

NORGES
SJØMATRÅD

Clipfish in Portugal - 2019



6th of February 2020 Johnny Thomassen, Director NSC Portugal

Clipfish in Portugal 2019

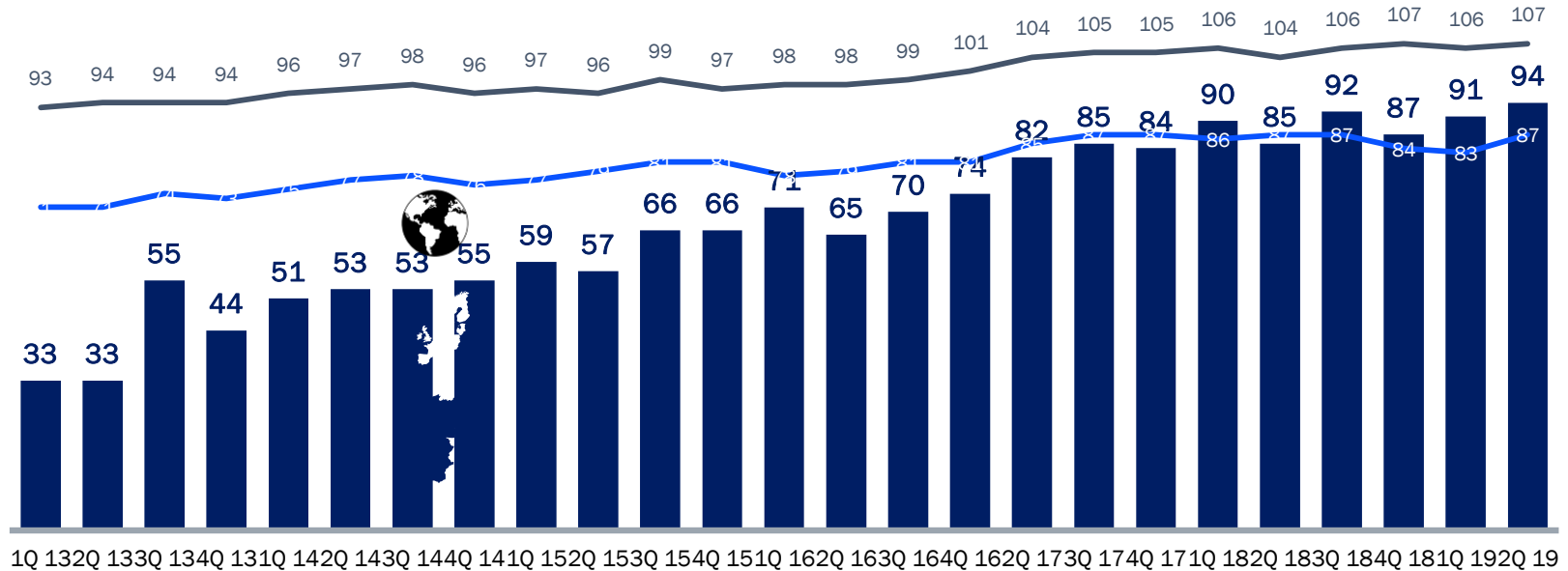
On this presentation we will see:

- How is Portugal doing?
- How Will the aging of the population affect consumer habits?
- Export of Cod
- What is the performance of Clipfish in modern distribution ?
- What is the performance of Clipfish in the Cash & Carry market?
- How is the home consumption of Clipfish Developing ?

How is Portugal doing?



Portuguese are more confident than ever (94% believe in better times)



Tourism Increase 5,3%



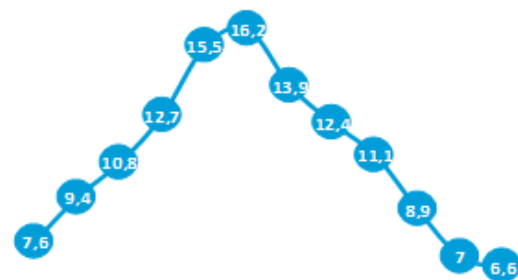
In 2019, WTTC anticipates for Portugal a tourism increase of 5.3%.
"more than twice the European average of 2.5%"

More babies,



In first quarter of 2019 births reached the highest numbers of the last 7 years
984 more vs. 2018

Less unemployment, (6,6 %)



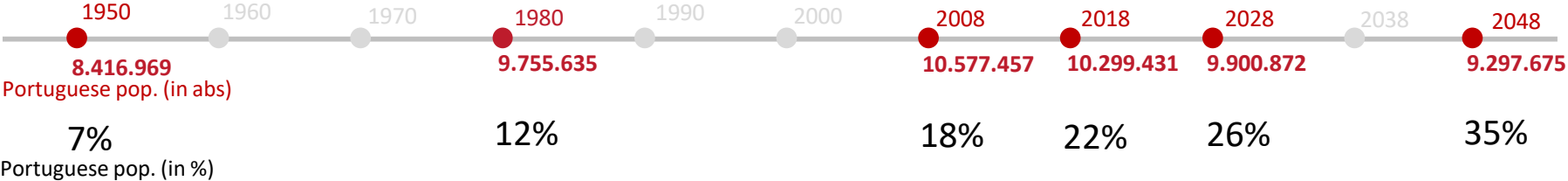
Unemployment Rate Portugal

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 april 2019

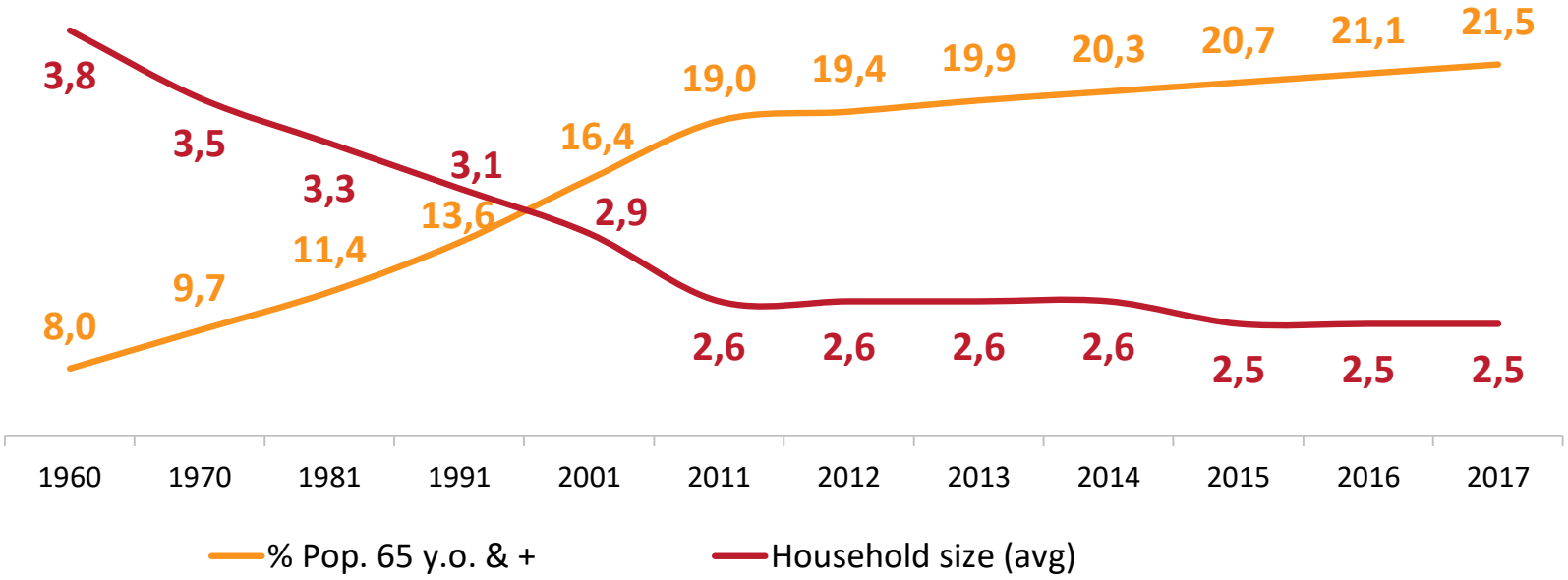
How will the aging of the population affect consumers habits?



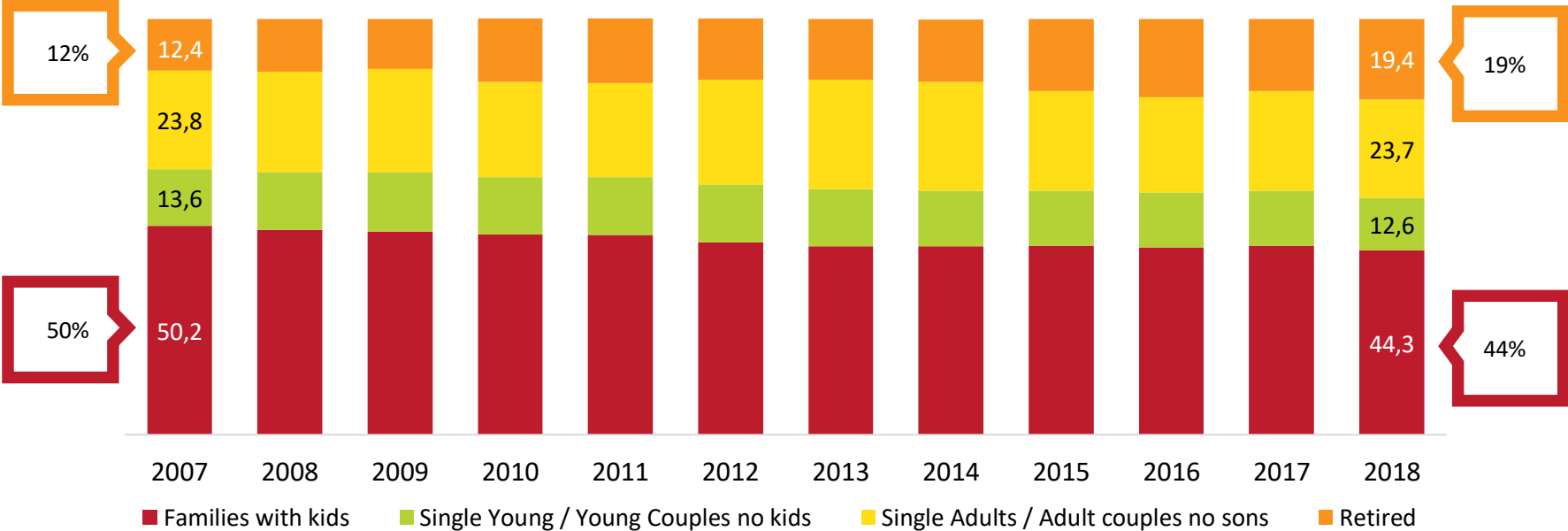
SENIORS ARE AN IMPORTANT DRIVERS OF MARKETS TREND DUE TO POPULATION EVOLUTION



POPULATION AGING AND FEWER INDIVIDUALS PER HOUSEHOLD

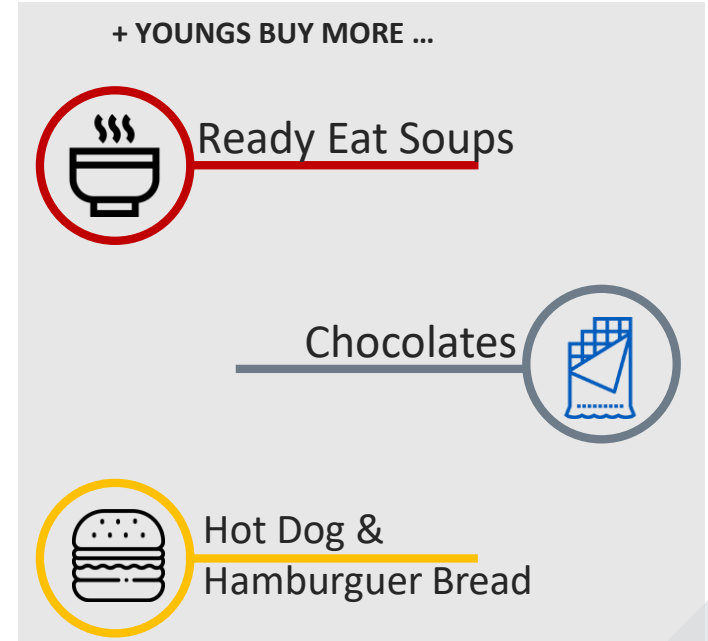
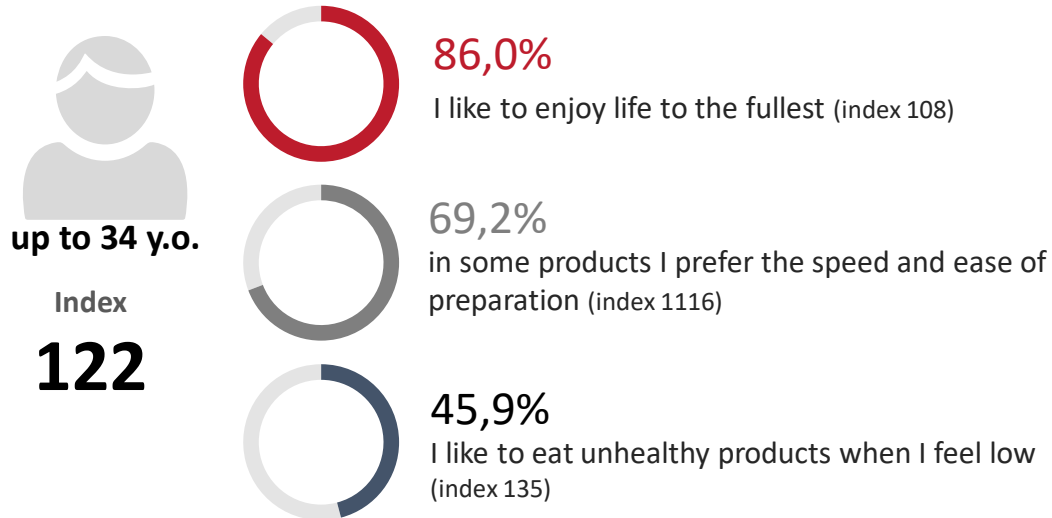


LESS FAMILIES WITH KIDS, MORE RETIRED



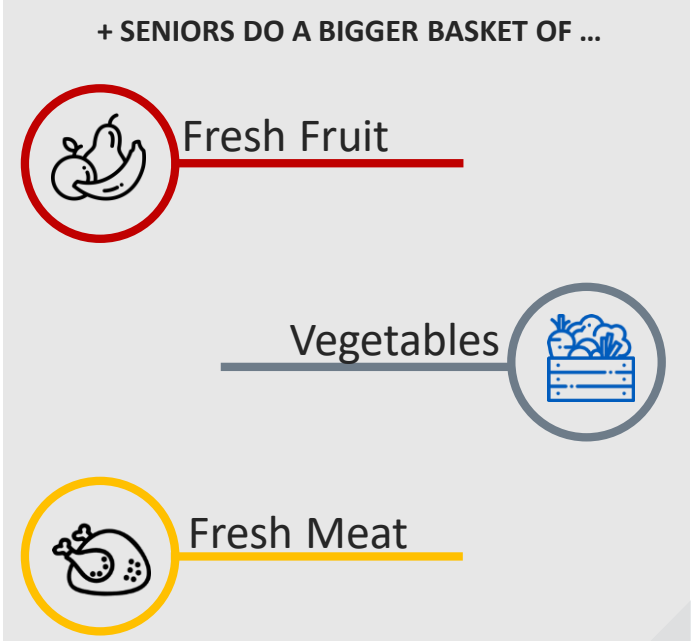
WHILE CONVENIENCE & PLEASURE IS THE YOUNGEST LIVING WAY

Kantar Lifestyles 2019 - % of agree answers within target up to 34 y.o. (HH's) for CONVENIENCE & PLEASURE



HEALTH CONCERN MORE FOCUSED WITHIN SENIORS

Kantar Lifestyles 2019 - % of agree answers within target 65 y.o. or more (HH's) for HEALTH CONCERN



Export of Cod, 2019



Export Value of Cod to Portugal up 15%

Total export of cod to Portugal increased from **2,6 Billion NOK** in 2018 to **3,0 Billion NOK** in 2019

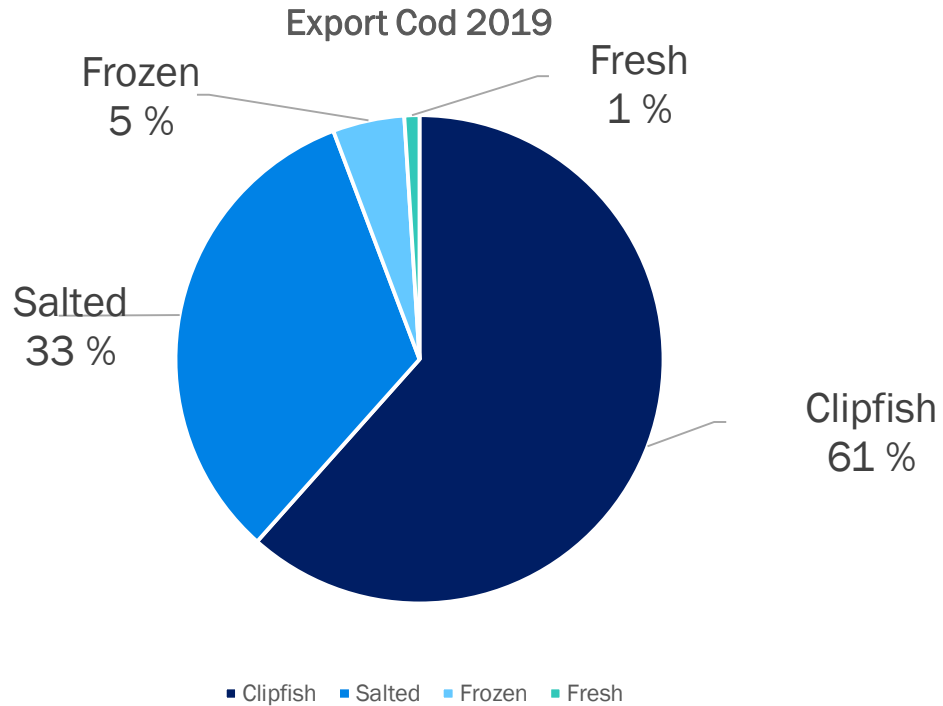
(but 3% less Quantity)



Total Cod Export 41 362 Tn(-3%)

Clipfish	25 480 Tn	, (+ 18%)	+ 3 985 Tn
◆ Salted	13 513 Tn	,(- 25%)	- 4. 581 Tn
◆ Frozen	1 965 Tn	, (- 15%)	- 352 Tn
◆ Fresh	413 Tn	,(- 40%)	- 282 Tn
◆		
◆	41 362 Tn	, (-3%)	- 1. 285 Tn

61% of Export is Clipfish



Less -4 581 Tn(- 25%) salted cod from Norway;
is Iceland to blame?



Iceland Export: **9.911 Tn**(+ 662Tn) + 6,6%

(by October 2019)

Price Increased From **51, 68 NOK** to **59,73 NOK**
+ **8,05 NOK**(+16%)



Properly high increase in price was due to reduction in quantity.

Higher Export of Clippfish(18%) from Norway indicates larger consumption in Portugal?

Despite of increased price of 10NOK(+14%),
the quantity increased with 3 985Tn(+18%)

Less purchase and production in Portugal
led to greater demand of finished product
from Norway.



What is the performance of Clipfish in Modern Distribution?



LESS SALES IN SUPERMARKETS, (- 12%)



Total Dry + Frozen Codfish

	Value Sales (000' €)	% Value Change Vs. year Ago	Volume Sales (000' Kg)	% Volume Change Vs. Year Ago
MAT w52 17	293.506		41.409	
MAT w52 18	292.414	→ 0%	38.304	↓ -7%
MAT w52 19	300.356	↑ 3%	33.618	↓ -12%

Dry down 4 765 Tn, frozen up 79 Tn ;

(Frozen don't Cannibalize Dry)



Dry Codfish with a double digit loss in volume but increases in value (+2%)

		Value Sales (000' €)	% Value Change Vs. year Ago	Volume Sales (000' Kg)	% Volume Change Vs. year Ago
Frozen Codfish	MAT w52 18	61.704	↑ 8%	6.522	↑ 4%
	MAT w52 19	65.150	↑ 6%	6.601	↑ 1%
Dry Codfish	MAT w52 18	230.711	↓ -2%	31.782	↓ -10%
	MAT w52 19	235.206	↑ 2%	27.017	↓ -15%

ALL THE MAIN TYPES INCREASE PRICE



	Average Price	Price Chg
Corrente	7,26 €	6,6%
Crescido	8,19 €	9,6%
Graudo	9,13 €	10,5%
Especial	9,80 €	10,3%

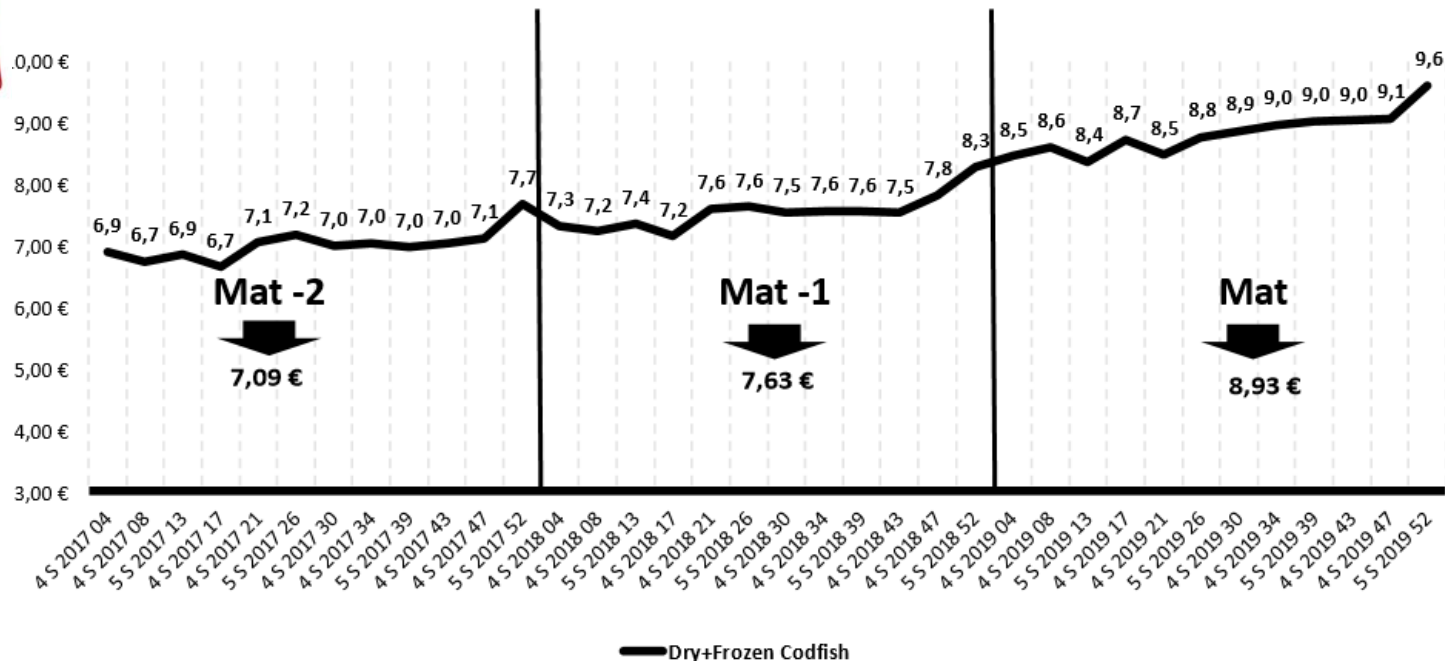
CODFISH PRICE INCREASED IN THE LAST YEAR!

In the last 2 periods prices are higher vs the last year

Total Food Stores – Volume Price (Kg)

Dry + Frozen Codfish

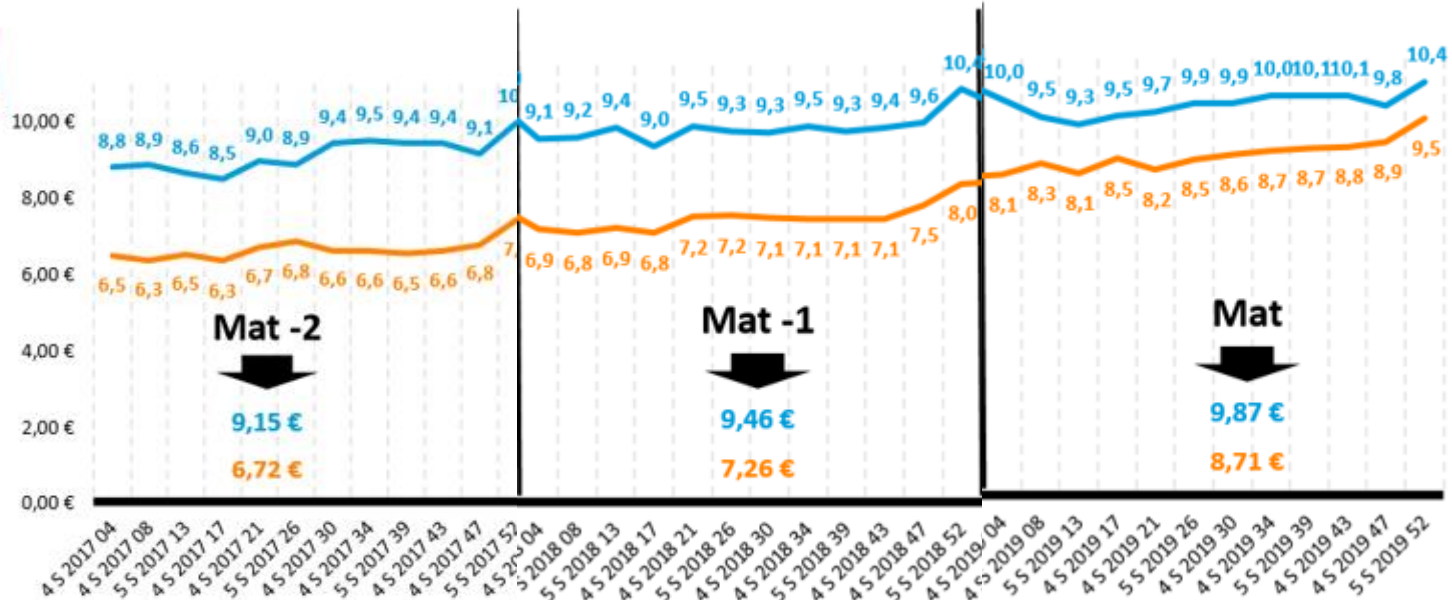
RETAIL



BOTH DRY AND FROZEN ARE INCREASING PRICES

Less Difference between dry and frozen Clipfish, from 2€43 in 2017, to 1€16 2019

Total Food Stores – Volume Price (Kg)
 Dry + Frozen Codfish



What is the performance of Clipfish on the C&C market?



C&C STRENGTH BUSINESS!

CASH & CARRY

Total Dry + Frozen Codfish

	Value Sales (000' €)	% Value Change Vs. year Ago	Volume Sales (000' Kg)	% Volume Change Vs. Year Ago
MAT December 17	33.932		4.345	
MAT December 18	48.399	↑ 43%	6.086	↑ 40%
MAT December 19	52.646	↑ 9%	6.170	↑ 1%

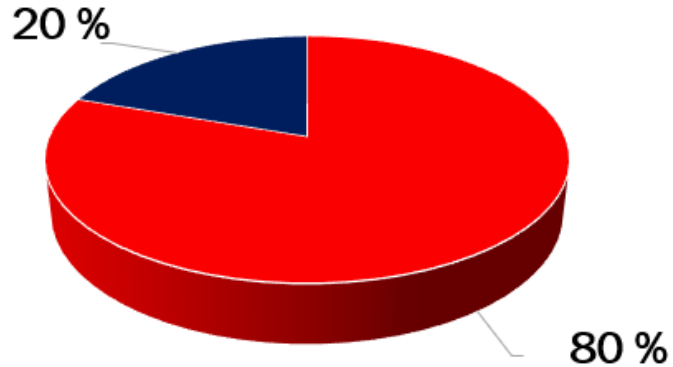
Both Dry & Frozen With Slow Growth Rate

CASH & CARRY

		Value Sales (000' €)	% Value Change Vs. year Ago	Volume Sales (000' Kg)	% Volume Change Vs. year Ago
Frozen Codfish	MAT December 18	7.765	↑ 15%	960	↑ 12%
	MAT December 19	8.711	↑ 12%	1.031	↑ 7%
Dry Codfish	MAT December 18	40.634	↑ 49%	5.126	↑ 47%
	MAT December 19	43.935	↑ 8%	5.139	→ 0%

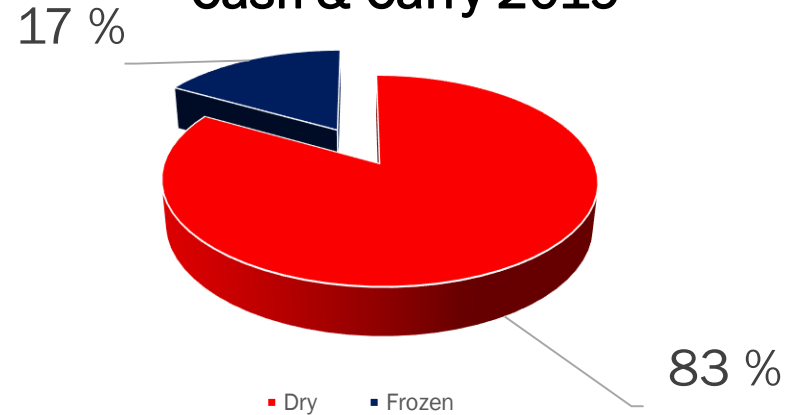
Dry VS. Frozen Clippfish, market share

Supermarkets 2019



Dry ■ Frozen ■

Cash & Carry 2019



Total Clipfish market down 10% in Volume, up 4,% in Value Sale in Retail Down 12% | Volume, + 3% in Value.

RETAIL

33 618



-12%

300 356



+3%

CASH & CARRY

6 170



+1%

52 646



+9%

Total Market

39 788



-10%

353 002



+4%

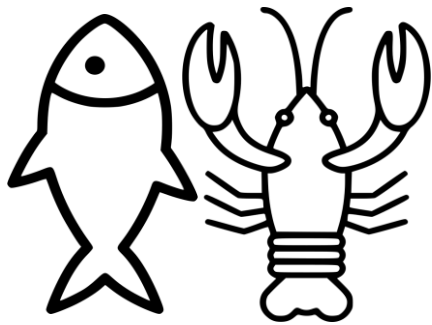
How is the home consumption of
Clipfish?



FRESH SEAFOOD WITH A GROWTH TREND, +9,7%

YET CODFISH WITH A LOWER IMPROVE VS FRESH SEAFOOD AND MEAT

2019 vs 2018 | Volume Evol. (%)



+9.7%

Fresh Seafood



+0.6%

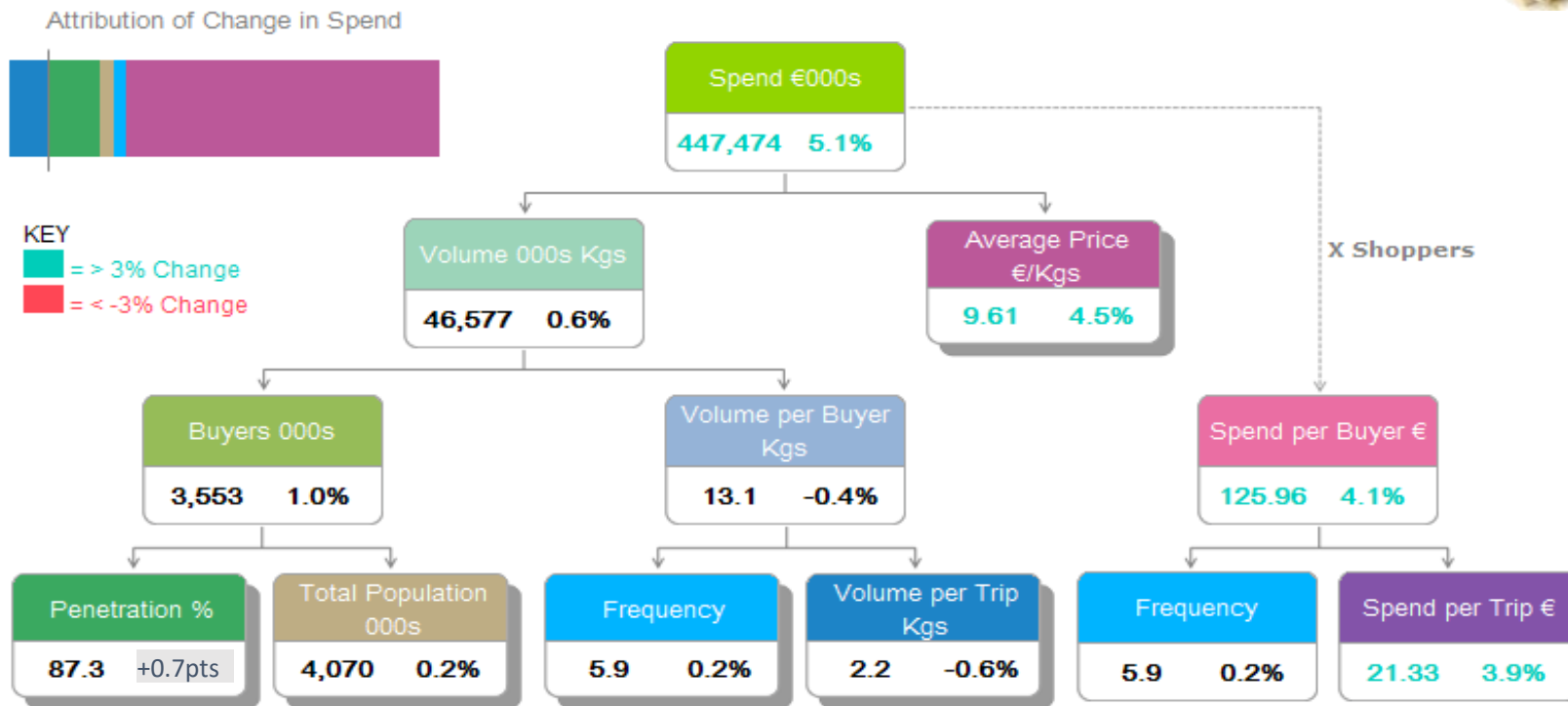
Total Cod

More people eating Clipfish at home, penetration up 0,7% to 87,3%

(10 million people in 4 million Households, 2,5 pr HH)



Total Cod Fish | KPI's (Market Indicators) | 2019 vs 2018



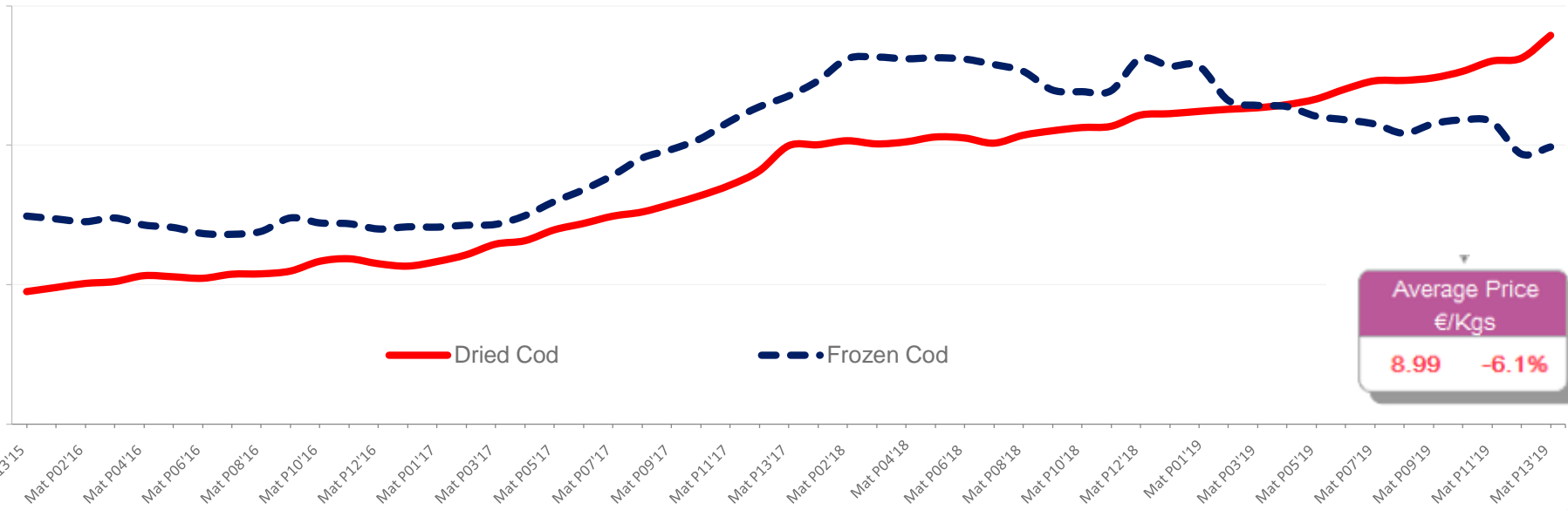
Dried cod fish & Frozen Cod | Average Price Evolution | 2015 - 2019



PRICE OF DRY CLIPFISH CONTINUES TO RAISE, WHILE FROZEN SHOW TENDENCY TO FALL

Average Price
€/Kgs

9.79 6.1%



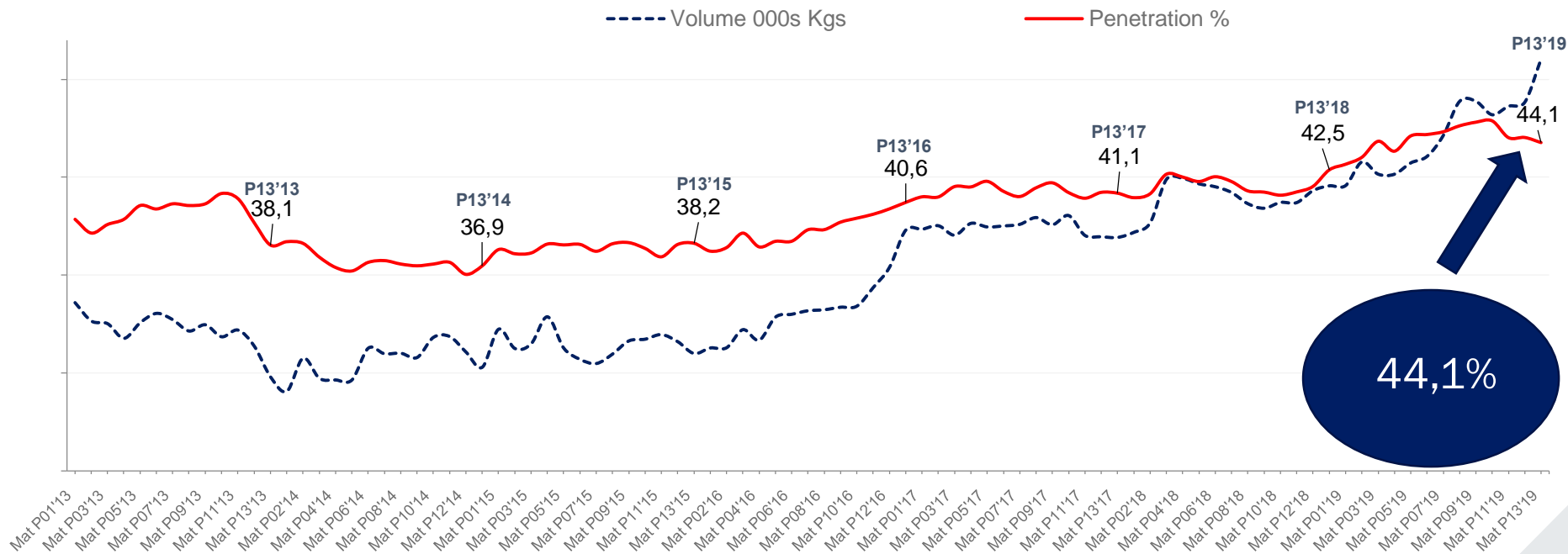
Average Price
€/Kgs

8.99 -6.1%

LEADING FROZEN TO A STEADY RECRUITMENT AND VOLUME GROWTH



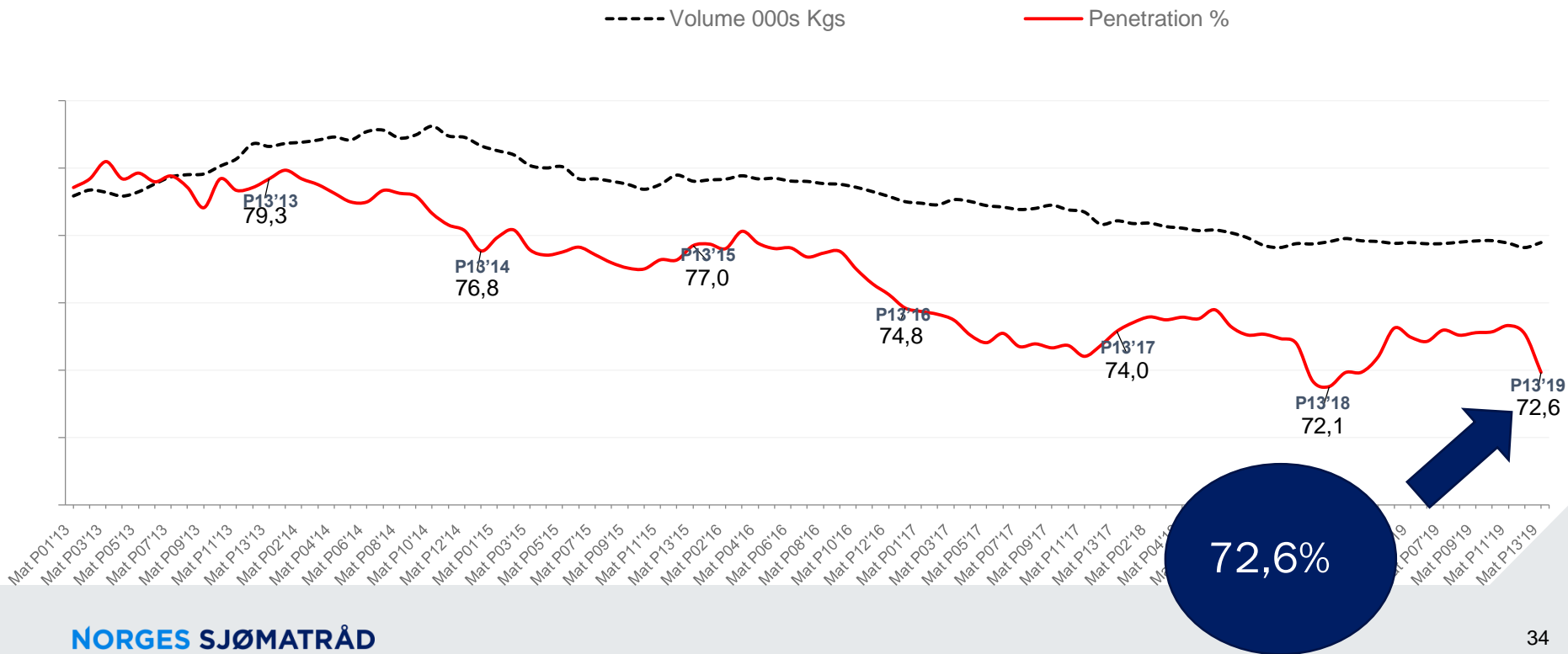
Frozen cod | Volume and Penetration Evolution | 1 2013 to 2019



CONSUME OF DRIED COD SHOWS TENDENCY TO FLATTEN OUT



Dried cod fish | Volume and Penetration Evolution | 2013 - 2019





2019

Export From Norway :	41 363 T .	- 1 285 Tn	(- 3) %
Sales Supermarkets	33 618 Tn	- 4 686 Tn	(-12%)
Sales C & C	6 170 Tn	+ 84 Tn	(+1%)
Home Consumption	46 577 Tn	+ 279 Tn	(0,6%)

For the Portuguese both sustainability and origin is very important when they Buy Clipfish



“66% of Portuguese's HH's shoppers claim to try to find products of sustainable origin”

Lifestyles Kantar | % of HH's



“62% of Portuguese's HH's shoppers claim to search the origin of the purchased products”

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Takk for idag!

Obrigado!