



Marketing strategy «Bacalhau da Noruega»

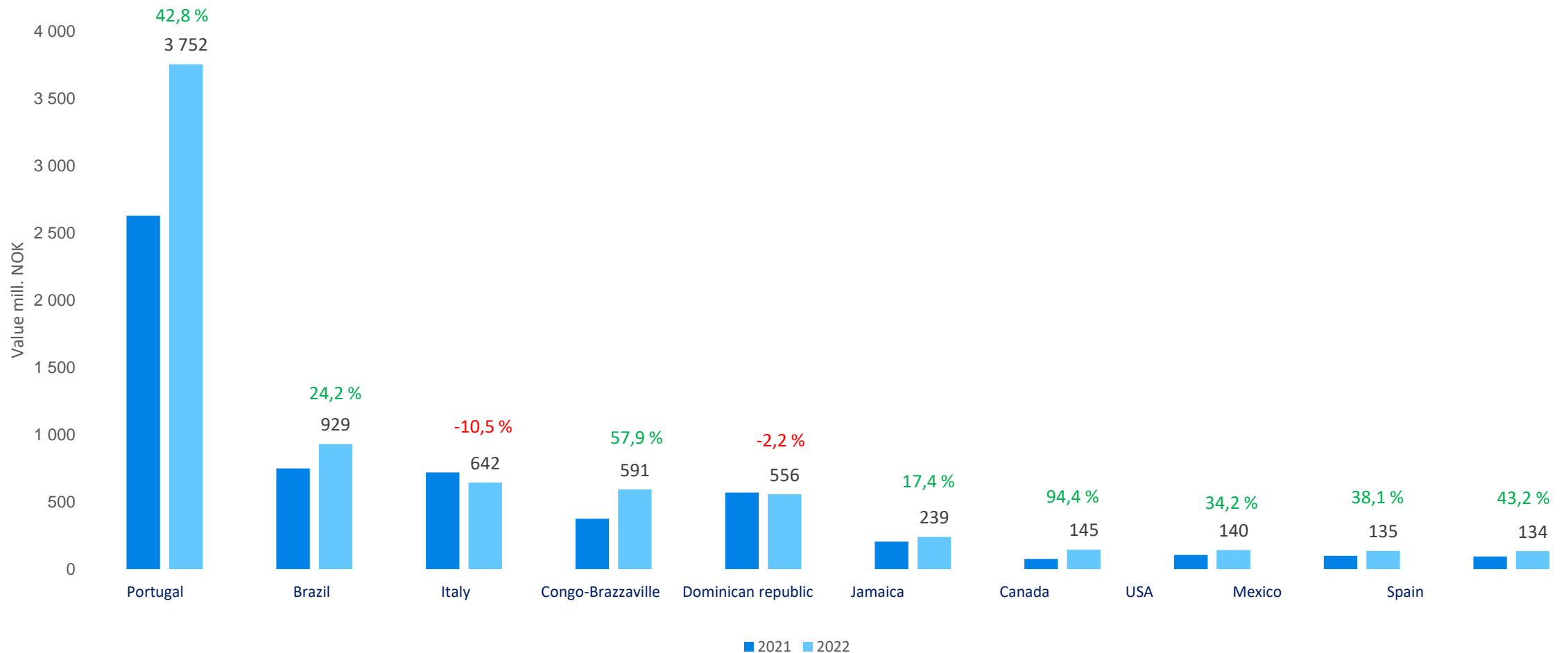


Summary 2022

Ca 135 000 tons

Ca 400 millions Euros

Largest markets for Norwegian exports of conventional in 2022 compared to 2021



Fisheries and trade

- Portugal nr 1 market, but...
- So far YTD - very high prices on raw materials, but...
- Quotas is down and will decrease further the coming years.

Less cod available → ?



Macro trends Portugal

- In economical crises
- Adapt to aging population

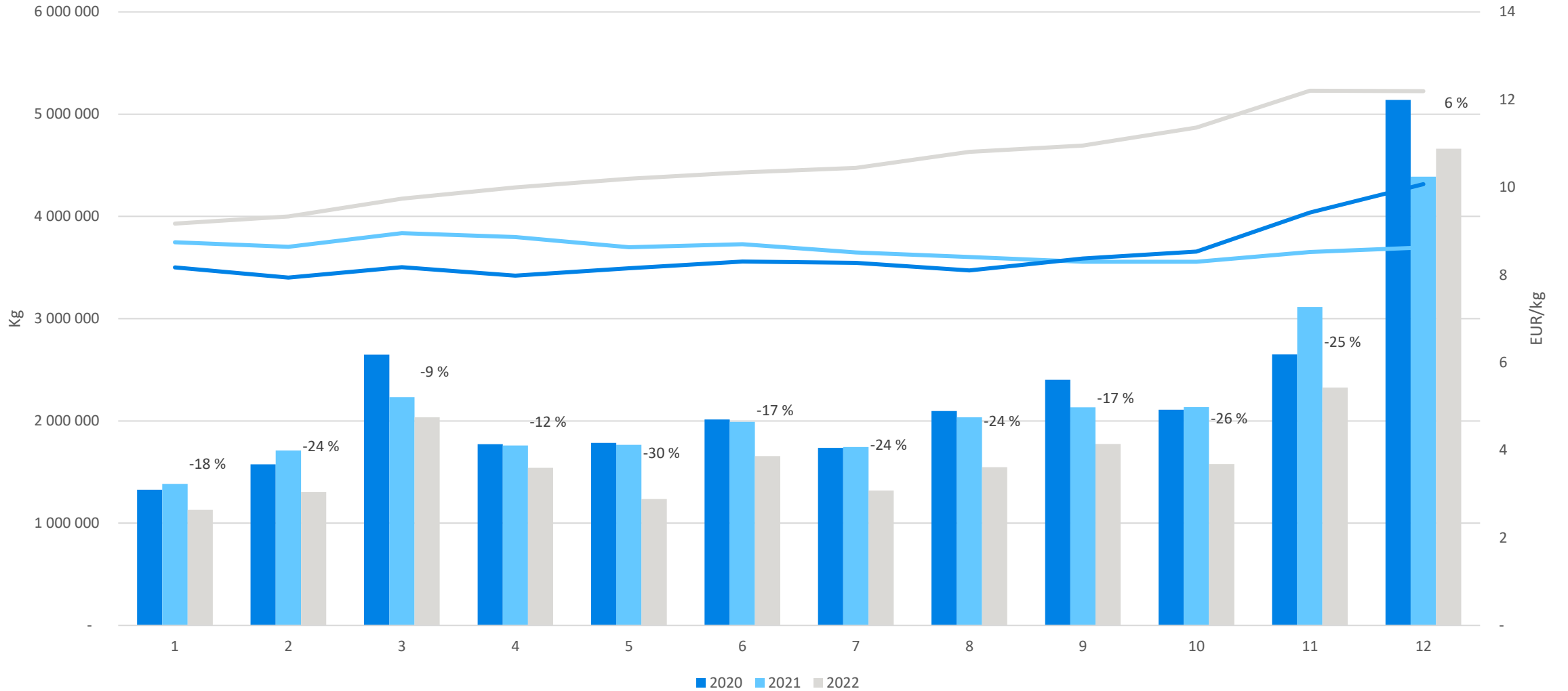


Trade of Bacalhau

- Trade in Retails and C&C down in 2022
- Increased price to the consumer
- Increased prices on everything
- Consumer confidence is falling.



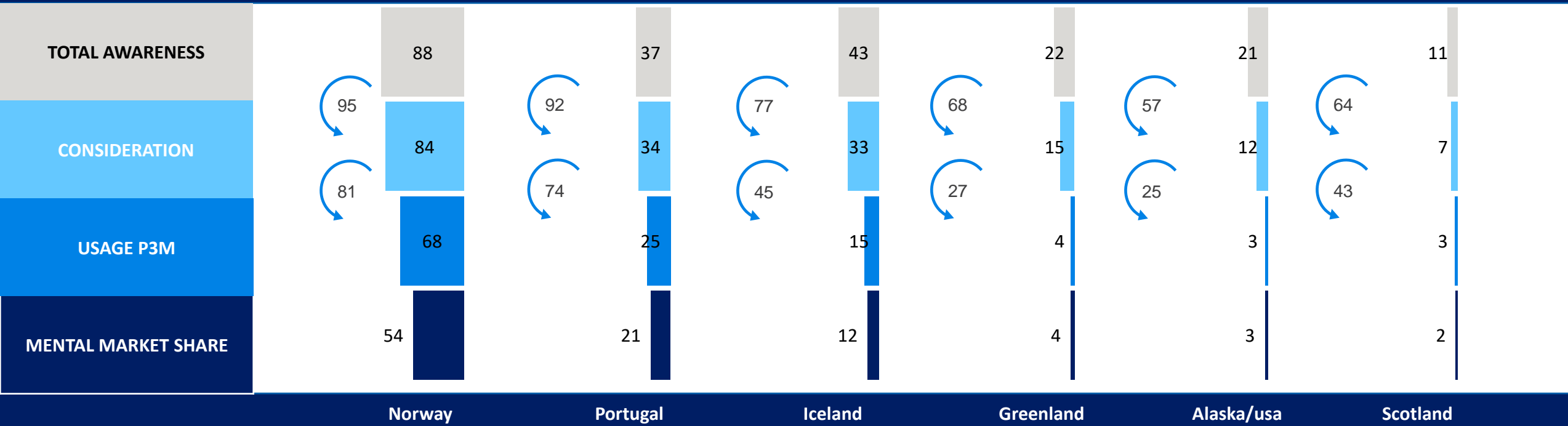
Nielsen Retail monthly price and volume clipfish (dry)



How to handle this situation?



Mental position of “Bacalhau da Noruega” is still strong



Base Total Bacalhau: 685

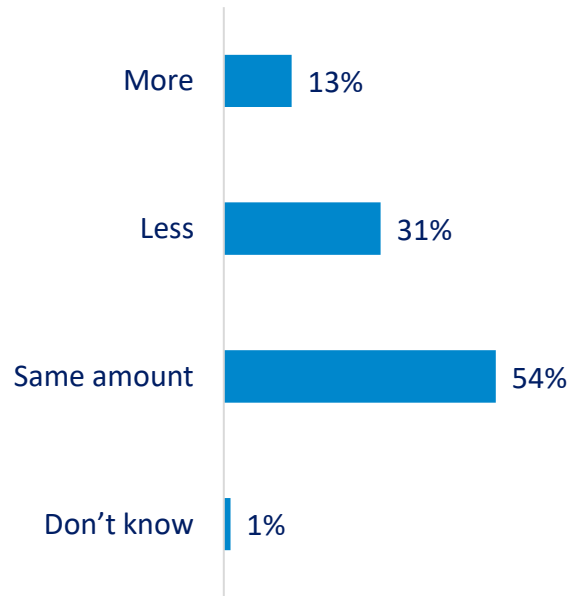
NORWEGIAN SEAFOOD COUNCIL

2022-03, Portugal

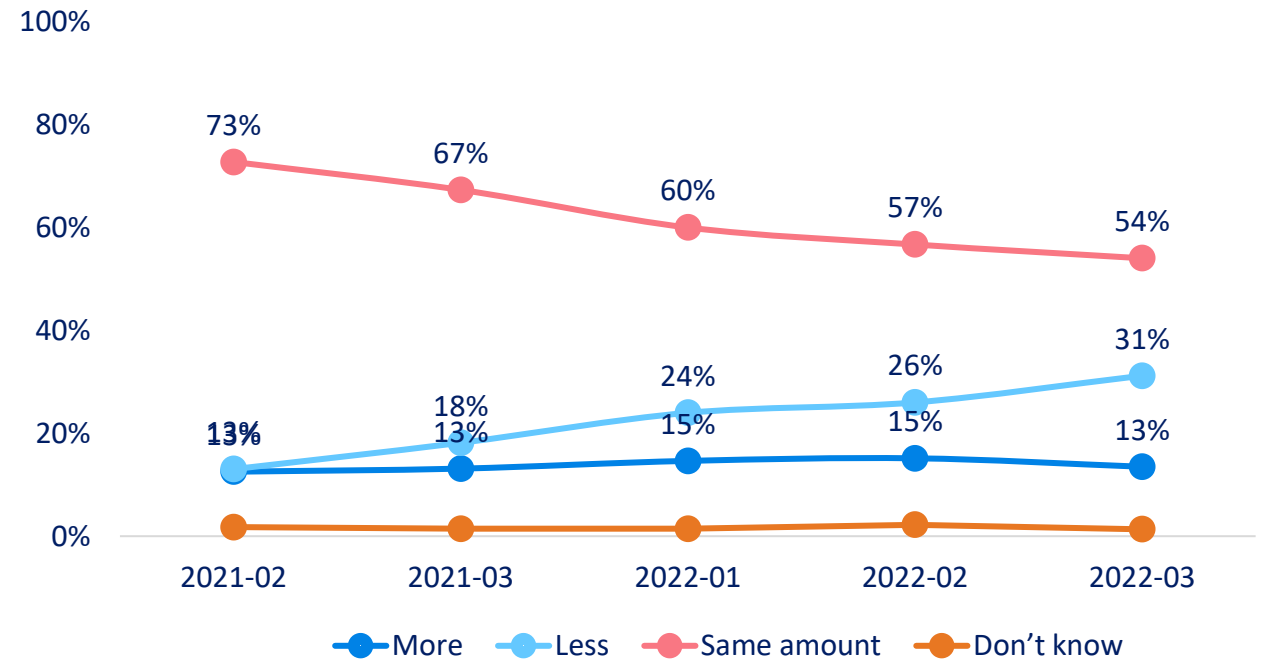


Do you eat more, less or the same amount today compared to 6 months ago? Bacalhau

Current wave



Timeline



Question: Do you eat more, less or the same amount today compared to 6 months ago?

Base Consumer : 748

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Our strategy going forward

Full focus on consume of
“Bacalhau da Noruega”




RELATIVE IMPORTANCE

- What impacts mental market share most and least?



EMOTIONAL BENEFITS



FUNCTIONAL CHARACTERISTICS



**MOST
IMPACT**

Makes me able to relax
Helps me maintain good food traditions
Shows that I follow contemporary food trends
Creates a good atmosphere during the meal.
Makes sure everybody gets something they enjoy
Helps me create my own atmosphere of calm and comfort
Helps me care for my family
Gives an exciting taste experience
Helps me maintain a healthy diet/eating habits
makes me appear sophisticated
Gives me intense taste experience
Impress my guests with luxurious fish & seafood
Allows me to show myself as an expert in fish & seafood
Gives me a sense of enjoyment
Helps me create structure in everyday life
When I want to explore new flavours



**LEAST
IMPACT**

Are traditional/follows tradition
Are available where I normally buy my groceries
Are caught/produced in an environmentally friendly way
Provides good value for money
Are packaged environmentally friendly
Are natural/has no additives
Are versatile
Are certified as being sustainably caught/produced
Are a tasty alternative
Are clearly marked with the country of origin
Comes in portion pack
Are caught wild/not farmed
Are quick and easy to prepare
Comes in family pack
Are locally produced
Are a healthy alternative

Content



Market insight
& access



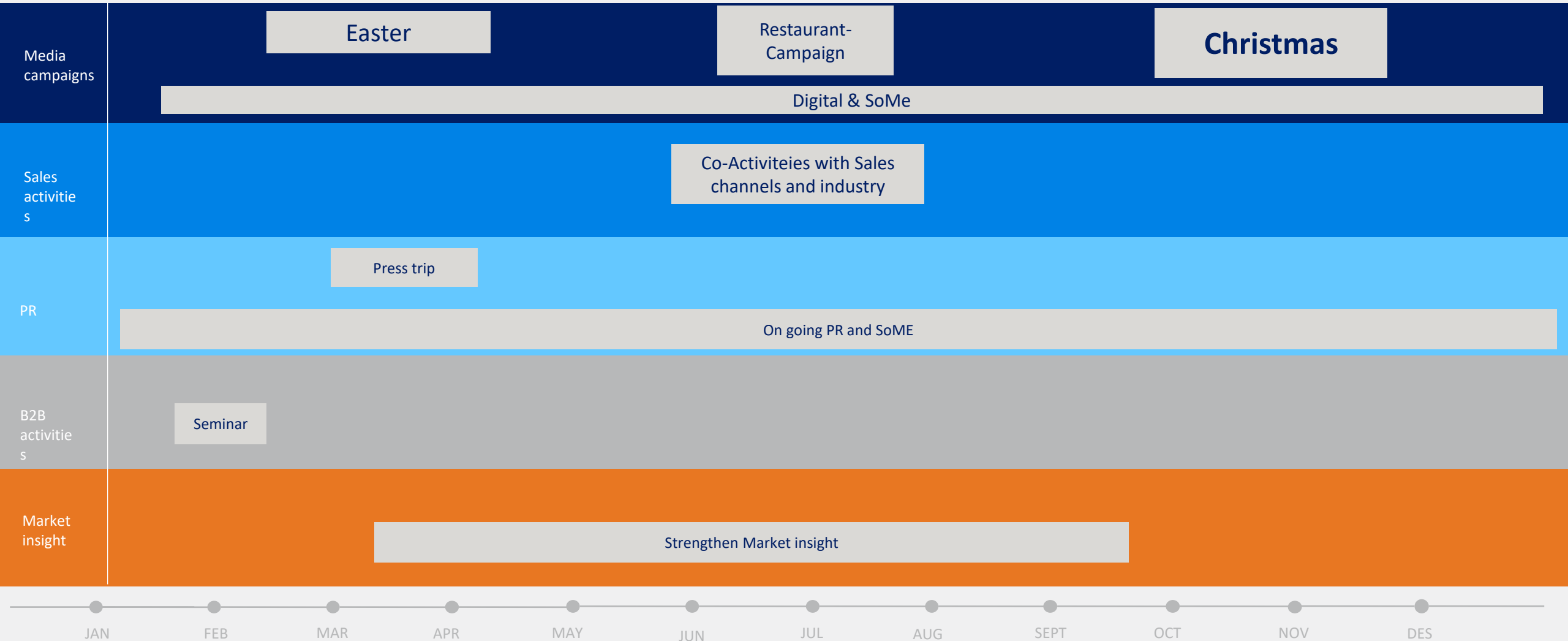
Marketing
& advertising



PR and SoMe

Timeline

Market activities





Thank you

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