

Mercabarna aims to reach the German market

Mercabarna (Barcelona Markets Supply SA), the Central Wholesale Fish Market Union (GMP) and 10 seafood exporters are considering empowering Mercabarna role in the world as the main import and export platform for Mediterranean fisheries products.

One of the goals of Mercabarna is the German market, as 89 per cent of the seafood consumed in this country comes from imports, according to research conducted by Mercabarna Export Cluster.

With this goal in mind, Mercabarna delegates invited a delegation of importers from the highest seafood consuming areas of Germany and organized a series of business meetings with Mercabarna exporters.

"This study shows that Mercabarna fish features meet the expectations of German consumers, who are increasingly concerned about health, traceability and product sustainability, the variety and ease of purchase and consumption, which are aspects that are being led by Mercabarna firms," said Josep Tejedo, Mercabarna general director.

Besides, he stressed that "the Spanish seafood and Barcelona brand have very good reputation among the Germans."

According to Mercabarna Export Cluster, the German market was chosen for several reasons:

- Germany is the largest economy in Europe, it has a population of 80.5 million inhabitants and household consumption grew by 2.5 per cent in 2013;
- Fish consumption has a significant growth potential, as the Germans are increasingly concerned about improving their eating habits and their health;
- The current consumption of fishery products is still very low. In 2013, the seafood consumption on average was 15.2 kilos per capita per year;
- The German consumer is largely unaware of the product and attaches great importance to the convenience (easy to prepare and consume fish);
- The increase in single-family homes attaches great importance to small portions;
- The Germans are concerned about product traceability and overfishing as well as seafood sustainability.

Germany requests mainly frozen fish (29 per cent); canned and marinated seafood (26 per cent); seafood (16 per cent); smoked fish (11 per cent); and fresh fish (9 per cent).

Mercabarna brings together some 50 firms in the Central Market and 32 companies located in the area of complementary activities, which offer more than 70 species of fish and shellfish.

As it was reported by Mercabarna, this year its companies belonging to the seafood-shellfish industry exported 20 per cent of their products, and export in this sector has grown by 10 per cent since the economic crisis began.

Source : <http://fis.com/fis/worldnews/worldnews.asp?l=e&ndb=1&id=71575> (24/09/2014)