

An update on the global whitefish market

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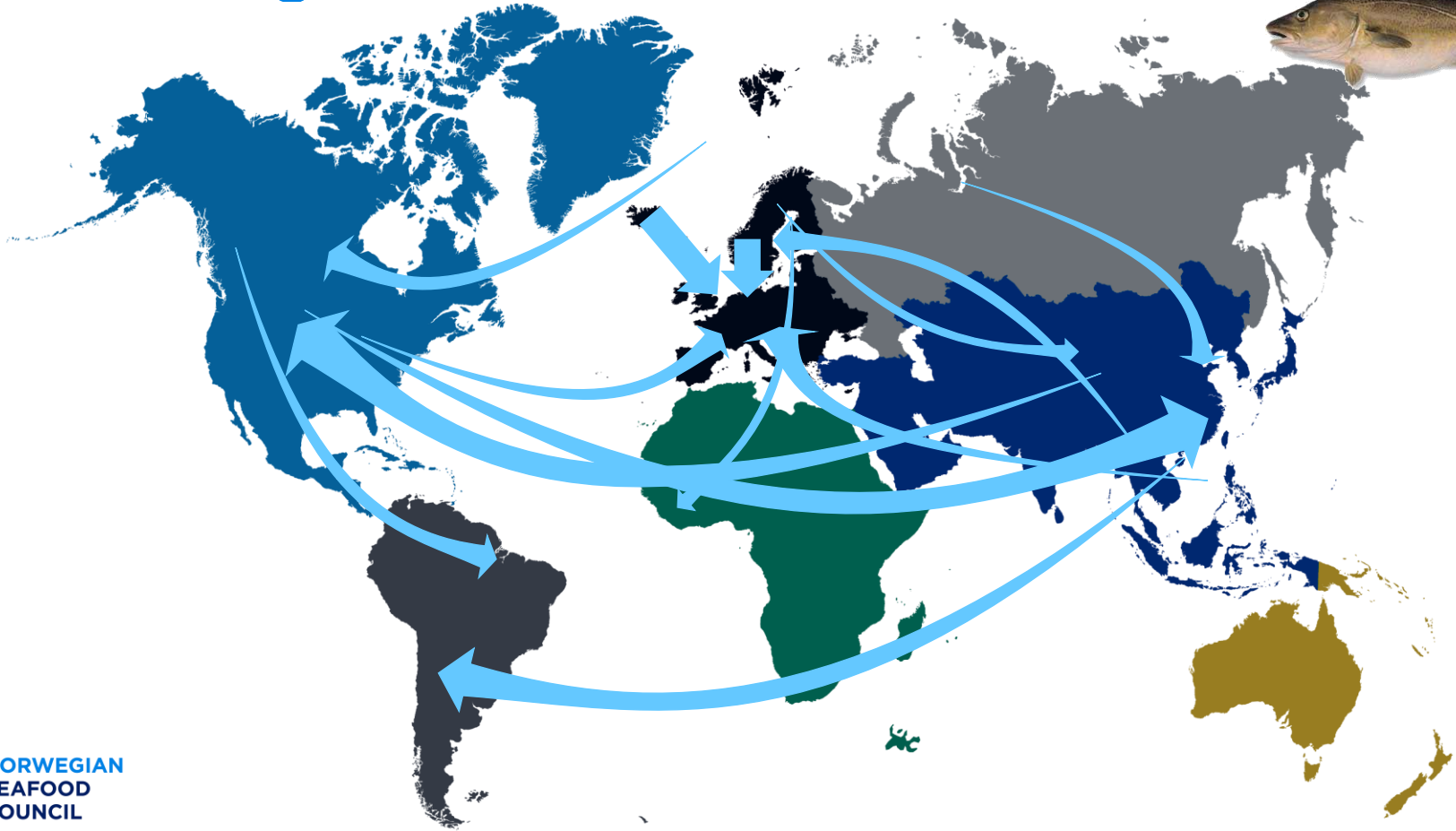
Whitefish Exports from Norway 2019

17 billion NOK (+ 10 %)

1,7 billion EURO (+ 7 %)

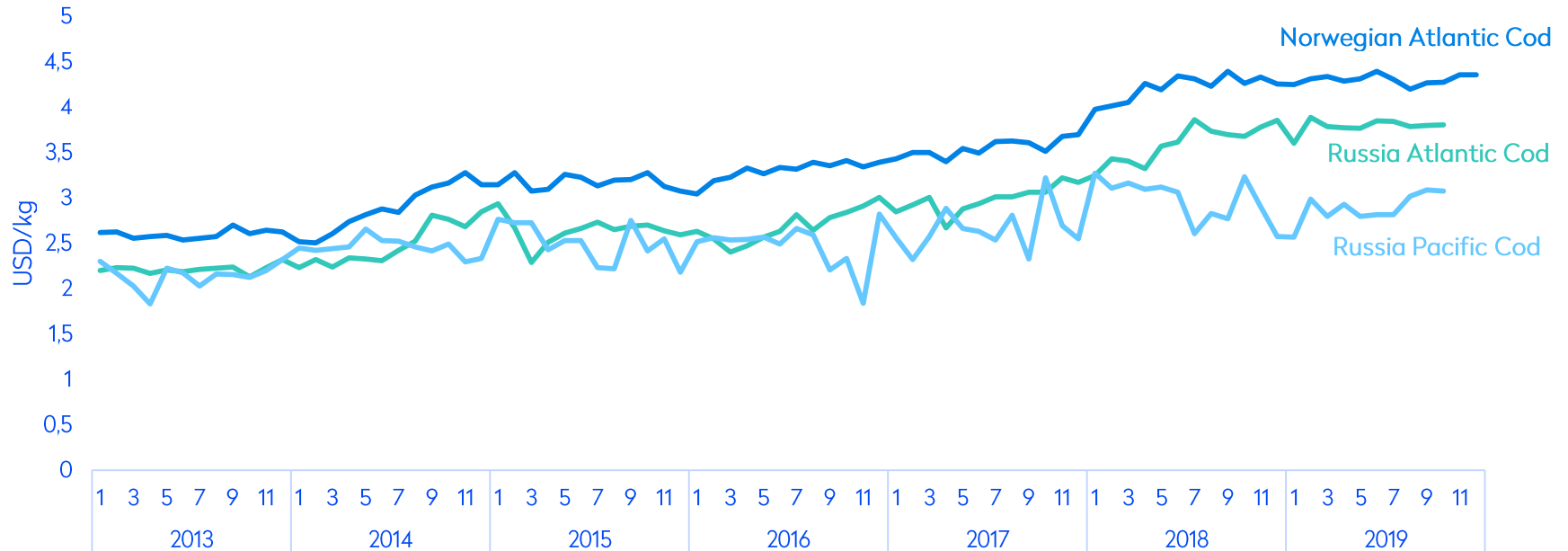
436 501 tonnes (+ 1 %)

A global Market for Whitefish



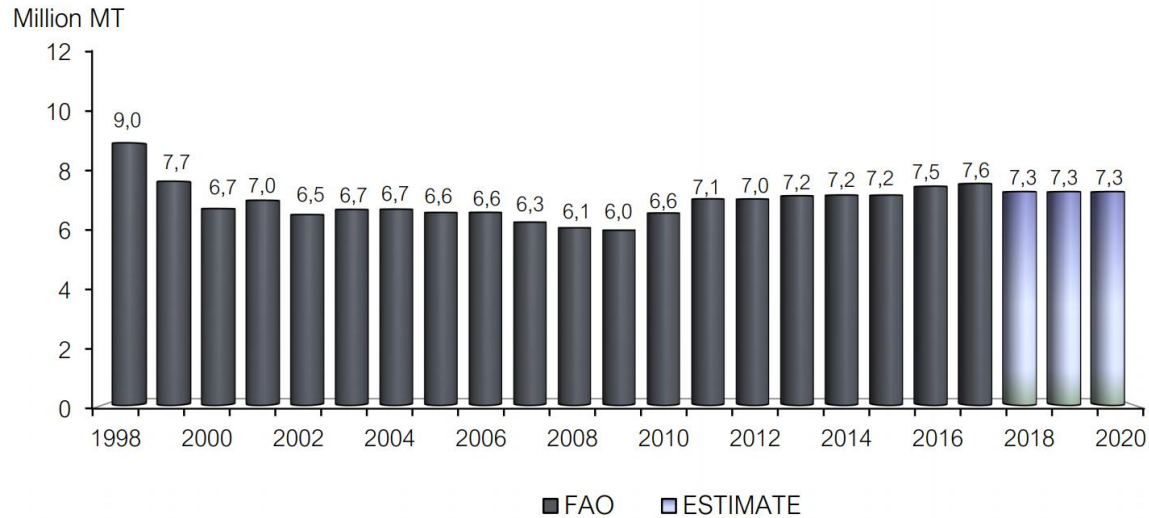
Increased prices for H/G Cod

Export prices from Norway and Russia



Stable supply of whitefish

Groundfish Summary Major Species



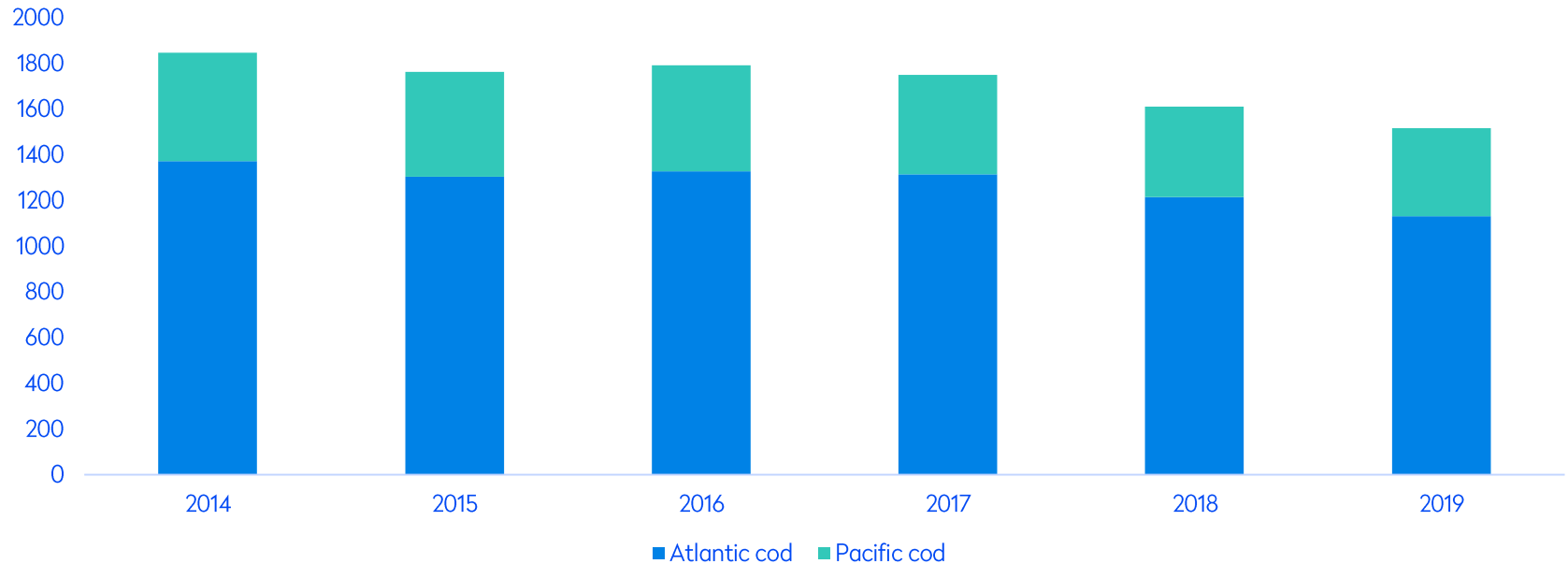
Source: until 2017 = FAO; 18 - 20 = PANELISTS / OWN ESTIMATES



Source: Groundfish Forum

Decreasing supply of Cod

Atlantic and Pacific Cod





Increased demand for Cod



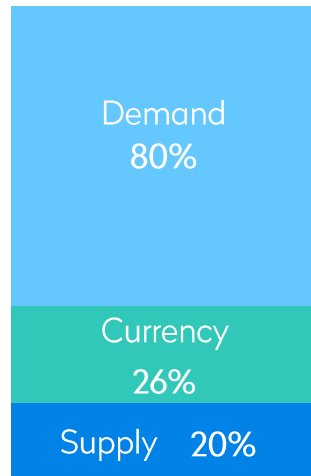
“Consumers are willing to spend more money on Cod”

Why does demand increase?

- Price increase substitutes
- Market efforts
- Consumer trends: Good for you and the planet

Price increase Cod: 126 %

Ex-vessel Cod in Norway from 2013 to 2019



Contribution to Price Increase

- Decreased supply from Norway
- Weakening of NOK (vs. EURO)
- Increased demand for Norwegian cod

➔ Price Increase in NOK

Continued Price Increase?

- Stable supply
 - Currency exchange rates?
 - Demand growth
- 
- A glass sphere sits on a dark, textured rock. Water is splashing around the sphere, creating a dynamic, energetic scene. The background is a blurred, blue-toned landscape, possibly a beach or a rocky shore.