

Salmon spearhead Norwegian seafood boom

Norwegian salmon exports in the first 11 months of the year totalled 909,000 tonnes, worth NOK 59 billion – an increase of 2 per cent and 7 per cent in terms of volume and value respectively.

The average price for whole fresh salmon in November was NOK 50.68 per kg against NOK 61.71 per kg November 2016. Poland and France were the largest salmon markets in November.

"Despite the fact that the price of salmon continues to decline, we expect that the total export value for Norwegian seafood in 2017 will exceed last year's figure by a comfortable margin. The explanation for this is the increased volume of salmon combined with a relatively high price level," says Asbjørn Warvik Rørtveit, Director of Market Insight with the Seafood Council.

"We anticipate a weaker December than last year, partly due to continued high salmon prices impacting consumers. This is especially true of the smoked salmon market, where important markets like Germany and France have seen demand decline compared to the previous year," adds Paul T Aandahl, Analyst with the Norwegian Seafood Council.

Trout struggle

So far this year, Norway has exported 35,200 tonnes of trout worth NOK 2.6 billion – a decrease of 45 per cent in volume and 28 per cent in value compared with the same period last year. Belarus and Japan have been the largest importers.

Lien article : <https://thefishsite.com/articles/salmon-spearhead-norwegian-seafood-boom>