Hong Kong Market Summary & Category Data for Fish & Seafood - Salmon

Seafood Industry Australia
The Voice of Australian Seafood

GREAT AUSTRALIAN SEAFOOD

About Seafood Industry Australia

Seafood Industry Australia (SIA) is the national peak-body representing the Australian seafood industry as a whole. With members from the wildcatch, aquaculture and post-harvest sectors of the Australian seafood industry, we are the voice of Australian seafood.

SIA provides consumers, Government and other stakeholders with confident and united representation. Our unity indicates that we love what we do, we stand by our products and that those products are the best in the world.

SIA provides services identified through a process involving member input to fill a critical gap that currently exists, to have more influence on Government decisions, to act as a national industry voice, to be a marketing and communications hub, and to remove obstacles to growth standing in the way of the Australian seafood industry.

Our vision is for the Australian seafood industry to be United, Effective and Respected.

Our mission is to Promote, Protect and Develop the Australian seafood industry on the national and international level.

Agricultural Trade and Market Access Cooperation (ATMAC) Program

The ATMAC program is an Australian Government initiative, expanding trade in Australian agricultural, forestry and fisheries sectors into emerging export markets and/or export markets with high-growth potential. This will be achieved through support for diversification efforts that align with industry priorities.

Seafood Industry Australia's 'marketing, market access and export development for the Australian seafood industry' was funded under the ATMAC Program.

Economic Indicators

- GDP (USD Billion): **365**
- GDP per capita (USD): **48,713.5**
- Currency: **HKD** (Hong Kong Dollar)
- Exchange Rate: **1 HKD = 0.18 AUD** (19/01/2022)
- Mercer's 2020 Quality of Living Ranking (2020 report not released due to COVID-19): **71st**
- Human Development Index: **0.94** and ranked **4th**
- Logistics Performance Index: **3.92** and ranked **12th**
- Ease of Doing Business Rankings: **3rd**

Source: Trading Economics, World Bank, Mercer

- **Trade Agreements:**
  - Hong Kong maintains 19 Bilateral Investment Treaties with partner countries.
  - Hong Kong is currently a part of the Free Trade Agreement between EFTA and Hong Kong, and the Australia - Hong Kong Investment Agreement.

Source: https://investmentpolicy.unctad.org/country-navigator

Demographic Indicators

- Total Population (million): **7.53**
- Expatriate Population (million): **0.7**
- Population Growth: **0.8%**
- Median Age: **46.5**
- Urban Population: **100%**

- **Population Ethnicity:**
  - 93.6% Chinese
  - 2.5% Filipino
  - 2.1% Indonesian
  - 1.8% Other

- **Dominant Religious Groups:**
  - 54.3% Other or None
  - 27.9% Buddhism or Taoism
  - 6.7% Protestant
  - 11.1% Minorities (Catholicism, Islam, Hinduism, Sikhism)

Source: Trading Economics, World Bank, Statistics Body for individual countries

Consumer Behaviour & Societal Trends

Key Trends:

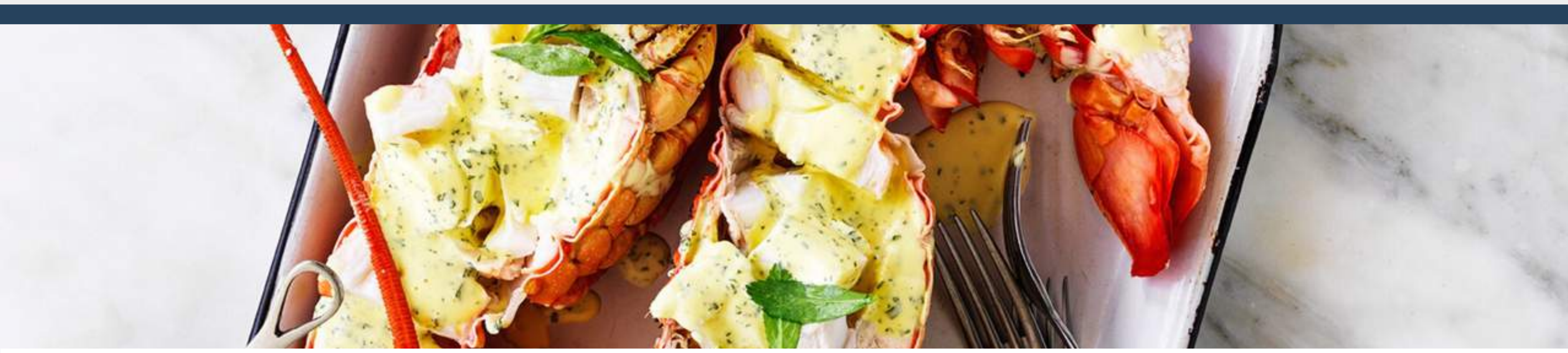
- Most consumers in Hong Kong prefer to buy international brands. Only 7% of surveyed consumers said they would opt for domestic or local brands. This is reflected in the growing number of international e-commerce sites and supermarket chains in Hong Kong.
- Hong Kong consumers are primarily concerned with product quality and the value for money the product offers. During the peak of the pandemic, only 56% of consumers bought products based on their quality. However, with the easing of restrictions, this number has increased to 67%. 60% of consumers say that value for money remains one of their top priorities while choosing a product.
- Most consumers gravitate towards luxury goods. However, with the onset of the pandemic in 2020 and through 2021, non-essential product sales declined considerably. According to a study by KPMG, 41% of respondents admitted to being more careful about what they purchased, with most products bought being strictly essential goods.
- Much like other countries, consumers in Hong Kong are becoming increasingly environmentally conscious, with 90% of consumers disliking excess use of plastic packaging, according to a 2019 study by Hong Kong Shue Yan University. The same study also found that 70% of consumers would rather shop at supermarkets that did without extra packaging.
- Consumers are also gravitating towards healthier Food & Beverage options, such as organic products, sugar-free juices, and nutritional supplements. 80% of consumers aged 50-64 said that health and fitness were their most important priorities.
- Due to the implications of the pandemic, consumers are more likely to shop at retailers and brands that they can trust. Brands that focused on a strict hygiene and sanitation regimen were chosen more frequently than others.
- Consumers in Hong Kong, especially elderly consumers, prefer to shop in specialty retail outlets for diverse product categories. For example, consumers shop for seafood at wet markets, while meat is bought from local butchers.

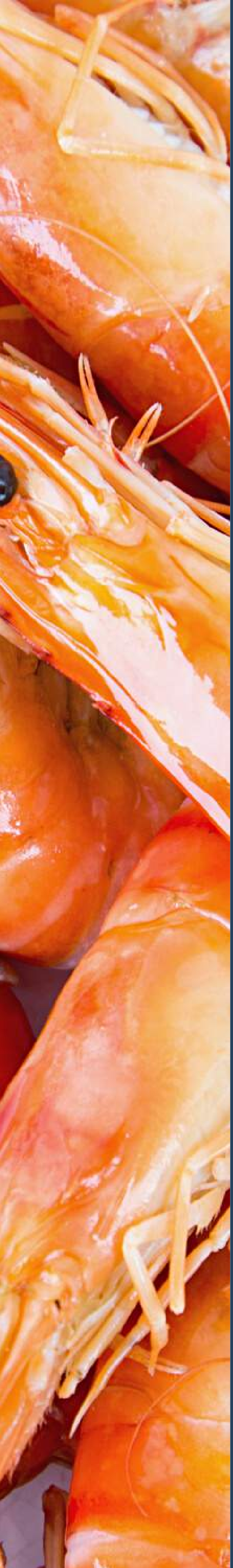
Source: Nielsen, Mintel, McKinsey, USDA

Digital Adoption:

- On average, a person in Hong Kong spends 6 hours 16 minutes online, with 2 hours on social media apps and websites.
- There are currently 6.79 internet users in Hong Kong across devices, with a 91% penetration rate.
- As per the 'Digital 2021' report, there are currently 5.8 million active social media users with a 78% penetration rate. This indicated a growth of 4% in social media users over the previous year.
- Facebook remains the most popular social media site at 82%. YouTube follows closely at 81%, with Whatsapp and Instagram at 79% and 60% respectively.

Source: Digital in 2021 Report





Grocery Retail Channel Developments

Key Trends:

- While Hong Kong has a relatively unstable political and economic environment, this has not considerably affected the food retail industry. In the first 7 months of 2020, supermarkets were able to report a 14% year-on-year growth. This increase in sales is anticipated to remain steady.

- In 2020-21, supermarkets maintaining a strict social distancing routine with an increased sanitation regimen seemed to attract consumers, with 59% of stores implementing strict hygiene standards. About half of the existing supermarkets tried implementing discount programs as a strategy to attract consumers, while 48% began offering free delivery and collection as a means to retain customers.

- Restrictions on movement and travel have resulted in a hike in the popularity of international products. Japanese and Korean supermarkets have especially benefited from this trend. With YATA, SOGO and AEON already offering a range of lifestyle products, there is a race to expand their individual presence. For example, YATA is soon launching “Konbin by YATA”, a new convenience store format, following its 16% year-on-year growth in grocery sales in 2020.

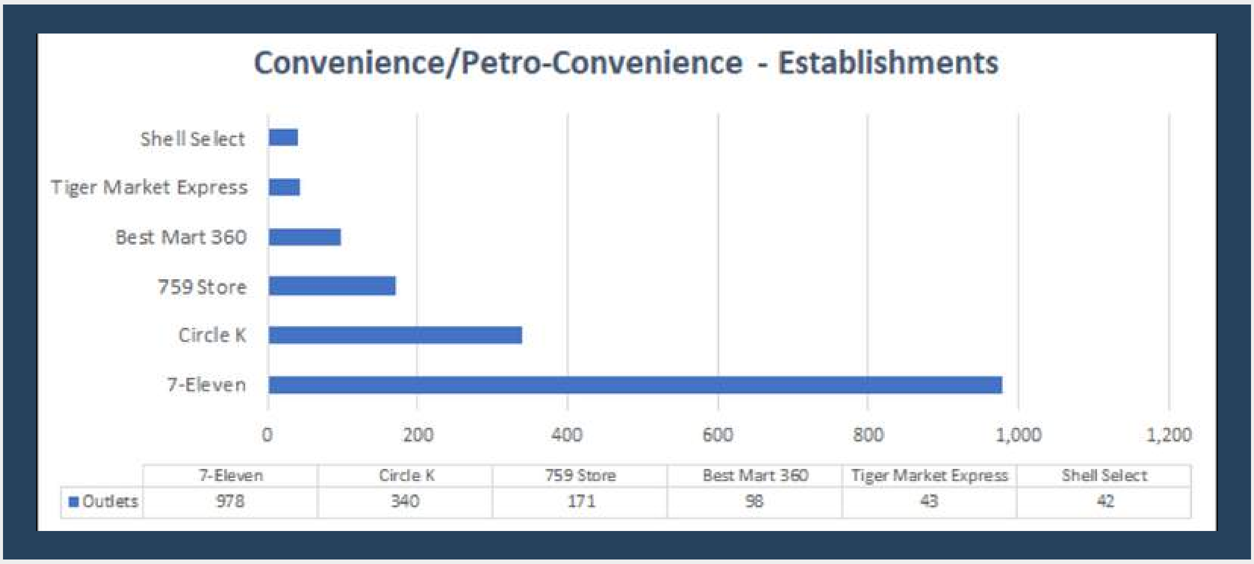
- Consumers are increasingly focusing on the availability of food products during Hong Kong’s political unrest. Due to this, convenience stores have witnessed positive growth rates. Circle K’s parent company, Convenience Retail Asia was able to report a 5.9% increase in sales in 2019.

- Supermarkets that focus exclusively on premium and high-end brand products, such as gourmet food or Western imported products, are increasing in popularity. The two chains that dominate the supermarket category - AS Watson Group and Dairy Farm Intl. Holdings Ltd. is reportedly launching new formats to attract wealthy consumers. AS Watson, in particular, has opened Food Le Parc, Gourmet Food Hall, and Great Food Hall to target consumers with high disposable incomes.

- In response to the pandemic, more grocery retailers are teaming up with on-demand delivery services to offer increased convenience to consumers. For example, both 7-Eleven and Marks & Spencer have begun a collaboration with Deliveroo.

Grocery Retailing Brand Outlets:

Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor

Foodservice Channel Developments

Key Trends:

- 2020 was a tough year for the Hong Kong foodservice industry, especially with multiple waves of restrictions on dine-in services. With many businesses shutting down, other outlets have tried to adapt by offering food delivery services. These outlets either operate from a cloud kitchen to decrease overheads or are collaborating with third-party delivery platforms, such as Foodpanda and Deliveroo. Many restaurants have also launched their own delivery services. However, the industry is expected to recover, as dining out is a major part of a citizens' social life.

- The limited-service sector is dominated by burger chains, with McDonald's and KFC being the most popular. Both brands are upping their focus on innovative products and marketing to increase their individual shares of the market. KFC has recently launched a concept store where it trials distinctive products like a Chizza (pizza with chicken as the base) and a spicy chicken-and-nuts mooncake before officially launching them.

- Adapting to the increase in demand for environmentally friendly, ethical, and sustainable practices, both limited-service and full-service restaurants are focusing on embracing more eco-friendly operations. For example, restaurants such as Amber only use sustainable ingredients, while reducing their plastic waste. Fairwood has launched its "Care for Seniors" program where senior customers are eligible for discounts.

- More restaurants are making vegan, vegetarian, gluten-free, and dairy-free menu options available to consumers, especially targeting the more health-conscious consumer. Many traditional outlets are adopting the fake meat trend, with both Happy Paradise and Little Bao launching "Impossible burgers".

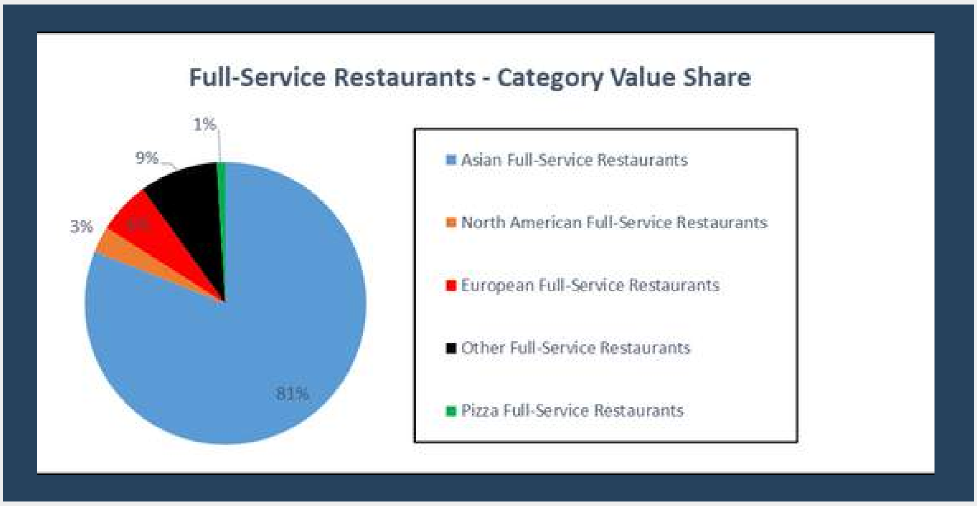
- When dining out, most consumers still prefer full-service restaurants that offer Asian cuisine. Interest in Japanese food seems to be on the rise again, and multiple new restaurants have opened to benefit from this trend. Such outlets include Sushiro, the popular sushi chain, and Sukiya, a 24-hour outlet that serves beef bowl rice.

- Restaurants are constantly trying to innovate to retain customers and distinguish themselves from other competitors. As such, there has been an increase in digital loyalty programs. For example, Burger Circus offers customers a free burger after 6 orders, while customers of Le Petit Saigon get a free Banh Mi after 10 orders.

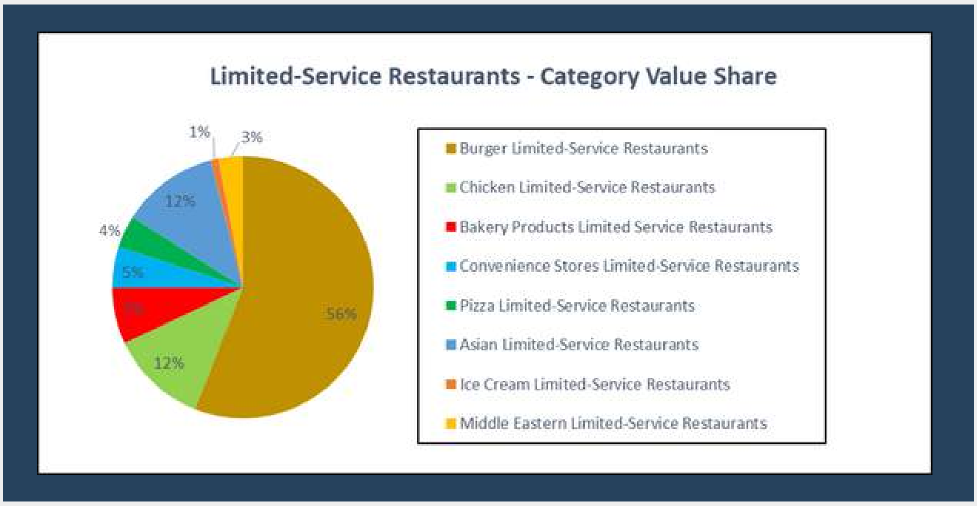
- Another trend that is increasingly seen in limited-service restaurants is the "tap and eat" technology, where customers can opt to order via self-service kiosks or on their phones. This saves them the hassle of waiting in long queues. This technology has been dominated by Aigens Technology, a top Hong Kong firm that aspires to bring this tech to 5000 outlets by 2022.

- The use of social media and digital platforms to influence the choice of dining locations has been increasingly prominent. This is especially true in the case of younger consumers who often prioritise the restaurant's food or decor aesthetic over the quality or the location of the outlet. Consumers are using such digital channels to give immediate feedback and to even choose restaurants based on their political views.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor

Food & Drink e-Commerce Channel Developments

Key Trends:

- Hong Kong consumers have always been partial to shopping online for Food & Beverage products. 73% of consumers shop on online grocery retailers. Hong Kong is one of the top 4 international markets with the highest net consumer increases in the use of online grocery services.
- During the pandemic, e-commerce marketplaces such as HKTVMall have seen unprecedented rises in growth, with HKTVMall reporting a 20,300 increase in the number of its sales.
- Traditional brick-and-mortar stores have begun focusing on enhancing their online grocery services as consumer preferences for online shopping rose during 2020. Established brands like Wellcome, ParknShop, and AEON now offer click and collect facilities and home delivery services.
- Many physical stores have now collaborated with on-demand delivery services like Foodpanda to offer more convenience. Foodpanda witnessed high week-on-week growth during 2020.
- Retailers that focus on selling alcohol have also switched to online stores, with many bars such as Caprice Bar and Club Rangoon launching their cocktail range through online stores or on-demand delivery.
- Many consumers prefer click and collect services as this option offers increased time flexibility that isn't available with home deliveries.
- While most consumers usually use credit cards to pay online, it is anticipated that alternative newer forms of payments such as bank transfers and digital wallets will be introduced and will become popular forms of paying online.

Key E-tailers:

- Wellcome and ParknShop, the largest supermarket chains in Hong Kong, both provide delivery services through their online grocery retailing platforms.

- However, the top online retailers remain HKTVMall and Taobao, with both brands offering a wide range of both local and global foods. HKTVMall is home to products from over 500 vendors, making it a one-stop shop for many consumers.

- There has been a gradual increase in local e-commerce platforms too. Two prominent brands are Jou Sun, which offers fresh seasonal produce direct from farms, and Local Fresh, which offers fresh seafood.

Source: Euromonitor

Seafood Consumption in Hong Kong

- Fish and seafood supply per person in Hong Kong is valued at 170.75 kg as of 2017 according to the United Nations Food and Agricultural Organization (FAO).
  - *Food supply is defined as food available for human consumption. At country level, it is calculated as the food remaining for human use after deduction of all non-food utilizations*

Source: FAO, 2021

Market Access Requirements

Key Regulators:

- Center for Food Safety (CFS) and Food and Environmental Hygiene Department (FEHD).
- Agriculture, Fisheries and Conservation Department.

Product Registration/Import Procedure:

- Plant imports must include a Phytosanitary Certificate from the country of origin.
- The export of live animals, meat, and dairy products must be accompanied by a health certificate that the exporter can obtain from the Australian Department of Agriculture or from the relevant authority in their country of origin.

Documentation Required:

- Manifests from shippers
- Import licenses/ removal permits
- Bill of Lading/Airway bill
- Invoices: Two copies are required and must include details like description of goods, country of origin, quantities, insurance details, and pricing.
- Packing list
- Official health certificate (only applicable for meat, milk, and egg products as well as frozen confectionery)

General Labelling Requirements:

- Labels on prepackaged food must contain:
  - Name of the food: Must be legibly marked and should not be false, misleading or deceptive.
  - Ingredient list: Listed in descending order of weight or volume, specify substances that are allergens, list any additives, and identify sulphites if over 10 parts per million in concentration.
  - Best before or use by date: Must be in Chinese characters as well.
  - Instructions for use or storage
  - Name and address of manufacturer or packer
  - Numerical count, weight or volume
  - Nutritional panel: The panel (relabelled for the HK market) should contain information on protein, carbohydrate, fat, saturated fat, trans fat, sodium and sugars.
- Exemptions to labelling regulations include individually wrapped confectioneries, preserved fruit, immediate consumption products, and drinks with an alcohol strength of 10% or more.

Packaging Requirements:

- While there are no mandated packaging rules, it is strongly recommended that goods are packaged in strong, waterproof materials.

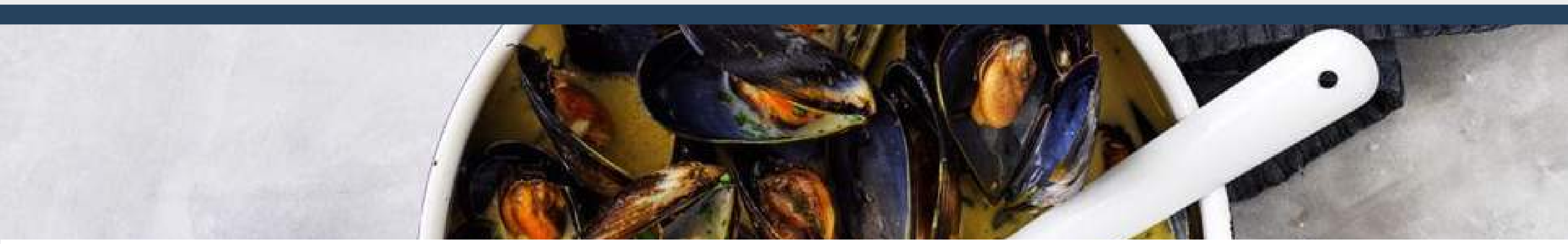
Non-Tariff Barriers:

- No specific non-tariff barriers exist. However, licenses are required for all imported goods, category notwithstanding. Products may also be randomly checked or sampled upon arrival at the port.

Tariffs Levied:

- Hong Kong, being a free port, does not apply tariffs for the import of goods. Excise duties are charged for alcohol, tobacco, hydrocarbon oil, and methyl alcohol products.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], Austrade, DFAT, Export.gov



Category Data

Fish and Seafood in Hong Kong

Key Trends:

- Consumers in Hong Kong are often eager and open to new and diverse seafood products. Preferences usually include dried, fresh and live fish and seafood products- these include products that many international consumers may not be keen to try. Hong Kong’s seafood market is considered to be one of the world’s most competitive. This is primarily due to the country's culture, where seafood has always been traditionally consumed in high quantities. There are also several seafood importers and traders who are known to be able to source a wide range of premium quality seafood products.

- Traditionally, seafood has always been consumed in Hong Kong on a consistent weekly basis. The primary drivers of this trend include the following:
  - Seafood product sales are highly affected by food safety standards, freshness, and the price point of the product.
  - It has been observed that older consumers as well as those with higher incomes traditionally consume more seafood, as compared to younger consumers or those with lower incomes.
  - Shellfish and live fish are amongst the top categories in terms of consumer preferences, These include shrimp, prawns, and scallops.
  - Compared to premium seafood products such as lobster and crab that are usually consumed in restaurants, cheaper products like squid are consumed more frequently at home.
  - Of the consumers who buy seafood to cook and consume at home, 47% of the surveyed consumers said that they buy their seafood from wet markets, while 30% buy these products from fish shops. Only 23% said they would make seafood purchases at supermarkets.
  - Consumers are usually attracted to new seafood products due to the prices, promotions and deals, and product recommendations.

- Buyers are now more likely to purchase seafood products from regulated suppliers who are more trustworthy. This is especially due to the numerous food safety-related incidents in China, Hong Kong, and Macao.

- Consumers are increasingly paying attention to factors like the traceability of seafood production, handling of the products, and whether the product has been sourced from sustainably managed fisheries. Paying heed to such factors will increase customer confidence in the product.

- Food safety remains a crucial factor that influences seafood consumption. According to data released by FAS/Hong Kong, consumers are more likely to trust US food products, when it comes to food safety issues. Consumers in Hong Kong are frequently looking for industry-recognised and certified markers of sustainability and safety while purchasing seafood. This has led to more opportunities for sustainably sourced seafood, where standards have been independently verified by a third party and are labelled accordingly.

- It has been noted that, within the HRI sector, the highest demand is for seafood such as lobster, crab, clams, conch (whelk), scallops, and sea urchins. Reliable suppliers, especially for raw seafood (such as chilled oysters) are increasingly being preferred by caterers. This is especially important since a single food contamination incident could potentially ruin a premium establishment's reputation.

- Chefs in Hong Kong are becoming more creative in their usage of fish and seafood, including using wastes, byproducts, and species that are not traditionally consumed as food in other countries globally. For example, products such as fish heads, gas bladders, roe, and internal organs, that are of zero commercial value in the United States of America, will fetch good prices in Hong Kong, if properly processed. US companies may take good advantage of such opportunities in the Hong Kong market by simply adapting to consumer preferences.

- Supermarkets have noted strong sales of finfish. Common fish sold in supermarkets include mackerel, halibut, salmon, and black cod. These are usually sold in the form of fish steaks and fillets and are popular products in the frozen food section in supermarkets and retail outlets. However, consumers still prefer to buy fresh or live fish from wet markets. The competition levels between wet markets and supermarkets have steadily increased over the last few years. To tip the scales in their favour, some wet markets have begun to offer air-conditioned venues, as well as provide complimentary shuttles from the market to nearby residential areas.

Sector	Category	Country	Year	Value M USD	5yr CAGR M USD (%)
Fish & Seafood	Ambient Fish & Seafood	Hong Kong	2020	168.64	2.23
			2025	193.65	2.80
	Chilled Raw Packaged Fish & Seafood - Processed	Hong Kong	2020	683.85	3.51
			2025	799.64	3.18
	Chilled Raw Packaged Fish & Seafood - Whole Cuts	Hong Kong	2020	195.59	2.85
			2025	222.61	2.62
	Dried Fish & Seafood	Hong Kong	2020	211.35	4.39
			2025	249.89	3.41
	Fresh Fish & Seafood (Counter)	Hong Kong	2020	731.83	3.40
			2025	885.96	3.90
	Frozen Fish & Seafood	Hong Kong	2020	94.33	3.89
			2025	111.31	3.37

Source: GlobalData, 2021

ITC - Trade Data

Fresh or Chilled Pacific Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon... (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '19 - '20)	Annual Growth Imported Value % (Long Term '16 - '20)	Annual Growth Imported Quantity % (Long Term '16 - '20)
-	World	3,640	553	-68	-36	-33
1	Chile	2,149	451	1,049	11	30
2	New Zealand	905	51	38	62	63
3	Australia	285	33	-5	17	25
4	United Kingdom	191	13	-40	-13	-14
5	Japan	108	5	-27	14	12
6	Netherlands	1	0	-	-66	-
7	-	-	-	-	-	-
8	-	-	-	-	-	-
9	-	-	-	-	-	-
10	-	-	-	-	-	-

AUS - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon... (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '19 - '20)	Annual Growth Exported Value % (Long Term '16 - '20)	Annual Growth Exported Quantity % (Long Term '16 - '20)
-	World	213	19	9,922	-48	-26
1	Brunei	190	17	-	-	-
2	Hong Kong	9	1	-	-56	-29
3	Cambodia	9	1	-	-	-
4	Italy	3	0	-	-	-
5	Japan	2	0	-	-70	-
6	UAE	1	0	-	-	-
7	-	-	-	-	-	-
8	-	-	-	-	-	-
9	-	-	-	-	-	-
10	-	-	-	-	-	-

Source: ITC Trade Map, 2021

ITC - Trade Data

Fresh or Chilled Atlantic Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030214 Fresh or Chilled Atlantic Salmon... (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '19 - '20)	Annual Growth Imported Value % (Long Term '16 - '20)	Annual Growth Imported Quantity % (Long Term '16 - '20)
-	World	71,833	8,898	-17	-8	-6
1	Norway	70,541	8,773	-16	-7	-5
2	United Kingdom	366	29	-19	-23	-27
3	Netherlands	319	31	-54	88	93
4	Canada	134	19	-34	-44	-39
5	Chile	133	22	-80	-15	-20
6	Denmark	109	8	-73	-	-
7	Ireland	94	6	-	-	-
8	France	65	3	-24	33	-12
9	Macao	32	4	-	-44	-22
10	Singapore	18	1	29	-9	0

AUS - Trade Data - HS Code 030214 Fresh or Chilled Atlantic Salmon... (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '19 - '20)	Annual Growth Exported Value % (Long Term '16 - '20)	Annual Growth Exported Quantity % (Long Term '16 - '20)
-	World	191,106	24,037	124	44	49
1	China	69,173	9,978	28	42	49
2	Japan	25,814	1,215	193	29	9
3	Taiwan	23,733	3,170	460	105	119
4	Vietnam	21,475	3,241	263	126	237
5	USA	19,012	2,737	3,952	700	623
6	Singapore	9,597	872	1,071	12	7
7	Thailand	8,382	1,296	922	57	70
8	Indonesia	7,276	821	-3	9	10
9	New Zealand	3,425	299	100	272	88
10	Malaysia	1,657	187	189	22	32

Source: ITC Trade Map, 2021

ITC - Trade Data

Prepared or Preserved Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 160411 Prepared or Preserved Salmon... (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '19 - '20)	Annual Growth Imported Value % (Long Term '16 - '20)	Annual Growth Imported Quantity % (Long Term '16 - '20)
-	World	6,163	410	16	18	7
1	Japan	1,366	89	117	32	19
2	United Kingdom	1,358	50	-9	20	-3
3	Vietnam	1,337	85	27	4	-8
4	China	1,141	114	20	88	80
5	Taiwan	662	40	-8	15	3
6	Thailand	157	17	-57	6	1
7	Sweden	85	5	673	-15	-36
8	South Korea	23	4	-8	6	11
9	Italy	14	1	-	-	-
10	Singapore	12	2	-	-	-

AUS - Trade Data - HS Code 160411 Prepared or Preserved Salmon... (Export):

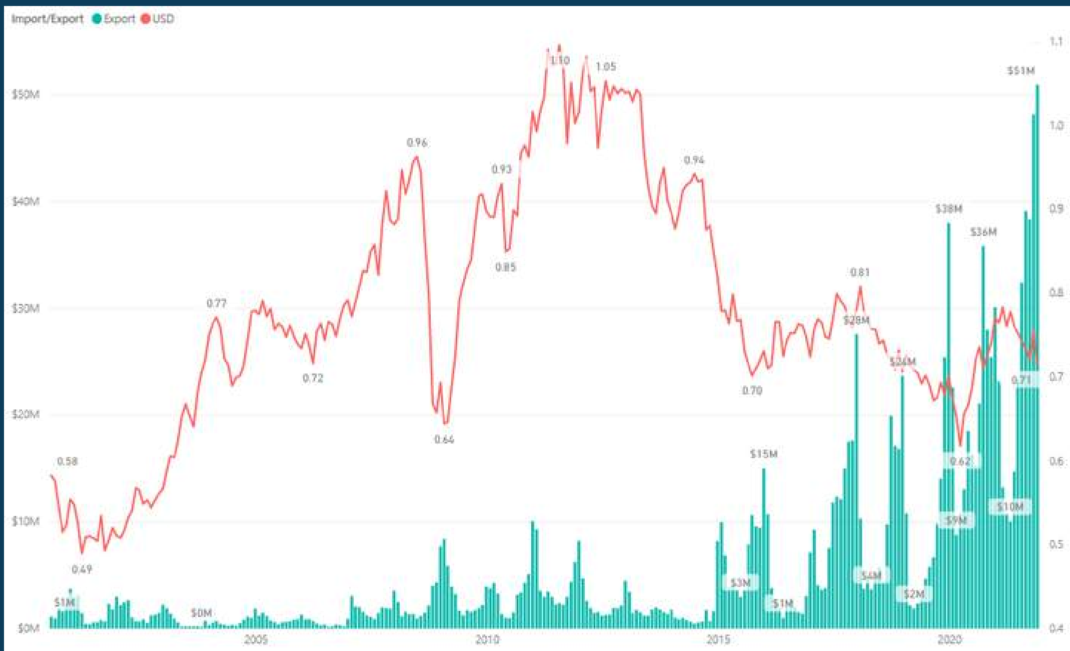
Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '19 - '20)	Annual Growth Exported Value % (Long Term '16 - '20)	Annual Growth Exported Quantity % (Long Term '16 - '20)
-	World	517	203	-39	30	29
1	New Zealand	402	191	-42	39	37
2	Singapore	73	9	50	19	-19
3	Papua New Guinea	21	0	-8	-	-
4	Hong Kong	10	1	69	-	-
5	Philippines	7	1	-	-	-
6	Norfolk Island	2	0	-	-	-
7	Cambodia	1	0	-	-	-
8	Nauru	1	0	-	-	-
9	-	-	-	-	-	-
10	-	-	-	-	-	-

Source: ITC Trade Map, 2021

FRDC - Trade Data

Salmon Exports - Value

AUS - Trade Data - Species: Salmon (Export):



Value of Exports - Salmon

Commodity Description	Value
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$907,695,200
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$214,934,677
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$169,818,644
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	$19,409,711
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$12,894,099
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets), whether or not cooked before or during the smoking process	$8,694,078
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$7,930,233
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	$7,142,450
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	$6,933,208
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & O. rhodrus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$6,665,882
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	$6,783,141
Frozen salmonidae (excl. Sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$4,506,871
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	$3,218,678
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou andOncorhynchus rhodorus), excluding livers and roes	$2,724,710
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$2,106,663
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$1,335,959
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	$1,216,646
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	$1,096,389
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$699,002
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$387,874
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	$108,725
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$32,004
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	$20,250
Frozen fillets of flat fish (Pleuronectidae, Bothidae, Cynoglossidae, Soleidae, Scophthalmidae and Citharidae)	$4,115

Value of Exports - Commodity Breakdown

Country	Value
China	$577,351,373
Japan	$226,414,614
Indonesia	$119,206,305
Taiwan	$103,052,266
Vietnam	$78,782,019
Singapore	$56,735,335
Thailand	$55,715,618
United States of America	$50,929,028
Hong Kong	$33,703,304
New Zealand	$32,374,452
Malaysia	$17,742,930
Korea Republic of	$8,745,154

Leading Export Destinations - Value

State	Value
TAS	$1,081,244,906
VIC	$242,068,012
NSW	$25,051,697
Foreign (re-export)	$15,866,630
SA	$15,597,691
WA	$3,482,384
QLD	$3,424,730
NT	$17,716
ACT	$5,443

Export Value by State

Source: FRDC, 2021

FRDC - Trade Data

Salmon Imports - Value

AUS - Trade Data - Species: Salmon (Imports):

Value of Imports - Salmon

Commodity Description	Value
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	$1,194,103,514
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	$607,023,504
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	$437,483,755
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillet) whether or not cooked before or during smoking, in packs <= 1kg	$212,712,099
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$56,106,997
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. t	$36,127,599
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$35,653,728
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	$32,595,073
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	$25,474,396
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	$22,878,038
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs > 1kg	$15,823,980
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	$3,688,256
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$2,141,522
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excluding fillets and o	$1,783,820
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excluding	$1,230,826
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$967,400
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$958,410
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	$832,182
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	$641,201
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlant	$308,757
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (	$278,816
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	$221,378
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	$164,153
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	$142,460
Fresh or chilled salmonidae (excluding trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$22,187

Value of Imports - Commodity Breakdown

Country	Value
United States of America	$636,431,157
Denmark	$626,110,354
Norway	$595,208,885
Thailand	$264,372,020
Canada	$188,045,273
New Zealand	$170,153,073
Poland	$112,265,465
China	$20,250,492
Chile	$16,615,879
Germany	$13,594,704
United Kingdom	$13,311,603
Korea, Republic of	$11,893,071

Leading Import Sources - Value

State	Value
NSW	$1,403,389,463
VIC	$884,885,017
QLD	$292,591,391
WA	$86,102,336
SA	$21,944,352
NT	$369,832
TAS	$85,618

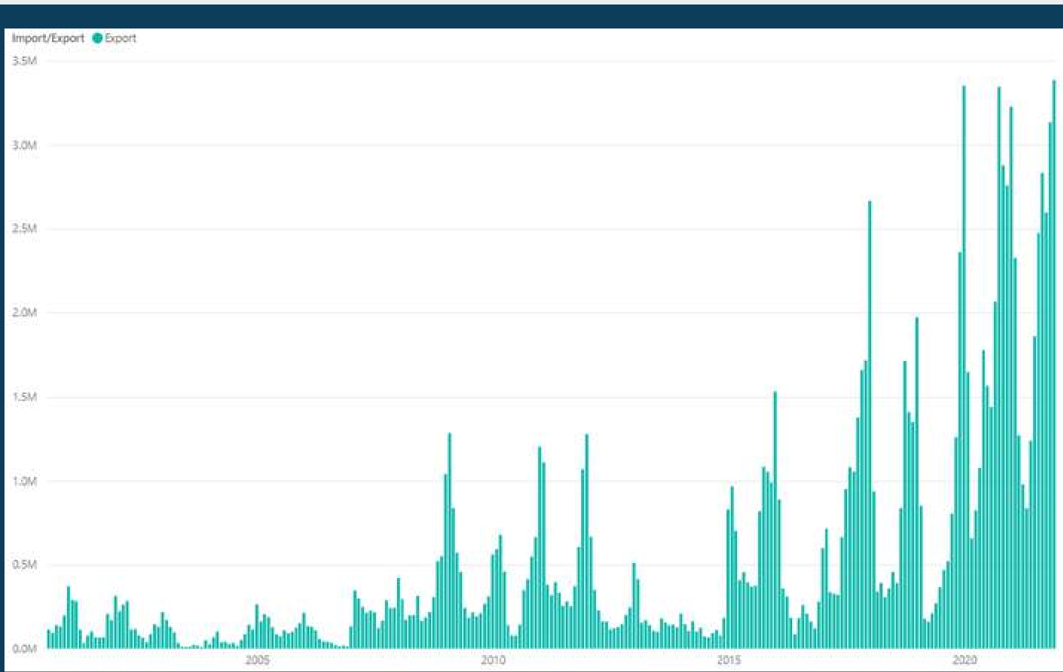
Import Value by State

Source: FRDC, 2021

FRDC - Trade Data

Salmon Exports - Volume

AUS - Trade Data - Species: Salmon (Exports):



Volume of Exports - Salmon

Commodity Description	Quantity
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	76,431,316
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	27,980,686
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	16,522,408
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	3,423,568
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	2,031,291
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	2,028,037
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	819,482
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	782,020
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & O. rhodrus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	465,340
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets), whether or not cooked before or during the smoking process	460,452
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	351,617
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou andOncorhynchus rhodorus), excluding livers and roes	335,980
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	304,579
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	298,843
Frozen salmonidae (excl. Sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and edible fish offal of HS 03039)	286,866
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	286,395
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	264,719
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	81,661
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	41,447
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and edible fish offal of HS 03039)	31,447
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	8,188
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	3,361
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	440
Frozen fillets of flat fish (Pleuronectidae, Bothidae, Cynoglossidae, Soleidae, Scophthalmidae and Citharidae)	300

Volume of Exports - Commodity Breakdown

Country	Quantity
China	50,529,337
Japan	21,564,873
Indonesia	11,406,058
Taiwan	10,321,351
Vietnam	8,212,153
Thailand	6,910,457
Singapore	6,183,474
United States of America	4,778,057
New Zealand	4,243,991
Hong Kong	3,668,168
Malaysia	1,829,476
Korea Republic of	734,897

Leading Export Destinations - Volume

State	Quantity
TAS	103,219,285
VIC	23,300,860
NSW	2,359,525
Foreign (re-export)	1,994,047
SA	1,251,291
QLD	574,759
WA	538,222
NT	2,353
ACT	101

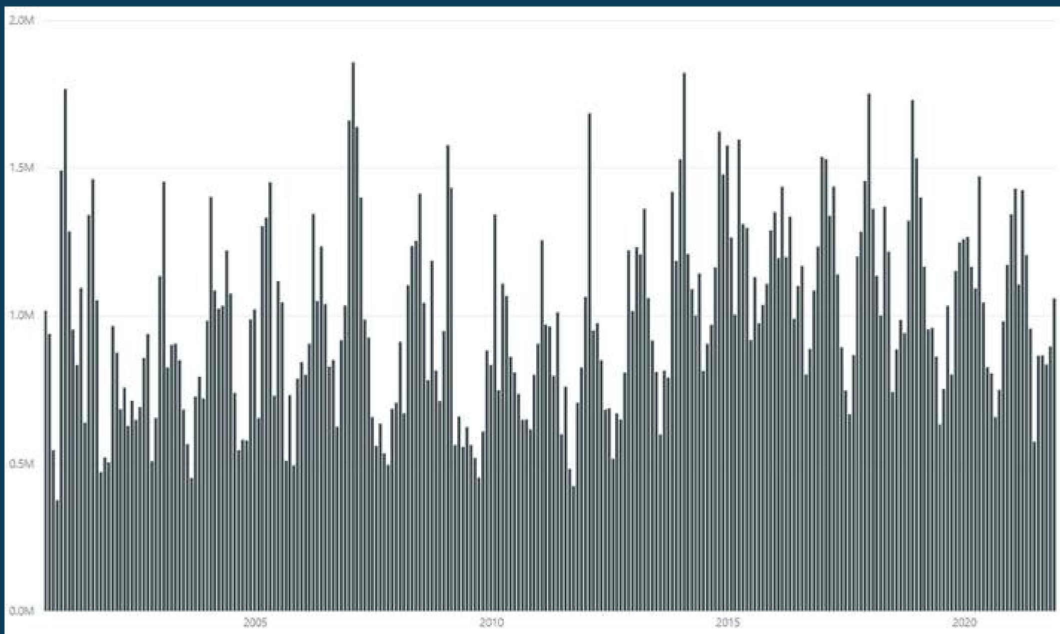
Export Volume by State

Source: FRDC, 2021

FRDC - Trade Data

Salmon Imports - Volume

AUS - Trade Data - Species: Salmon (Imports):



Volume of Imports - Salmon

Commodity Description	Quantity
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	165,530,601
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	26,786,634
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	26,139,338
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillet) whether or not cooked before or during smoking, in packs <= 1kg	11,642,140
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	6,771,264
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	4,451,627
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	2,909,957
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. t	2,473,082
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	2,456,852
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	1,933,165
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	1,237,156
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs > 1kg	992,883
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	232,947
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	226,998
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excluding fillets and o	118,148
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	84,843
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	84,418
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excluding	78,763
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	77,424
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	48,971
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlant	34,521
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	30,963
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (	24,068
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	11,748
Fresh or chilled salmonidae (excluding trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	1,289
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisu	139

Volume of Imports - Commodity Breakdown

Country	Quantity
United States of America	96,479,995
Norway	34,741,024
Thailand	32,969,259
Denmark	30,062,689
Canada	26,386,759
New Zealand	14,693,613
Poland	7,647,118
China	3,655,773
Korea, Republic of	2,512,200
Chile	1,927,800
Germany	1,040,674
United Kingdom	790,703

Leading Import Sources - Volume

State	Quantity
NSW	117,419,087
VIC	99,774,921
QLD	25,837,139
WA	7,614,714
SA	3,687,384
NT	22,751
TAS	3,941

Import Volume by State

Source: FRDC, 2021

FRDC - Trade Data Sourced from FAO

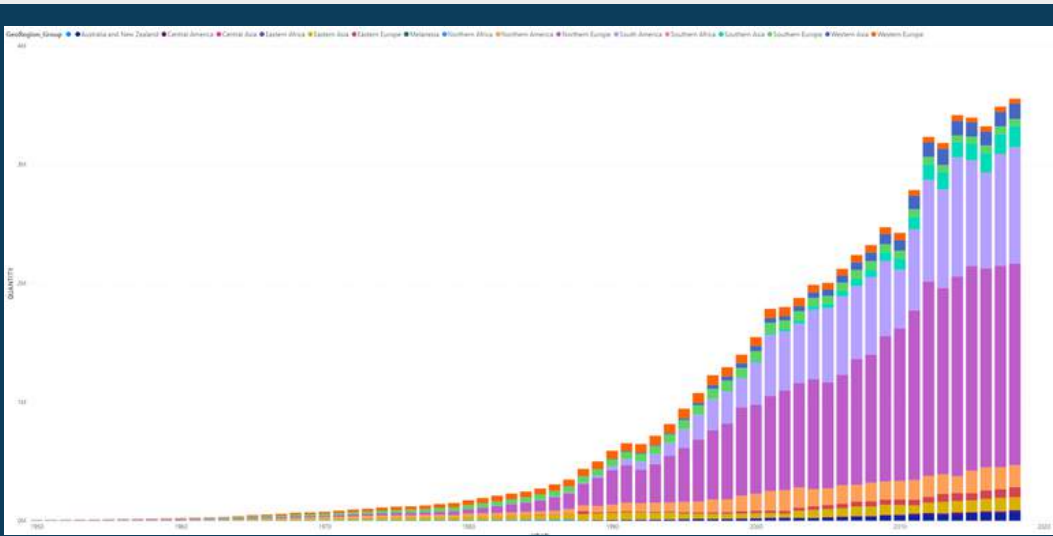
Food and Agriculture Organization (FAO) Capture Production Quantity - Salmon

ASFIS Species: Salmon

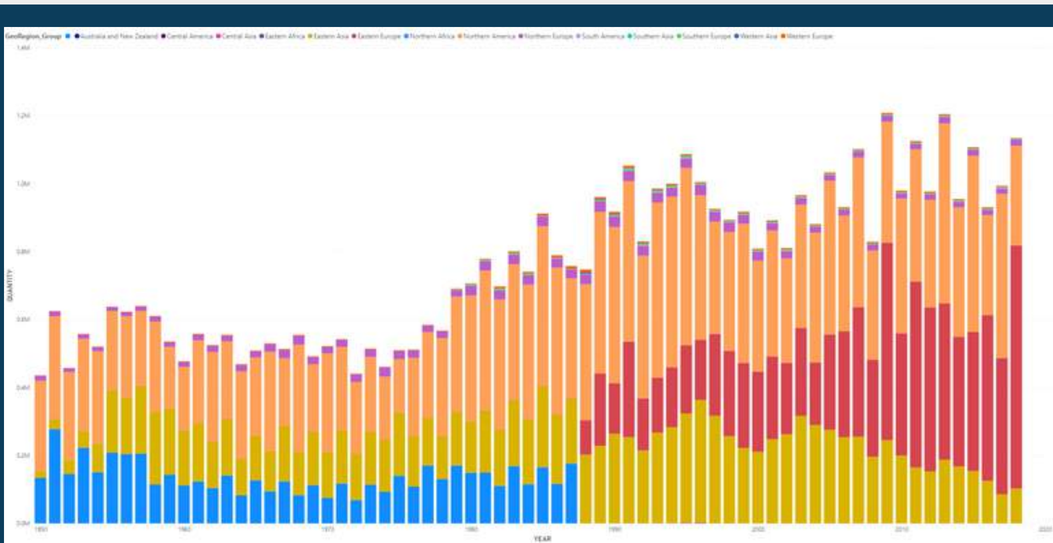
Production

Country Name En	Unit Name	2019
Australia	Tonnes - live weight	2 042

Production Volume by ASFIS (Aquatic Sciences and Fisheries Information System) Species - FAO



Production Volume by GeoRegion - Aquaculture Production - FRDC



Production Volume by GeoRegion - Wild Catch Production - FRDC

Source: FAO, FRDC, 2021

Additional Resources

COUNTRY INSIGHTS

Agriculture and Agri-Food Canada - Hong Kong Market Overview

Austrade - Hong Kong Market Profile

DFAT - Hong Kong Country Brief

DFAT - Hong Kong Market Insights

FoodExport - Hong Kong Country Profile

HKTDC Research - Hong Kong Market Profile

Santandar Trade Markets - Hong Kong Market Overview

USDA - Hong Kong Exporter Guide

CONSUMER INSIGHTS

GWI - APAC Consumer Snapshot

Santandar Trade Markets - Reaching the Hong Kong Consumer

CATEGORY & CHANNEL INSIGHTS

Agriculture and Agri-Food Canada - Hong Kong Agrifood & Seafood Sector Overview

Fisheries Research and Development Corporation (FRDC) - Australia-Specific Trade Data

International Trade Centre - Market-Specific Trade Data

USDA - Hong Kong Foodservice Overview

USDA - Hong Kong Retail Overview

MARKET ACCESS INSIGHTS

UNCTAD - Hong Kong Investment Policy Hub

USDA - Hong Kong Import Regulations & Standards

OTHER RESOURCES

EFIC
Export Connect Portal
Fitch Solutions
GlobalData
Google Trends

IbisWorld
L.E.K.
Marketline
McKinsey
Mintel

Nielsen
NZTE
Seafish UK
Statista
Trading Economics

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