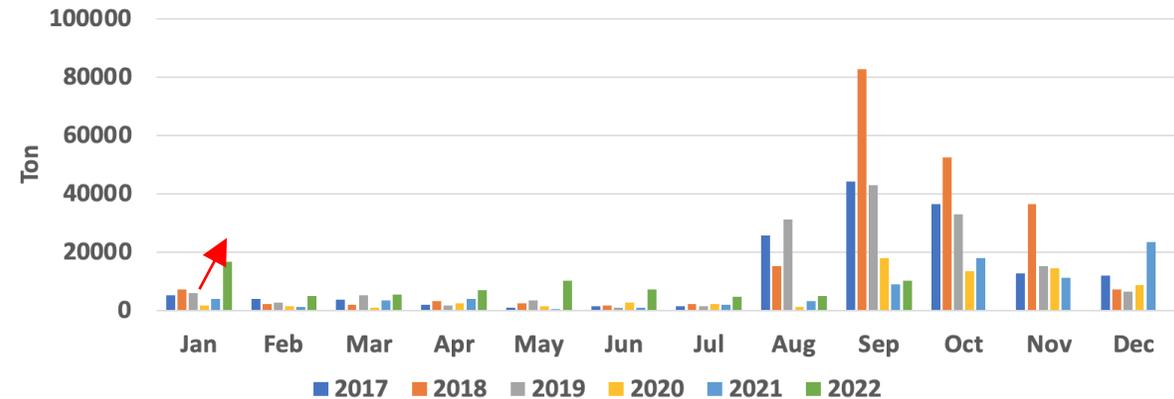
030312 Frozen Salmon Trade

Exporter

Importer

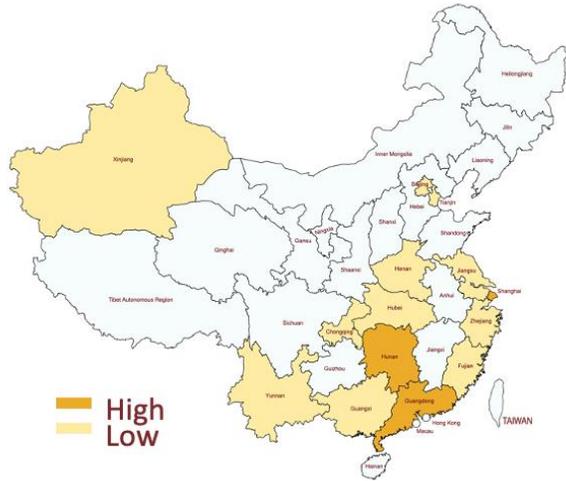


China's Frozen Salmon Import Amount





Importers



Restaurants



E-commerce



Supermarkets



Factory



Wholesale

Mobile/Wechat:

+86 15757807187

Email:

2240326898@qq.com



宓含冰 HanbingMi

中国大陆

Importer Numbers

30 Live blue lobster importers

369 Live brown crab importers

252 Frozen brown crab importers

37 Live oysters importers

3 Frozen langoustines importers

86 Frozen mussels importers

29 Frozen whelks importers

54 Frozen herrings importers

61 Frozen sardines importers

126 Frozen mackerels and horse mackerels importers

128 Fresh/Frozen Salmon importers

