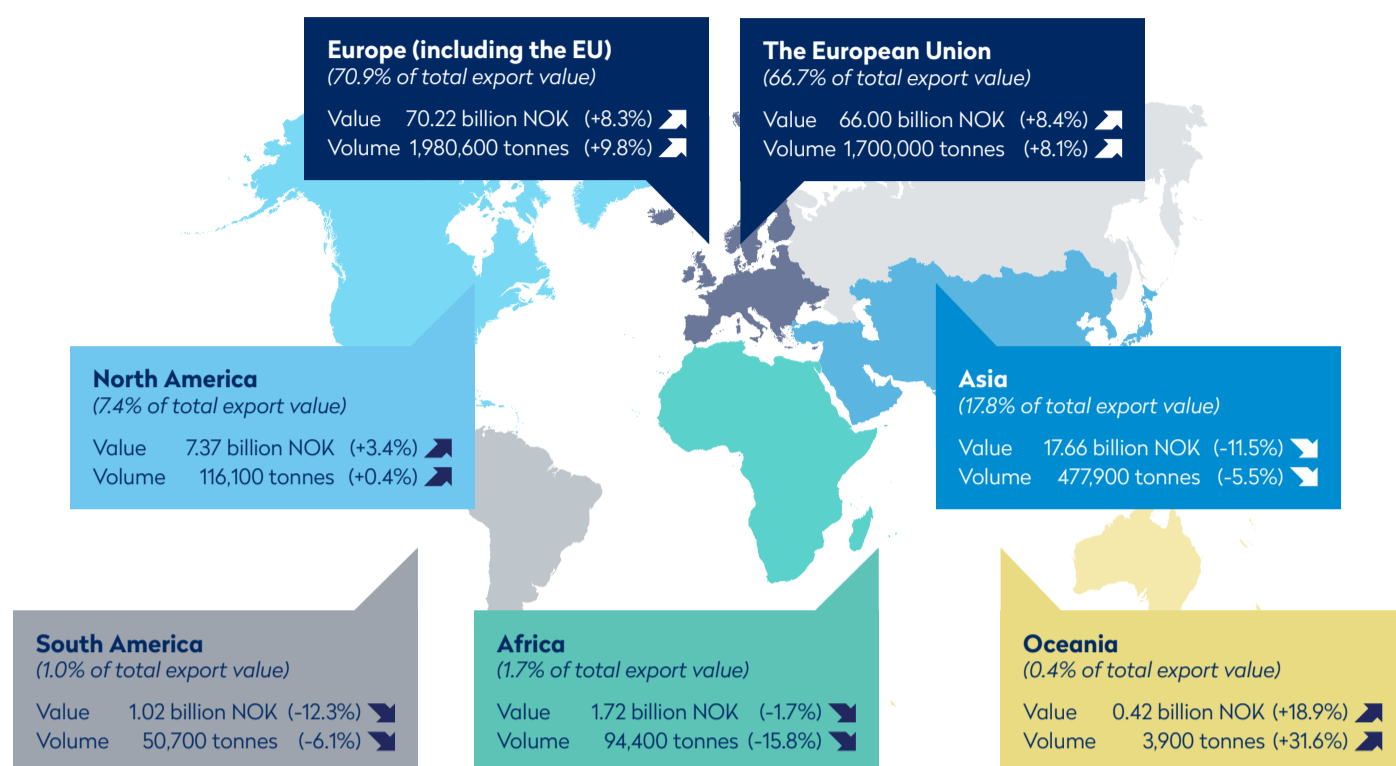


Norwegian Seafood Exports 2018

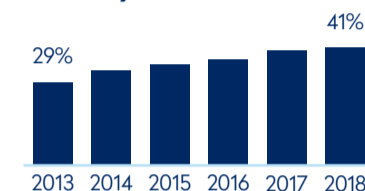


Which country in the EU consumes most Norwegian seafood?

- Germany
- France
- Great Britain
- Poland
- Portugal

Based on the Trade flow analysis from 2016

Consumers who associate Norway with seafood



Consumers in 18 of our most important markets

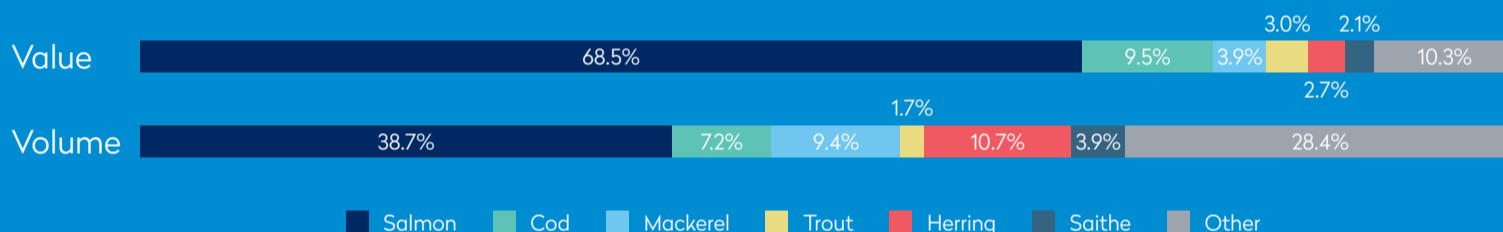
37 million meals each day

146 markets

99.0 +4.6 billion (+4.8%)

2.7 +96 000 tonnes (+3.6%)

LARGEST SPECIES



5 LARGEST GROWTH MARKETS

Market	Value in billion NOK	Value change	Volume in tonnes	Volume change	Absolute value change
Poland	10.23	+14.3%	227,800	+16.5%	+1.276 mill.
Great Britain	6.23	+18.1%	147,600	+13.2%	+956 mill.
France	7.79	+11.2%	132,200	+9.5%	+782 mill.
Italy	4.32	+15.9%	67,000	+14.7%	+592 mill.
Netherlands	5.05	+9.7%	130,200	+1.5%	+447 mill.

Salmon and Trout
70.8 billion NOK (+5.0%)
1.1 million tonnes (+5.4%)

Whitefish
15.5 billion NOK (+3.6%)
433,800 tonnes (-3.5%)

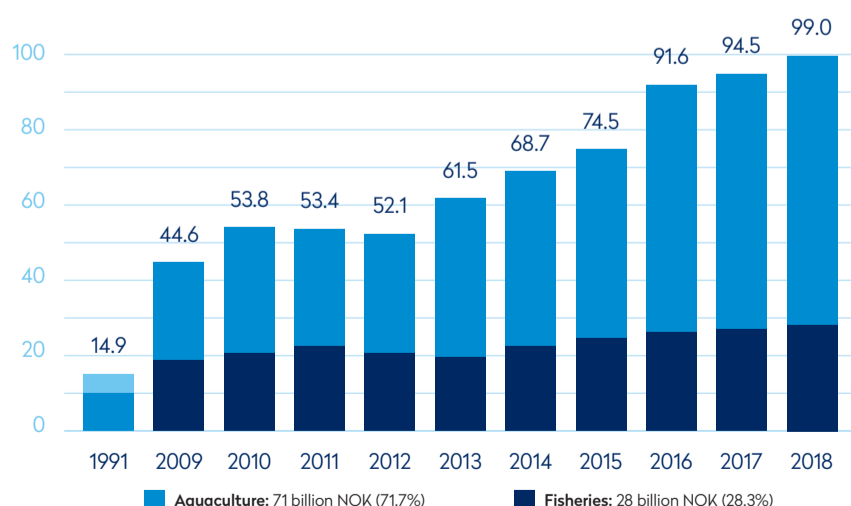
Cured
6.4 billion NOK (+6.9%)
127,800 tonnes (+2.7%)

Pelagic
7.6 billion NOK (-1.7%)
874,800 tonnes (+4.2%)

Shellfish
1.9 billion NOK (+13.7%)
49,100 tonnes (+8.1%)

Sources: Norwegian Seafood Council's exports statistics and Seafood Consumer Insight

SEAFOOD EXPORTS 2009 – 2018



10 LARGEST MARKETS

Market	Value in billion NOK	Value change	Volume in tonnes	Volume change
Poland	10.23	+14.3%	227,800	+16.5%
Denmark	8.56	+5.4%	416,700	+5.8%
France	7.79	+11.2%	132,200	+9.5%
Great Britain	6.23	+18.1%	147,600	+13.2%
USA	6.02	+6.3%	82,100	+3.5%
Netherlands	5.05	+9.7%	130,200	+1.5%
Spain	4.64	+6.9%	87,200	+10.1%
Italy	4.32	+15.9%	67,000	+14.7%
Sweden	4.02	-3.7%	64,000	-3.2%
Japan	3.92	-3.9%	108,400	-5.3%