

# TUNA TRADE IN ASIA

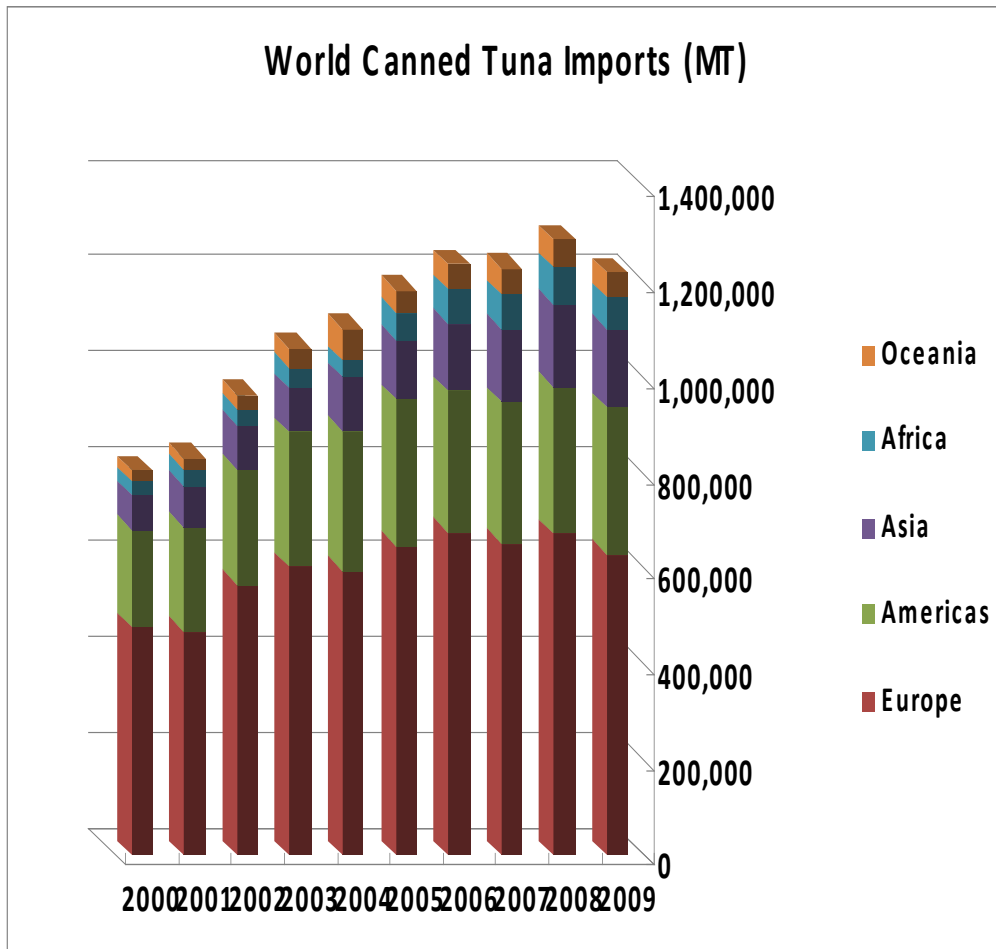


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# Global Canned Tuna Trade

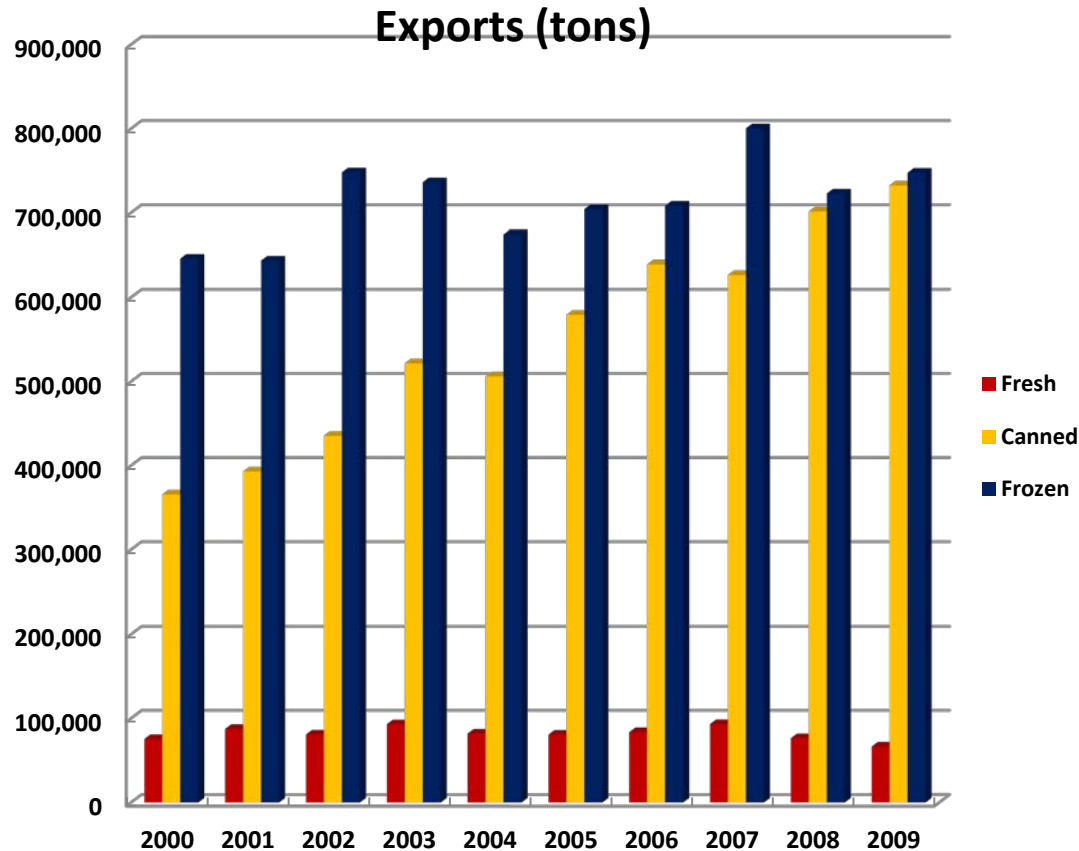


Imports increased steady and strong in Asia (mainly Middle East) , Africa and Latin America

# Diversification in Asian Tuna Trade

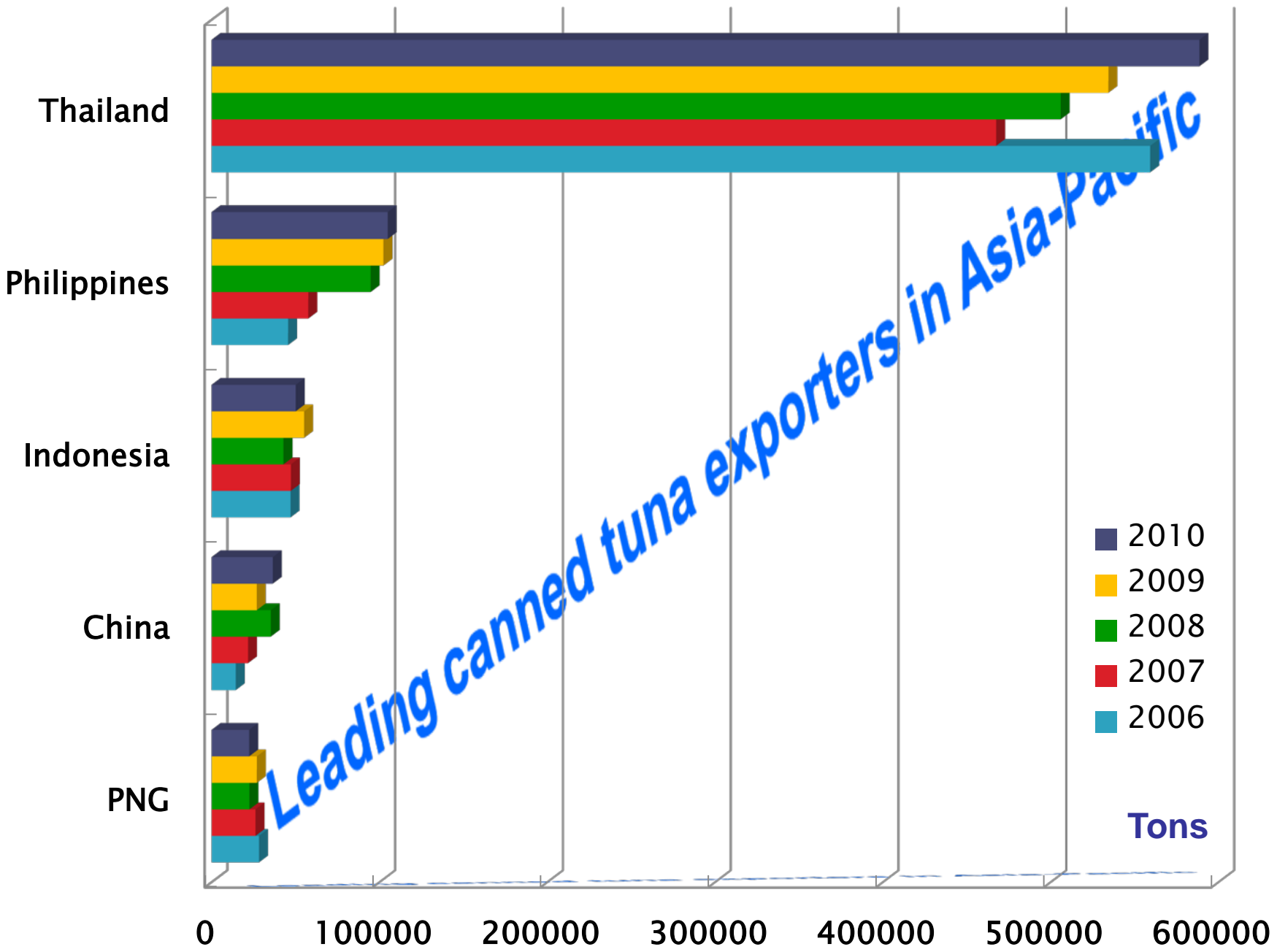
- Marketing strategies have taken new directions in Asia .
- In export trade , there is a strong focus on the Middle East , Near East and West African markets.
- However, the existing markets in East Asia did not show much growth for non-canned or CANNED TUNA in the recent years ,although demand and sales of other high value seafood are on the rise in many regional markets

# Trends in Asia's Tuna Trade



Exports of frozen tuna are strong to the regional markets :

- **Japan (for sashimi grade tuna)**
- **Thailand ( for canning raw material)**
- **Raw material imports are growing in China and in the Philippines**

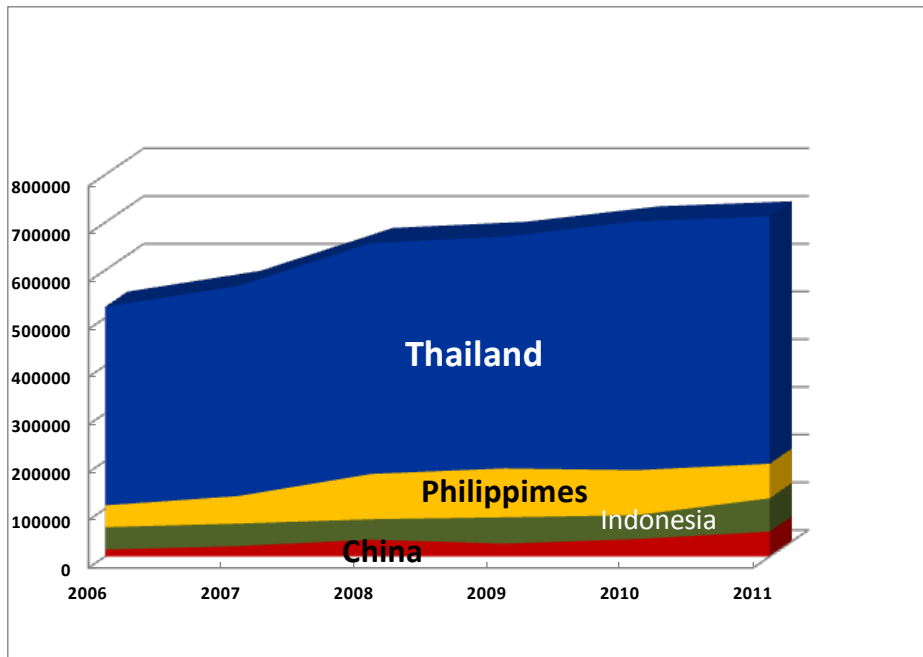


- 2010
- 2009
- 2008
- 2007
- 2006

Tons

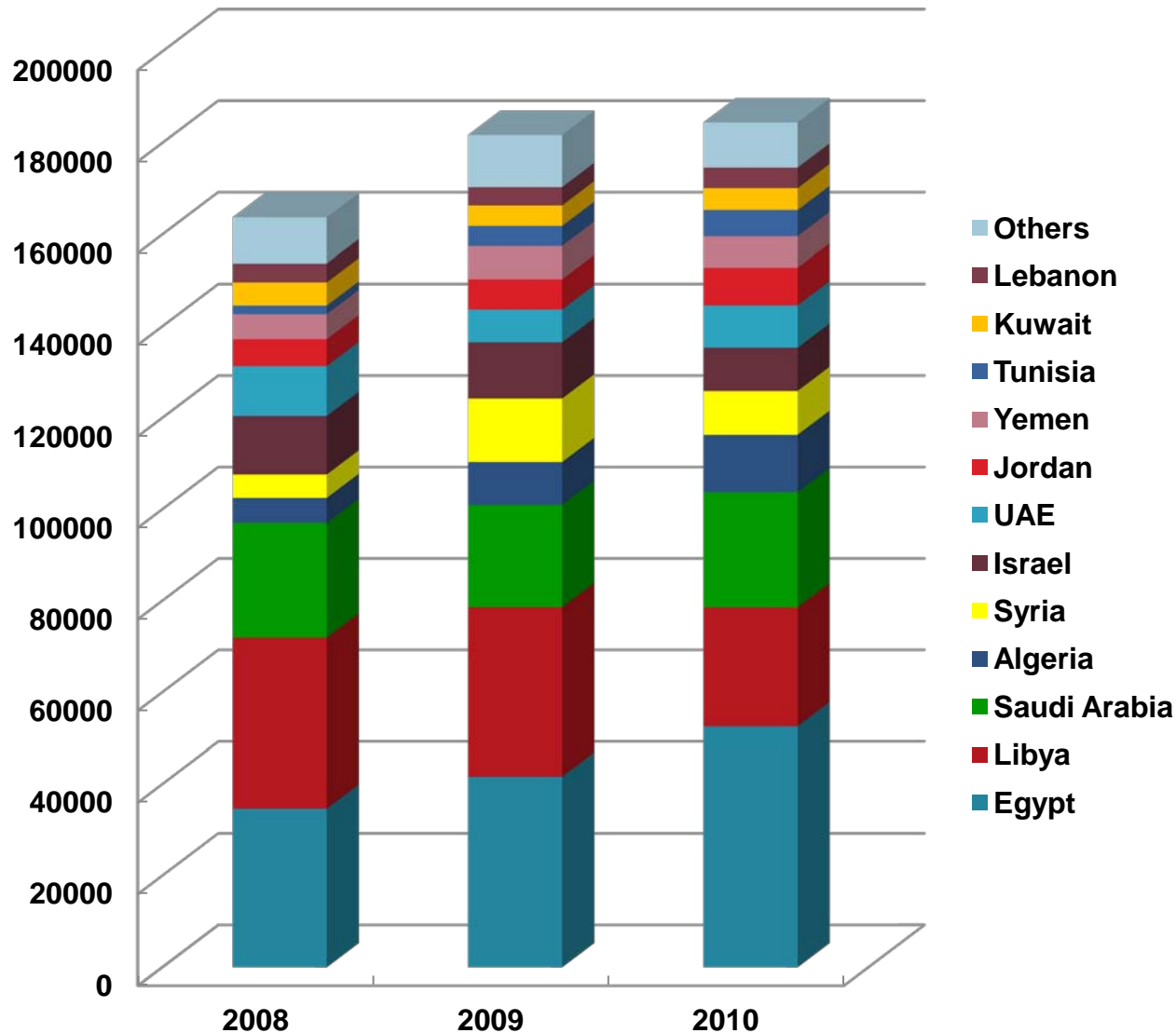
# CANNED TUNA EXPORTS

Thailand is obviously the industry leader



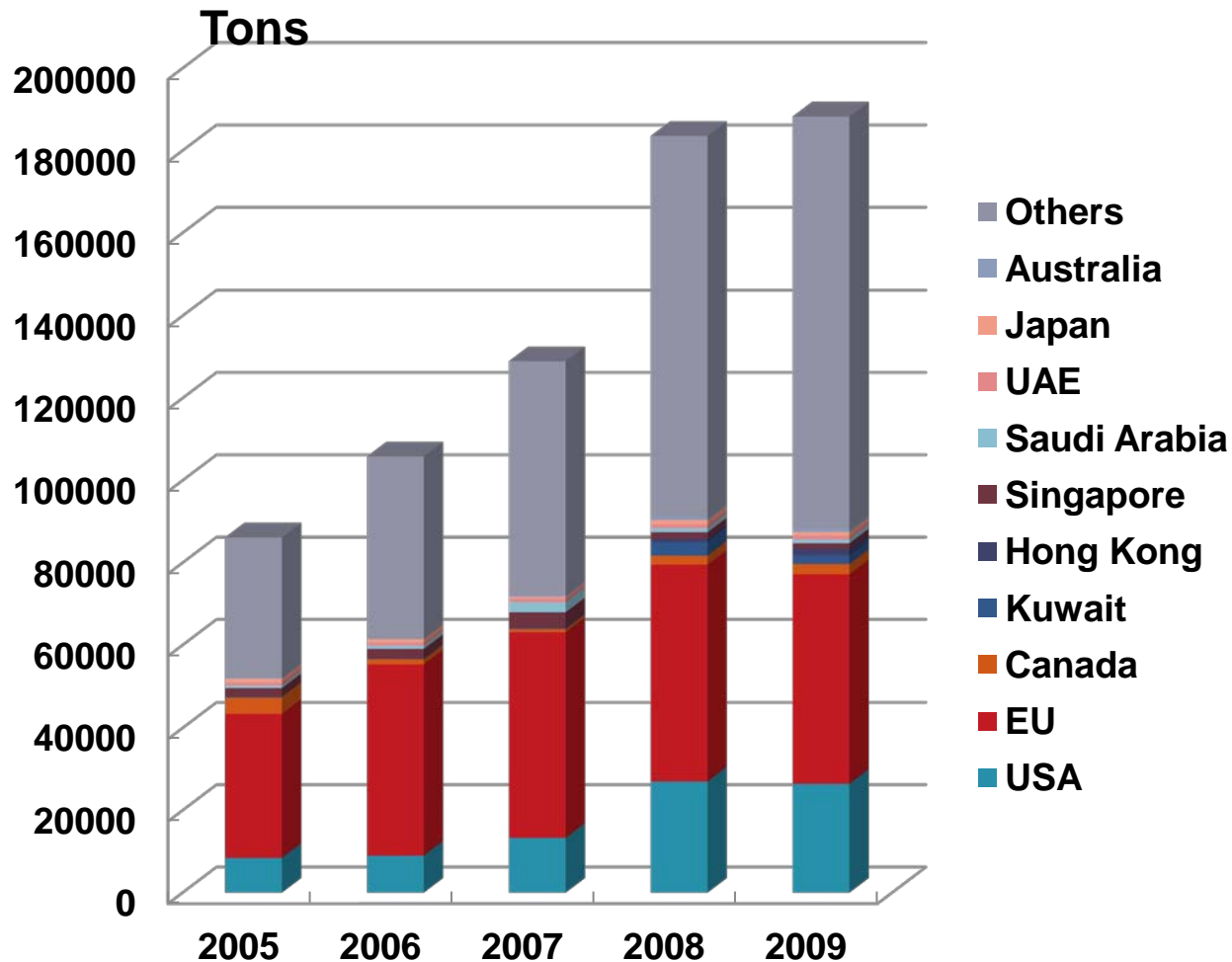
- Supply gap is extremely wide compared with the others.
- Market diversification is strong to non-traditional markets

# The Arab Region: Canned tuna exports from Thailand, Indonesia, Philippines and China to Middle East and West African markets increased significantly



**It is possibly the 3rd largest canned tuna market area in the world ; imported nearly 200,000 tons of canned tuna in 2010**

-----except in the Philippines- the region's second largest producer/ exporter of canned tuna .



**Exports fell by 8% and 23% in 2010 and 2011**

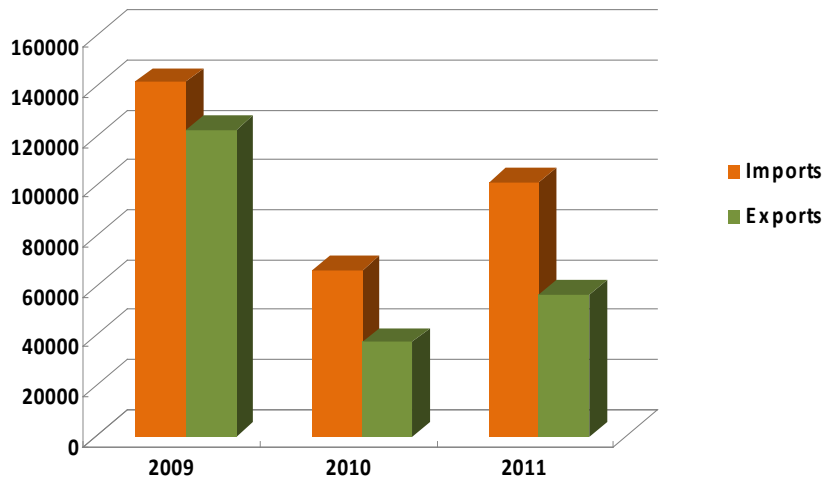


# **Tuna and food security**

- **Tuna prices increased world wide and it is no more a cheap seafood in the producing countries whether yellowfin or skipjack .**
- **Canned tuna used to support the national food security programme in the Philippines . Today it is not affordable to many households.**
- **In Maldives where tuna consumption is possibly the highest in the world . Its high price has also affected domestic consumption.**

# Tuna Trade in China is Growing

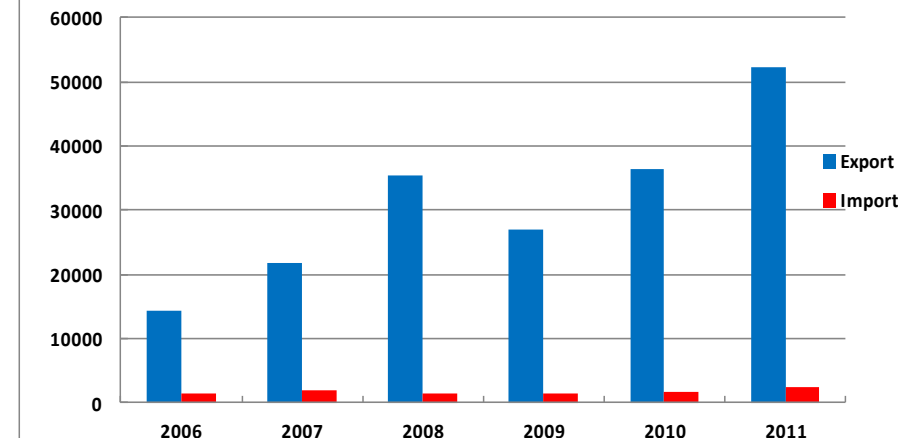
China: Frozen tuna trade



Frozen tuna imports increased for reprocessing canned tuna and cooked loins

While canned tuna exports rise reasonably, imports for domestic consumption are comparatively small in China.

China: Canned Tuna Trade



# Looking at the market potential, non-regional producer promotes canned tuna in China.



## China's Consumer Market

**• In 2010, China became the world's second largest economy in the world**

**• Seafood consumption increased from 11.5kg in 1990 to current level of over 25 kg/per capita and expected to reach to 36 kg in 2020 .**

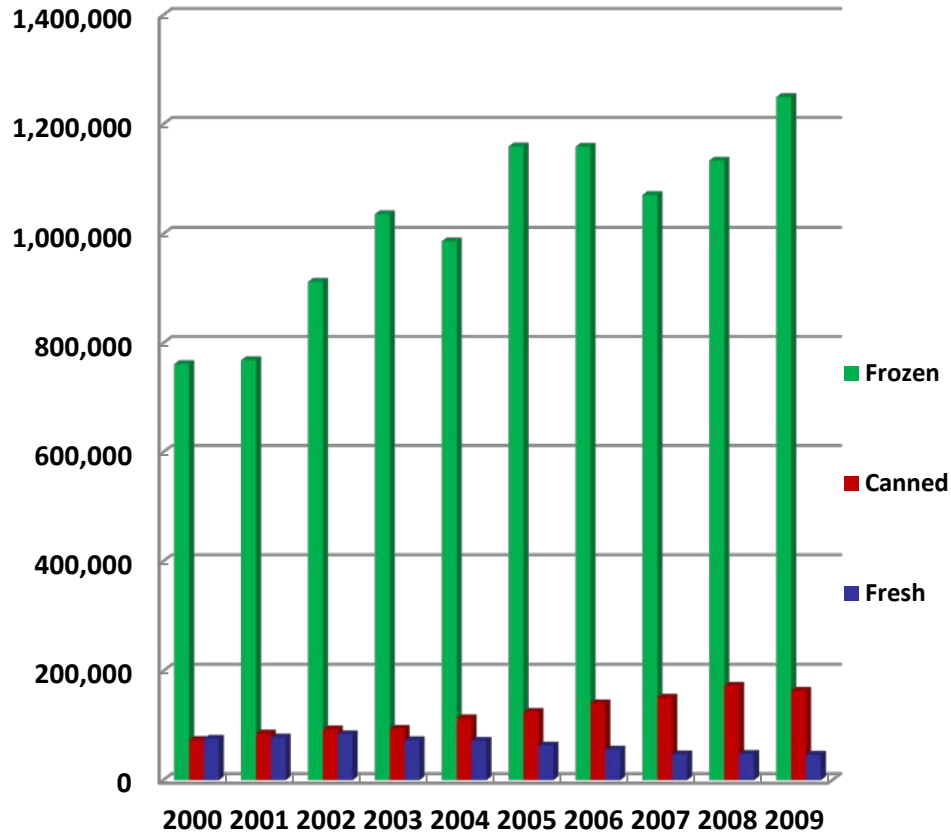
**• Over 200 million middle income consumers are served by over 100 000 supermarkets**

**• China has more than 100 cities with urban population more than 1 million**

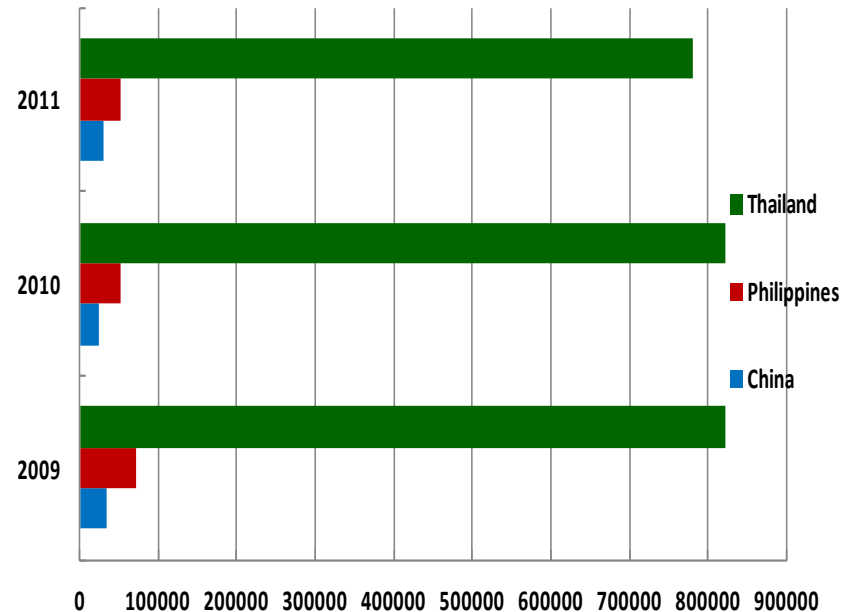
**• 900 million rural consumers and increasing urbanization**

# Tuna Import Trends in Asia

including Japan (tons)

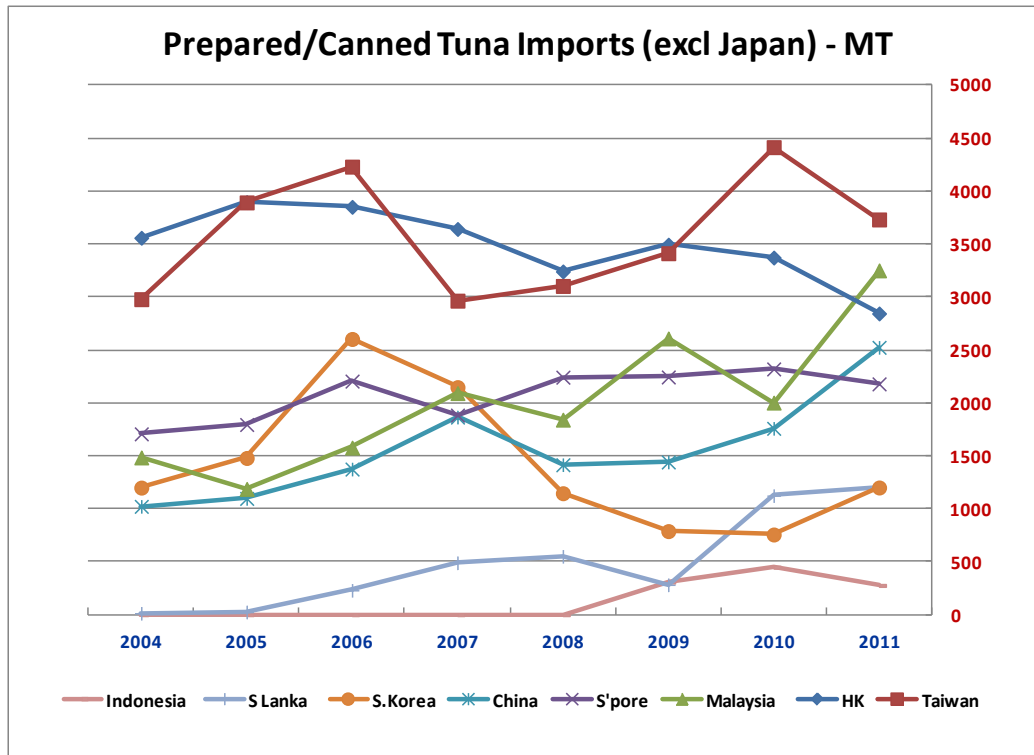


Frozen Tuna Imports for reprocessing (in tons)



# Canned Tuna Import Trends

- This market segment did not show much growth in Southeast Asia, although demand rises for other high value seafood including high-priced canned fish. ...For example, southeast Asian retail demand for conventional canned tuna softened but increased for canned 'sardine and anchovy in olive oil'.



Intra -regional trade for cooked loins increased among the Asia -Pacific countries .

**Retail prices in Southeast Asia range from US\$1.50-3.00/can ----- much higher than the US market**





**Omega-3 and 'Olive oil' is a better choice to many health conscious consumers !**

**Price: US\$1.56/ can, 6oz**



# The regional tuna market - non-canned or canned , has been relatively flat in the recent years

- Following the general price trend world wide , fish prices increased in Asia. But that trend did not hamper high value seafood imports into many Asian markets.

- Norwegian Seafood Council runs strong campaign in Asia for salmon , but there is v-e-r-y little or almost no promotion for tuna or tuna products in the regional markets.



# In catering trade , tuna is being increasingly replaced with salmon for sashimi and sushi preparations



Salmon promotion is wide spread in urban Asia, compared with tuna



# Conclusion and Outlook

## Production base : Change in raw material requirements

Thailand will continue to dominate canned tuna production and exports in the global market.

But expected to export less and import more cooked loins in future.

Thus there will be opportunities to sell more cooked loins to Thailand from China, Indonesia, India and PNG

## Product, Image ,Price :

Though produced in Asia, canned tuna is not a cheap seafood in the regional market . At the same time, it does not have the image of a high QUALITY /high value seafood to consumers who are willing to pay “premium price” for the preferred quality and attractive packaging.

**---In general quality and ‘getup’ of canned tuna need to be improved to attract potential customers , particularly in Southeast .**



## Quality and consumer preference :

Consumers in southeast Asia (Malaysia, Singapore, Indonesia, Brunei) often associate high quality canned fish with olive oil. Today, *sardine in olive oil* sells at higher price than canned tuna.

## Influence of Arab food culture:

Associated with the influx of Arab visitors and tourists and temporary residents in the region, there is a strong influence of Arab food on southeast urban population, particularly the upper middle class. Hence canned tuna with olive or olive oil is currently a popular choice.

This temporary foreign population is a good consumer base for high value canned tuna. In summer, many of them spend 3-6 months in Malaysia and Thailand



# Seafood Market Growth in Asia will Influence Canned Tuna Consumption

The demography : The largest regional population , their rising disposable income and preference for seafood will induce demand for canned tuna . For the preferred quality, these consumers are ready to pay premier price.

- Large retail market : Asia- Pacific and Central Asia regions will grow to take a 41% share of the global retail food market in 2020, compared with 33% in 2003.

**China is already the largest food retail market superseding the USA.**

**By 2020 India will be among the top 5 food retail markets**



***THANK YOU***