



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

January 2024





# About Seafood Industry Australia

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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

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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

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- GDP (USD): **\$385.55 billion** as of 2023.
- GDP Per Capita (USD): **\$54,080** as of January 2024.
- Currency: **Hong Kong Dollar (HKD)**
- Exchange Rate: **1 HKD = 0.19 AUD** (01/02/24).
- Mercer's 2023 Quality of Living Ranking: Hong Kong's highest-ranking city is **Hong Kong at 77**.
- Human Development Index: **0.952** and ranked **4th** as of 2021.
- Logistics Performance Index: **4.00** and ranked **7th** globally as of 2023.

*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

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- Total Population: Approximately **7.72 million** as of January 2024.
- Expatriate Population: Approximately **619,568** as of 2021 as per the Population Census.
- Population Growth: **2.10%** as of 2023.
- Median Age: Approximately **45.90** years old.
- Urban Population: **100%** as of 2024.
- **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*







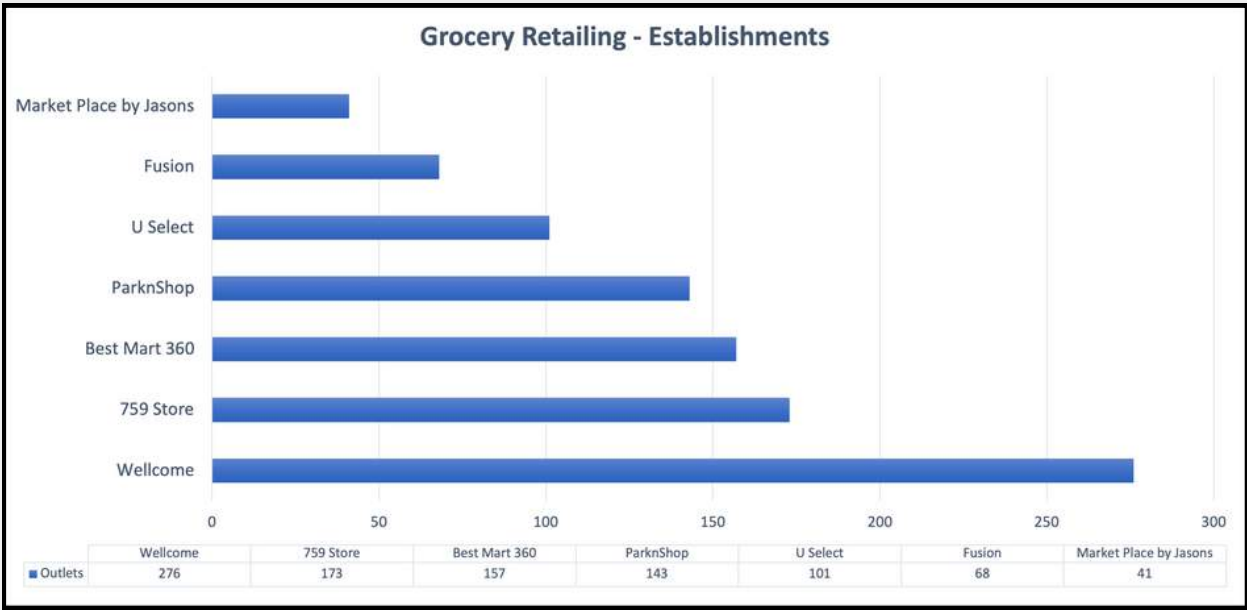
# Grocery Retail Channel Developments

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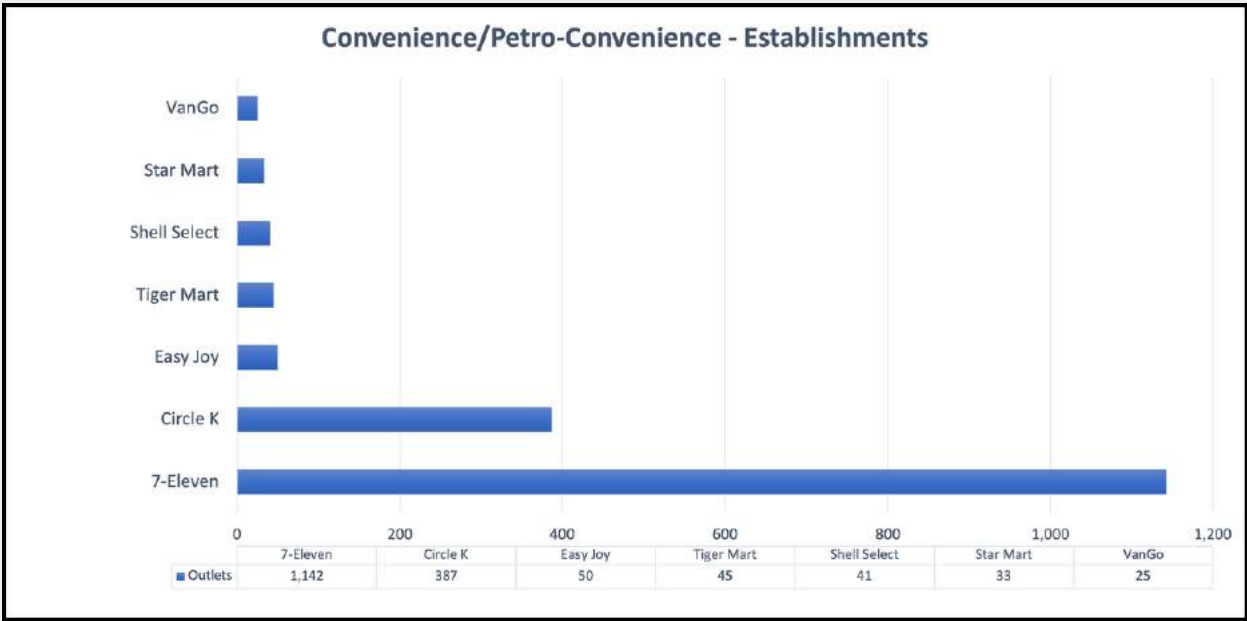
## Key Trends:

- 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

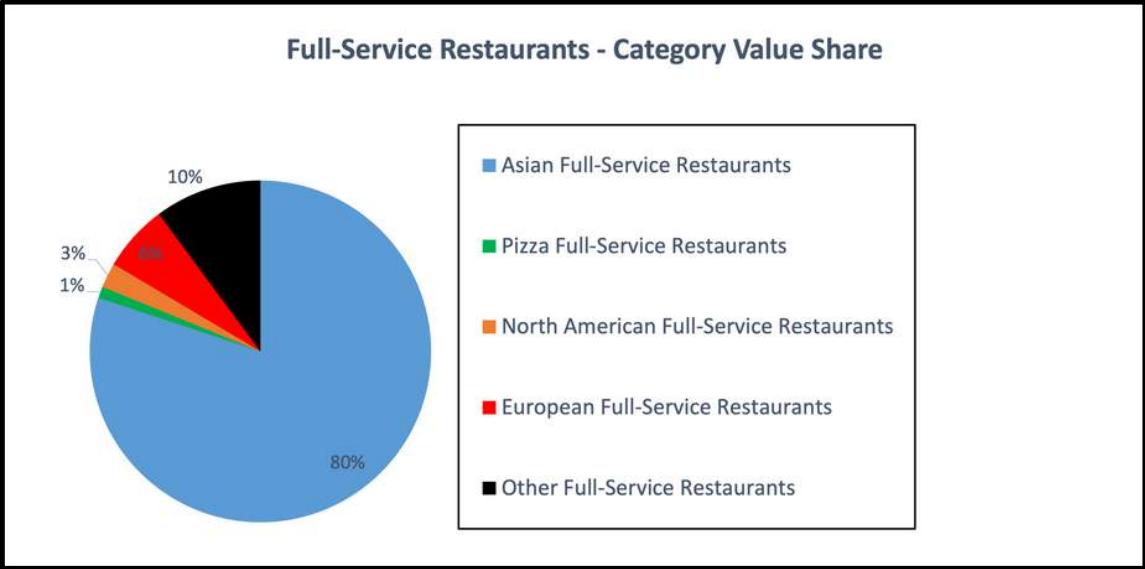
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## Key Trends:

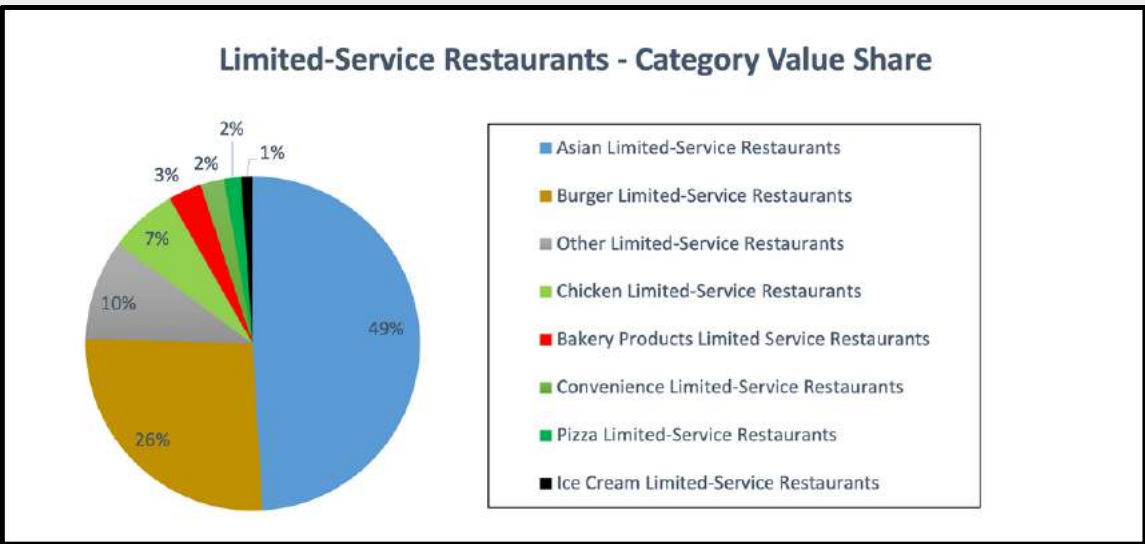
- 2020 was a tough year for the Hong Kong foodservice industry, especially with multiple waves of restrictions on dine-in services. With many businesses shutting down, other outlets have tried to adapt by offering food delivery services. These outlets either operate from a cloud kitchen to decrease overheads 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

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## 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.

Country	Sector	Category	Segment	Year	Value M USD	5yr CAGR M USD (%)
Hong Kong	Fish & Seafood	Ambient Fish & Seafood	Ambient Fish & Seafood	2022	136.62	4.12
				2027	161.37	3.39
		Chilled Raw Packaged Fish & Seafood - Processed	Chilled Raw Packaged Fish & Seafood - Processed	2022	64.93	4.60
				2027	80.84	4.48
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	Chilled Raw Packaged Fish & Seafood - Whole Cuts	2022	117.65	5.79
				2027	132.90	2.47
		Dried Fish & Seafood	Dried Fish & Seafood	2022	118.92	5.05
				2027	153.25	5.20
		Fresh Fish & Seafood (Counter)	Fish	2022	206.19	4.40
				2027	227.91	2.02
			Shellfish	2022	198.14	3.47
				2027	217.96	1.93
		Frozen Fish & Seafood	Frozen Processed Fish	2022	107.42	4.63
				2027	137.03	4.99
			Frozen Whole Cuts Of Fish & Seafood	2022	132.80	6.72
				2027	149.35	2.38

Source: GlobalData, 2024

# 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 (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	2,292	198	-46	-40	-43
1	Chile	787	101	-35	-	37
2	New Zealand	765	37	-30	32	24
3	Australia	510	47	-67	37	29
4	United Kingdom	117	6	-61	-9	-15
5	Japan	96	6	71	-20	-12
6	The Netherlands	13	1	74	-5	0
7	France	4	0	-	-	-
8	Macao	-	-	-	-	-
9	Canada	-	-	-	-	-
10	United States	-	-	-	-	-

AUS - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon...

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	1	0	-93	-76	-
1	Christmas Island	1	0	-	-	-
2	New Zealand	-	-	-	-	-
3	United States	-	-	-	-	-
4	Canada	-	-	-	-	-
5	Belgium	-	-	-	-	-
6	Italy	-	-	-	-	-
7	Poland	-	-	-	-	-
8	Brazil	-	-	-	-	-
9	China	-	-	-	-	-
10	Qatar	-	-	-	-	-

Source: ITC Trade Map, 2023



# 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 (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	109,907	10,837	13	5	3
1	Norway	109,212	10,779	14	6	4
2	The Netherlands	260	18	-5	-24	-30
3	United Kingdom	161	10	-61	-27	-35
4	Ireland	100	6	-56	-	-
5	United States	59	3	782	9	11
6	France	55	3	-14	32	-14
7	Taiwan	32	14	-	-	-
8	Singapore	21	2	107	1	15
9	Macao	7	1	-67	-9	-24
10	Sweden	-	-	-	-	-

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

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	285,470	22,288	1	43	31
1	China	167,539	12,334	15	38	22
2	Indonesia	37,157	2,789	27	56	44
3	Japan	23,309	1,680	-3	39	32
4	Vietnam	15,873	1,605	-15	48	45
5	Taiwan	12,670	1,093	45	22	15
6	United States	10,115	1,011	-16	312	290
7	Thailand	7,764	796	-68	126	134
8	South Korea	5,940	47=61	-6	140	107
9	Singapore	2,334	270	-75	26	15
10	Brunei	40	82	45	-	-

Source: ITC Trade Map, 2023

# 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 (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	7,982	479	46	12	0
1	Vietnam	3,366	203	90	34	22
2	United Kingdom	1,351	45	26	-1	-22
3	Taiwan	1,177	61	100	6	-9
4	China	1,065	108	56	6	7
5	Japan	591	35	-31	15	-2
6	Thailand	273	18	3	-11	-19
7	Norway	72	4	-43	-	-
8	Germany	38	2	-	-	-
9	United States	15	2	224	18	15
10	South Korea	15	1	31	-25	-31

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

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	355	24	-2	-15	-21
1	New Zealand	136	15	-7	-30	-26
2	Hong Kong	89	3	63	58	21
3	Singapore	44	3	-28	3	8
4	United States	38	0	14	-	-
5	Fiji	15	0	-	90	-
6	The Philippines	13	1	-58	44	0
7	Papua New Guinea	10	0	-55	-22	-
8	Nauru	7	1	-	-19	0
9	Norfolk Islands	2	0	-81	-	-
10	Cook Islands	1	0	-	-	-

Source: ITC Trade Map, 2023

# ITC - Trade Data

## Frozen Atlantic Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030313 Frozen Atlantic Salmon

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	21,424	2,383	77	-7	-10
1	Chile	11,561	1,357	199	0	-2
2	Norway	8,305	894	33	-11	-14
3	Vietnam	951	65	64	48	17
4	Denmark	211	23	-	-	-
5	Canada	196	8	118	-12	-
6	China	115	29	-91	-48	-34
7	Japan	65	6	314	30	-37
8	United States	18	1	-	-	15
9	United Kingdom	2	0	-95	-44	-
10	Macao	-	-	-	-	-

AUS - Trade Data - HS Code 030313 Frozen Atlantic Salmon

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	1,594	247	-61	39	-9
1	Vietnam	527	109	-5	117	32
2	Indonesia	516	56	-37	-	-
3	Hong Kong	215	15	62	19	28
4	New Zealand	128	9	-	-24	32
5	The Philippines	86	2	-62	130	-36
6	Papua New Guinea	60	10	-27	1	-37
7	Bangladesh	30	30	-36	-	-
8	Japan	19	2	-	-	-
9	Italy	5	1	26	-	-
10	Vanuatu	4	3	11	-	-

Source: ITC Trade Map, 2023



# ITC - Trade Data

## Frozen Fillets of Pacific Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030481 Frozen Fillets of Pacific Salmon

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	32,768	2,413	34	41	43
1	Norway	15,853	1,097	83	82	81
2	China	7,729	672	17	60	57
3	Vietnam	3,359	236	12	9	8
4	Taiwan	1,476	87	22	-2	5
5	The Netherlands	1,418	107	818	436	-
6	Japan	654	58	75	142	142
7	Denmark	600	46	-	-40	19
8	Germany	328	23	-76	-	-
9	Canada	320	16	-47	4	-2
10	United States	277	23	1,070	14	-29

AUS - Trade Data - HS Code 030481 Frozen Fillets of Pacific Salmon

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	674	69	112	20	-5
1	Indonesia	294	31	87	-	-
2	Vietnam	144	23	633	-29	-20
3	New Zealand	95	2	-	-	-
4	Papua New Guinea	54	3	42	-	-
5	Hong Kong	49	2	-29	38	28
6	Maldives	16	1	265	-	-
7	Solomon Islands	9	6	-	-	-
8	The Philippines	8	0	208	-	-
9	Nauru	5	0	-	-	-
10	Cocos Islands	1	0	-	-	-

Source: ITC Trade Map, 2023

# ITC - Trade Data

## Frozen Pacific Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030312 Frozen Pacific Salmon

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	1,972	127	-23	16	8
1	New Zealand	639	15	3,043	-	-
2	China	532	42	28	-9	-15
3	Japan	319	19	-16	17	21
4	Vietnam	234	27	102	-	-
5	Chile	160	18	-90	-	-45
6	Australia	69	4	35	-18	-7
7	Taipei	11	1	-	-	-
8	United States	9	0	-	-	-
9	Macao	-	-	-	-	-
10	Russia	-	-	-	-	-

AUS - Trade Data - HS Code 030312 Frozen Pacific Salmon

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	31	3	-88	46	68
1	Singapore	12	1	-	-	-
2	Papua New Guinea	11	1	-77	3	20
3	The Philippines	5	1	-	-	-
4	New Zealand	2	0	-	-	-
5	Japan	-	-	-	-	-
6	China	-	-	-	-	-
7	Thailand	-	-	-	-	-
8	South Korea	-	-	-	-	-
9	Vietnam	-	-	-	-	-
10	Taiwan	-	-	-	-	-

Source: ITC Trade Map, 2023

# ITC - Trade Data

## Smoked Pacific Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030541 Smoked Pacific Salmon

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	11,983	785	6	-2	3
1	China	5,308	361	7	5	11
2	Norway	2,902	277	41	6	3
3	United Kingdom	1,916	67	-15	-9	-14
4	Taiwan	631	32	105	-7	11
5	France	514	18	28	10	-11
6	Australia	412	25	-35	-4	0
7	Switzerland	140	1	-18	-4	-29
8	Canada	52	2	-74	13	-8
9	Chile	26	1	-	1	-
10	Spain	24	1	18	-53	-

AUS - Trade Data - HS Code 030541 Smoked Pacific Salmon

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	21	1	-88	-61	-62
1	Papua New Guinea	10	1	122	4	0
2	Maldives	7	0	-	-	-
3	Hong Kong	3	0	-98	-68	-
4	United Kingdom	-	-	-	-	-
5	Germany	-	-	-	-	-
6	New Zealand	-	-	-	-	-
7	Poland	-	-	-	-	-
8	Norway	-	-	-	-	-
9	Denmark	-	-	-	-	-
10	Italy	-	-	-	-	-

Source: ITC Trade Map, 2023



# ITC - Trade Data

## Fresh or Chilled Salmonidae in Hong Kong

Hong Kong - Trade Data - HS Code 030219 Fresh or Chilled Salmonidae

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	195	21	-71	-38	-37
1	Norway	195	21	-71	-38	-37
2	Morocco	-	-	-	-	-
3	Spain	-	-	-	-	-
4	United Arab Emirates	-	-	-	-	-
5	Iran	-	-	-	-	-
6	Greece	-	-	-	-	-
7	United States	-	-	-	-	-
8	Panama	-	-	-	-	-
9	Czech Republic	-	-	-	-	-
10	India	-	-	-	-	-

AUS - Trade Data - HS Code 030219 Fresh or Chilled Salmonidae

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	NO DATA AVAILABLE					
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Source: ITC Trade Map, 2023



# ITC - Trade Data

## Fresh or Chilled Salmonidae in Hong Kong

Hong Kong - Trade Data - HS Code 030319 Frozen Salmonidae

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

NO DATA AVAILABLE

AUS - Trade Data - HS Code 030319 Frozen Salmonidae

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	1,209	47	19	35	20
1	Hong Kong	581	4	605	9	-34
2	Malaysia	481	34	-11	857	-
3	Thailand	92	5	-	-	-
4	Papua New Guinea	29	1	-90	31	30
5	Vietnam	10	1	-81	0	-33
6	Singapore	10	0	-	-	-
7	Solomon Islands	3	0	-	-	-
8	Japan	3	0	-	-	-
9	Saudi Arabia	-	-	-	-	-
10	Egypt	-	-	-	-	-

Source: ITC Trade Map, 2023

# ITC - Trade Data

## Fresh or Chilled Fillets of Pacific Salmon in Hong Kong

Hong Kong - Trade Data - HS Code 030441 Fresh or Chilled Fillets of Pacific Salmon

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tonnes)	Annual Growth in Imported Value % (Short-term '21 - '22)	Annual Growth in Imported Value % (Long-term '18 - '22)	Annual Growth in Imported Quantity % (Long-term '18 - '22)
-	World	802	34	7	42	39
1	Norway	422	17	57	50	45
2	New Zealand	251	11	2	19	17
3	The Netherlands	63	3	-64	182	20
4	Australia	60	2	21	-	-
5	Japan	4	0	-	-	-
6	Italy	2	0	-61	-	-
7	Chile	-	-	-	-	-
8	Sweden	-	-	-	-	-
9	Poland	-	-	-	-	-
10	Denmark	-	-	-	-	-

AUS - Trade Data - HS Code 030441 Fresh or Chilled Fillets of Pacific Salmon

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tonnes)	Annual Growth in Exported Value % (Short-term '21 - '22)	Annual Growth in Exported Value % (Long-term '18 - '22)	Annual Growth in Exported Quantity % (Long-term '18 - '22)
-	World	16	1	-78	-25	-18
1	Nauru	6	0	57	-	-
2	Hong Kong	4	0	-75	7	-
3	Solomon Islands	3	0	-39	7	-
4	Maldives	1	0	-	-	-
5	Canada	-	-	-	-	-
6	Norway	-	-	-	-	-
7	New Zealand	-	-	-	-	-
8	United States	-	-	-	-	-
9	Sweden	-	-	-	-	-
10	Germany	-	-	-	-	-

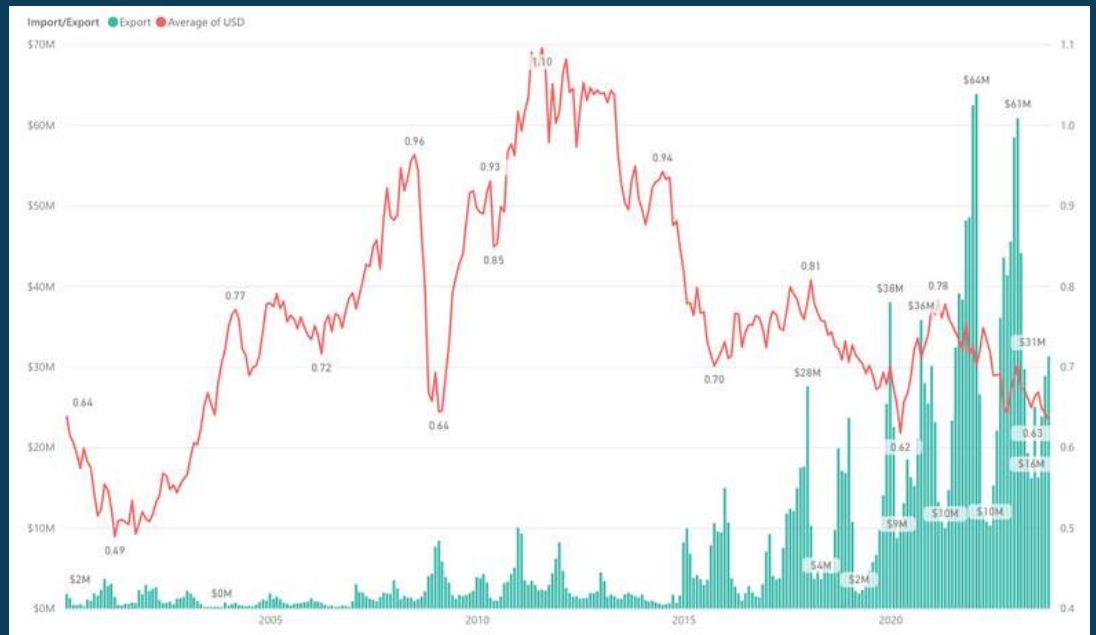
Source: ITC Trade Map, 2023

# FRDC - Trade Data

## Salmon Exports - Value

AUS - Trade Data - Species: Salmon

(Exports):



Value of Exports - Salmon

Commodity Description	Value
Fresh or chilled Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$1,639,265,208
Fresh or chilled Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>klusutch</i> , <i>masou</i> and <i>rhodurus</i> ), Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ) (excl. fillets and other meat of HS 0304 and livers and roes)	\$216,488,447
Fresh or chilled Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ) (excl. fillets and other meat of HS 0304 and livers and roes)	\$189,818,644
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	\$28,444,481
Frozen Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ) (excl. fillets and other meat of HS 0304 and livers and roes)	\$13,448,352
Frozen Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$11,348,061
Smoked Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>klusutch</i> , <i>masou</i> & <i>rhodurus</i> ), Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ) (incl. fillets), whether or not cooked before or during the smoking process	\$9,202,743
Fresh or chilled Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>Oncorhynchus gorbuscha</i> , <i>Oncorhynchus keta</i> , <i>Oncorhynchus tshawytscha</i> , <i>Oncorhynchus klusutch</i> , <i>Oncorhynchus masou</i> & <i>Oncorhynchus rhodurus</i> ) (excl. fillets and meat of HS 0304 & livers & roes)	\$7,142,450
Fresh or chilled salmonidae (excl. trout, Pacific salmon, Atlantic salmon, Danube salmon, fillets and other meat of HS 0304 and livers and roes)	\$7,105,506
Smoked Pacific salmon, Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> ), whether or not cooked before or during the smoking process (incl. fillets, excl. livers, roes, edible offal and HS 03039)	\$7,036,184
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)	\$6,899,141
Fresh or chilled Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>O. gorbuscha</i> , <i>O. keta</i> , <i>O. tshawytscha</i> , <i>O. klusutch</i> , <i>O. masou</i> & <i>O. rhodurus</i> ) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$6,891,106
Frozen fillets of Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>klusutch</i> , <i>masou</i> and <i>rhodurus</i> ), Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> )	\$4,170,812
Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>Oncorhynchus gorbuscha</i> , <i>Oncorhynchus keta</i> , <i>Oncorhynchus tshawytscha</i> , <i>Oncorhynchus klusutch</i> , <i>Oncorhynchus masou</i> and <i>Oncorhynchus rhodurus</i> ), excluding livers and roes	\$3,866,377
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)	\$1,758,951
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)	\$1,368,730
Fresh or chilled fillets of Pacific salmon ( <i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>klusutch</i> , <i>masou</i> and <i>rhodurus</i> ), Atlantic salmon ( <i>Salmo salar</i> ) and Danube salmon ( <i>Hucho hucho</i> )	\$1,359,033
Frozen Pacific salmon ( <i>Oncorhynchus gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>klusutch</i> , <i>masou</i> and <i>rhodurus</i> ) (excl. sockeye salmon (red salmon), fillets and other meat of HS 0304 and livers and roes)	\$1,096,389
Frozen Pacific salmon ( <i>Oncorhynchus gorbuscha</i> , <i>O. keta</i> , <i>O. tshawytscha</i> , <i>O. klusutch</i> , <i>O. masou</i> & <i>Oncorhynchus rhodurus</i> ) (excl. sockeye salmon (red), fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$547,958
Frozen Pacific salmon ( <i>Oncorhynchus gorbuscha</i> , <i>Oncorhynchus keta</i> , <i>Oncorhynchus tshawytscha</i> , <i>Oncorhynchus klusutch</i> , <i>Oncorhynchus masou</i> & <i>Oncorhynchus rhodurus</i> ) (excl. sockeye salmon (red), fillets and other meat of HS 0304 and livers & roes)	\$108,725
Frozen sockeye salmon (red salmon) ( <i>Oncorhynchus nerka</i> ) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$45,051
Frozen sockeye salmon (red salmon) ( <i>Oncorhynchus nerka</i> ) (excl. fillets and other meat of HS 0304 and livers and roes)	\$26,109
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	\$30,250

Value of Exports - Top Commodity Breakdown

Country	Value
China	\$1,036,211,431
Japan	\$284,363,789
Indonesia	\$204,197,263
Taiwan	\$126,096,434
Vietnam	\$119,366,555
Thailand	\$77,807,229
United States of America	\$73,989,668
Singapore	\$64,129,172
Hong Kong	\$36,854,619
New Zealand	\$33,700,626
Korea Republic of	\$21,837,243
Malaysia	\$21,107,414
Brunei Darussalam	\$5,070,100
United Arab Emirates	\$4,600,497
Papua New Guinea	\$3,224,881

Leading Export Destinations - Value

State	Value
TAS	\$1,584,502,806
VIC	\$435,986,094
NSW	\$68,389,893
SA	\$18,049,606
Foreign (re-export)	\$16,828,669
WA	\$4,351,785
QLD	\$4,231,439
NT	\$17,716
ACT	\$5,443

Export Value by State

Source: FRDC, 2023

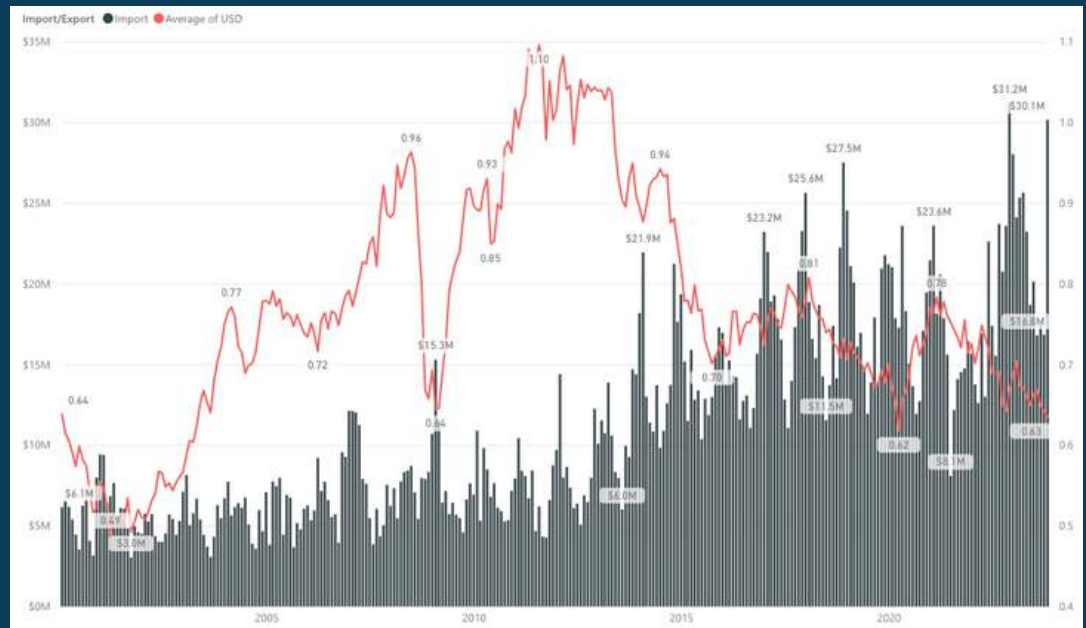


# FRDC - Trade Data

## Salmon Imports - Value

AUS - Trade Data - Species: Salmon

(Imports):



Commodity Description	Value
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	\$1,351,807,951
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)	\$772,936,264
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	\$185,983,924
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs <= 1kg	\$214,356,907
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. t.	\$57,762,760
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$56,714,624
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	\$36,684,063
Smoked Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$25,653,728
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (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)	\$24,016,724
Smoked Pacific salmon (Salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs <= 1kg	\$16,319,516
Frozen Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	\$3,911,039
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. 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 Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$1,762,187
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)	\$997,400
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	\$953,676
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	\$832,182
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	\$641,201
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	\$317,578
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlantic salmon)	\$316,711
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)	\$240,370
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	\$142,460

Value of Imports - Top Commodity Breakdown

Country	Value
Denmark	\$760,932,018
Norway	\$716,934,430
United States of America	\$709,640,004
Thailand	\$315,231,652
New Zealand	\$205,269,755
Canada	\$203,117,995
Poland	\$168,441,779
China	\$22,602,158
Germany	\$20,671,459
Chile	\$19,976,550
United Kingdom	\$13,961,012
Korea, Republic of	\$11,893,071
Sweden	\$11,648,219
Netherlands	\$4,467,489
Spain	\$2,573,867

Leading Import Sources - Value

State	Value
NSW	\$1,667,236,982
VIC	\$1,024,730,989
QLD	\$370,099,957
WA	\$98,879,823
SA	\$32,881,147
NT	\$369,832
TAS	\$85,618

Import Value by State

Source: FRDC, 2023

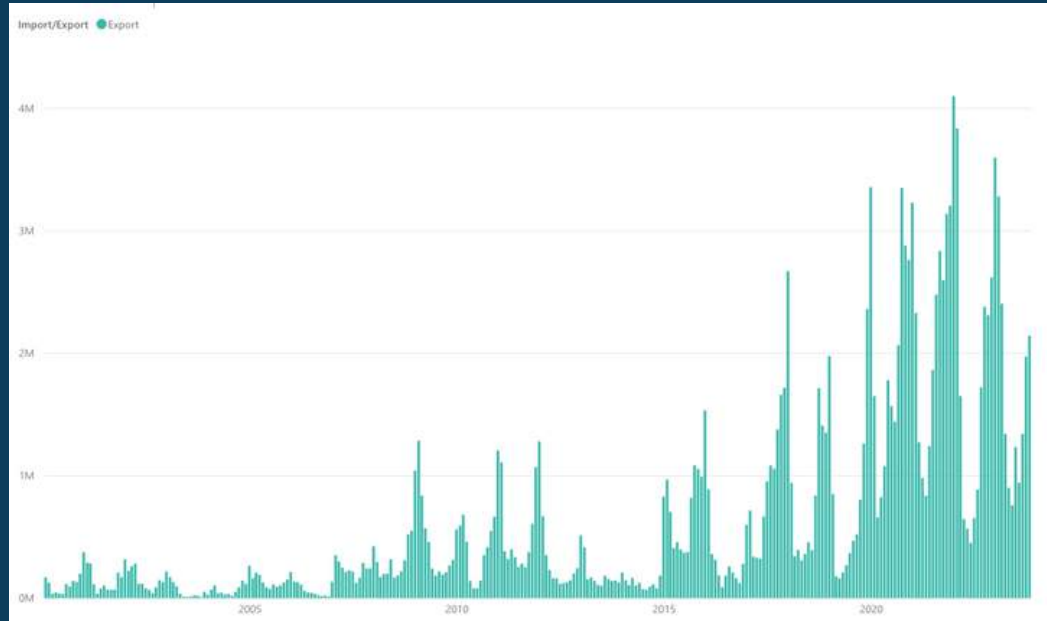


# FRDC - Trade Data

## Salmon Exports - Volume

AUS - Trade Data - Species: Salmon

(Exports):



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)	117,152,229
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	28,188,909
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)	3,497,767
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	2,469,055
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	2,060,514
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	842,817
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. fillets and meat of HS 0304 & livers & roes)	819,482
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets, whether or not cooked before or during the smoking process)	488,608
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tshawytscha, O. kisutch, O. masou & O. rhodurus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	468,406
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	419,143
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou and Oncorhynchus rhodurus), excluding livers and roes	385,534
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)	371,708
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	340,554
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 Pacific salmon (Oncorhynchus gorbuscha, keta, tshawytscha, 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)	267,822
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	134,852
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)	83,099
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tshawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and edible fish offal of HS 03039)	47,781
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	8,188
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	3,401
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 livers and roes)	290

Volume of Exports - Top Commodity Breakdown

Country	Quantity
China	74,753,863
Japan	25,160,162
Indonesia	15,946,026
Taiwan	11,682,342
Vietnam	11,093,684
Thailand	8,516,166
Singapore	6,756,309
United States of America	6,308,122
New Zealand	4,341,299
Hong Kong	3,772,796
Malaysia	2,058,352
Korea Republic of	1,466,865
United Arab Emirates	551,195
Papua New Guinea	456,649
Brunei Darussalam	344,253

Leading Export Destinations - Volume

State	Quantity
TAS	131,205,860
VIC	34,594,194
NSW	4,678,578
Foreign (re-export)	2,101,943
SA	1,337,829
QLD	634,449
WA	611,785
NT	2,353
ACT	101

Export Volume by State

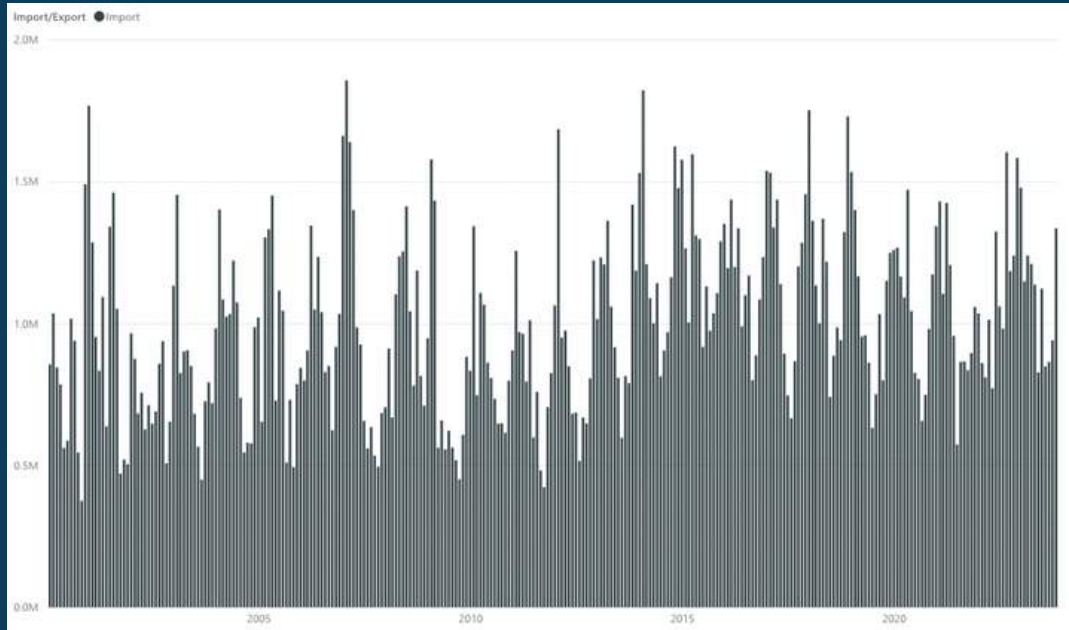
Source: FRDC, 2023

# FRDC - Trade Data

## Salmon Imports - Volume

AUS - Trade Data - Species: Salmon

(Imports):



Commodity Description	Quantity
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	180,363,455
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	33,637,467
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)	32,629,697
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) & Danube salmon (Hucho hucho) (incl. fillet) whether or not cooked before or during smoking, in packs <= 1kg	11,755,537
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	6,835,433
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	4,619,329
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tshawytscha, O. kisutch, O. masou and O. rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	3,817,664
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	3,908,957
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. fillets and meat of HS 0304 & livers & roes)	2,456,852
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	2,093,760
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tshawytscha, 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, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs <= 1kg	1,029,109
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout, fillets and other meat of HS 0304 and livers and roes)	234,629
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-)	224,990
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excluding	96,409
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 tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	84,418
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	82,595
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)	50,762
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlantic	35,640
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

Volume of Imports - Top Commodity Breakdown

Country	Quantity
United States of America	102,975,924
Norway	40,559,522
Thailand	38,211,731
Denmark	35,078,466
Canada	27,941,393
New Zealand	16,578,766
Poland	10,893,865
China	3,944,868
Korea, Republic of	2,512,200
Chile	2,188,300
Germany	1,267,780
United Kingdom	809,483
Sweden	506,343
Netherlands	261,377
France	233,686

Leading Import Sources - Volume

State	Quantity
NSW	131,123,981
VIC	109,876,251
QLD	30,463,678
WA	8,415,615
SA	4,725,078
NT	22,751
TAS	3,941

Import Volume by State

Source: FRDC, 2023



# FRDC - Trade Data Sourced from FAO

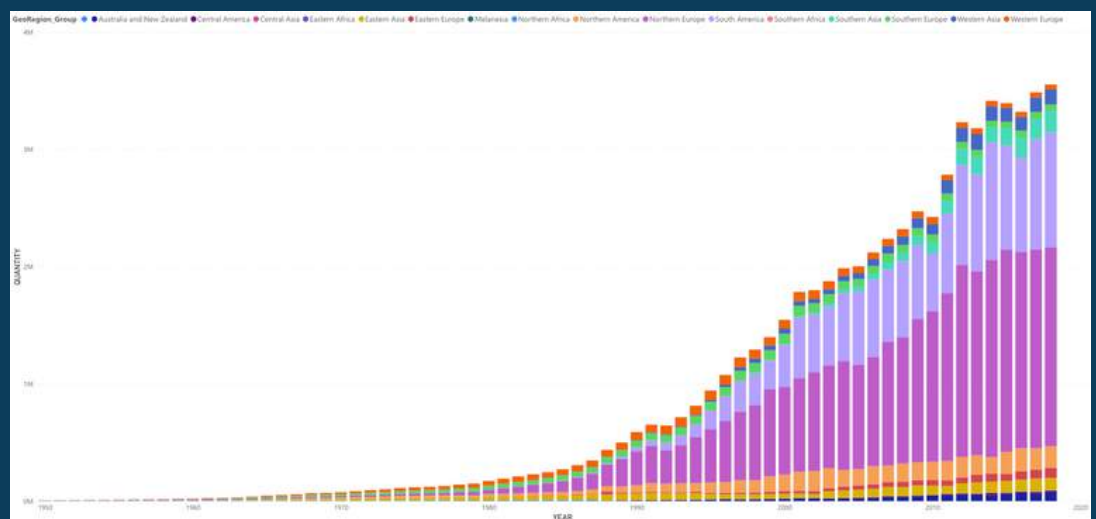
## Food and Agriculture Organization (FAO) Production Volume, Value and Trade - Salmon, Trouts, Smelts

### ISSCAAP Group: Salmon, Trouts, Smelts

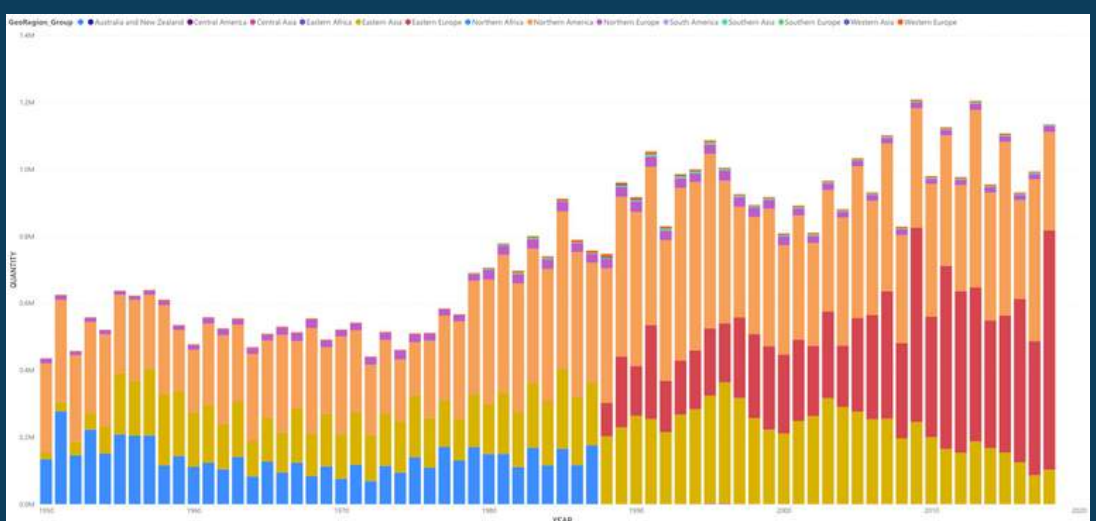
Reporting country Name En	Unit Name	2021	2020	2019
Australia	Tonnes – net product weight	40 255	36 775	24 283
China, Hong Kong SAR	Tonnes – net product weight	22 094	16 186	18 361

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Value (USD 1000)	433 651	332 336	251 977
China, Hong Kong SAR	Value (USD 1000)	182 188	143 504	165 882

Global Fish Trade Volume & Value by ISSCAAP (International Standard Statistical Classification of Aquatic Animals and Plants) - FAO



Production Volume by GeoRegion - Aquaculture Production - FRDC



Production Volume by GeoRegion - Wild Catch Production - FRDC

Source: FAO, FRDC, 2023



# 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

[GWJ - 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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### Websites:

[www.seafoodindustryaustralia.com.au](http://www.seafoodindustryaustralia.com.au)

[www.greataustralianseafood.com.au](http://www.greataustralianseafood.com.au)

