



India Market Summary & Category Data for Fish & Seafood - Barramundi

January 2024





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): **\$3.73 trillion** as of December 2023.
- GDP Per Capita (USD): **\$2,601** as of 2023.
- Currency: **Indian Rupee (INR)**.
- Exchange Rate: **1 INR = 0.018 AUD** (28/01/24).
- Mercer's 2023 Quality of Living Ranking: India's highest-ranking city is **Hyderabad at 153**, followed by **Pune at 154** and **Bengaluru at 156**.
- Human Development Index: **0.633** and ranked **132nd** as of 2021.
- Logistics Performance Index: **3.40** and ranked **38th globally as of 2023**.

Source: World Bank, Mercer, IMF, UN Investment Policy Hub

- **Trade Agreements:**
 - The Australia-India Economic Cooperation and Trade Agreement (ECTA) was signed on the 2nd of April 2022 and entered into force on the 29th of December 2022; eliminating tariffs on over 90% of Australian goods exports to India by value and phased elimination of tariffs.
 - Under ECTA, there has been an immediate elimination of tariffs on rock lobsters and a phased elimination of tariffs over 7 years for most fish and molluscs.
 - India is currently a partner to a relatively small amount of Bilateral Investment Treaties (BITs) for a country of its size, with only eight in force.
 - India is party to a sizable amount of Treaties with International Provisions (TIPs), with twelve currently in force - these include the ASEAN-India Framework Agreement, India-MERCOSUR Framework Agreement, and the longstanding EC-India Cooperation Agreement.

Source: Investment Policy Hub



Demographic Indicators

- Total Population: Approximately **1.42 billion** as of 2022.
- Expatriate Population: Approximately **4.8 million** as of 2020 as per the UN International Migrant Stock.
- Population Growth: **0.7%** as of 2022.
- Median Age: Approximately **28 years old**.
- Urban Population: **36%** as of 2022.
- **Population Ethnicity:**
 - Indo-Aryan 72%
 - Dravidian 25%
 - Others (including Austroasiatic and Sino-Tibetan) 3%
- **Dominant Religious Groups:**
 - Hindu 79.8%
 - Muslim 14.2%
 - Christian 2.3%
 - Sikh 1.7%
 - Other (including Buddhist, Jain) 2%

Source: Pew Research, UN, MacroTrends, The World Bank, CIA World Factbook, Encyclopedia Britannica



Consumer Behaviour & Societal Trends

Key Trends:

- The Indian consumer market is anticipated to be shaped between 2021 and 2040 by customers in the 35-49 age group who will have the greatest per capita income in the area. Gen Z and younger Millennials in India are the country's first digital natives; they care about connectivity, tolerance, sustainability, and brand ethics.
 - Younger consumers are more eager to try new goods and/or services, prefer experiences over material goods, interact with businesses, and look for innovative products. This is especially true of Generation Z and Millennials.
- Gen Z consumers between the ages of 40 and 44 who make more than \$250,000 annually are predicted to determine the nation's luxury buying patterns by 2040; given the significant rise in purchasing power over the past few decades, the World Economic Forum forecasts predict India to have the third-largest consumer market by 2030.
- The wealthiest cities in India, according to concentration of wealth, are Delhi, Vadodara, and Mumbai. These cities will continue to be important centres for investments, assisting India's rise to the fourth rank among Asia Pacific's household population, with disposable incomes reaching US\$300 million by 2040.
- Consumers in India are increasingly digitising with regards to Food & Beverage purchases to support the need for social distancing. Food delivery apps and online grocery delivery platforms have seen an explosion in user growth rates. More than 75% of consumers either use digital or omnichannel while purchasing across categories. Food service establishments are therefore placing greater focus on improving their digital assets.
- The medical consequences suffered since the beginning of the COVID-19 pandemic have led local consumers to increasingly adopt organic diets. Almost 85% of surveyed consumers believe they are shopping in a more health-conscious manner, a trend that is driven by millennials.
- The caste system influences consumer spending, especially in rural areas, as higher-ranking groups such as the Brahmins often spend much more on luxury goods. This system also means that group identity behaviours hold strong, and therefore many Indians will make purchases based on word of mouth from peers.

- The percentage of household consumption that is spent on Food & Drink is much higher in India, at approximately one-third of consumption. Much of this goes towards constant purchases of the same brand because Indians are some of the most brand-loyal consumers globally with 47% remaining loyal even after a bad experience with a product.
- The vast majority of shopping in India, especially for Food & Beverage products, occurs at a very localised level with independent “kirana” neighborhood stores leading in popularity, comprising 90% of retail stores nationwide. There are over 15 million traditional “kirana” stores across India.
- Consumers in India are increasingly taking on debt to fund their purchases through credit cards and fintech payment platforms, as demonstrated by the total level of household debt doubling in 2017 alone. Household debt as of March 2023 reached 486.7 USD bn, recording an all-time high at 14.7% of GDP.

Source: KPMG, Santandertrade, MINT, SOS Children’s Villages, World Economic Forum, BBC, The Economic Times, WARC, CEIC Data

Digital Adoption:

- Figures from 2022 indicate that around half of the Indian population is connected to the internet, a rate that has increased consistently over the last few decades.
- There were an estimated 467 million social media users in India as of October 2023, generating a penetration rate of 48.7%.
- On average, Indians who use social media spend 3 hours and 24 minutes using the services a day. Those with the internet will spend about 6 hours and 30 minutes using internet services.

Source: Digital in 2023 Report, TheEconomicTimes





Grocery Retail Channel Developments

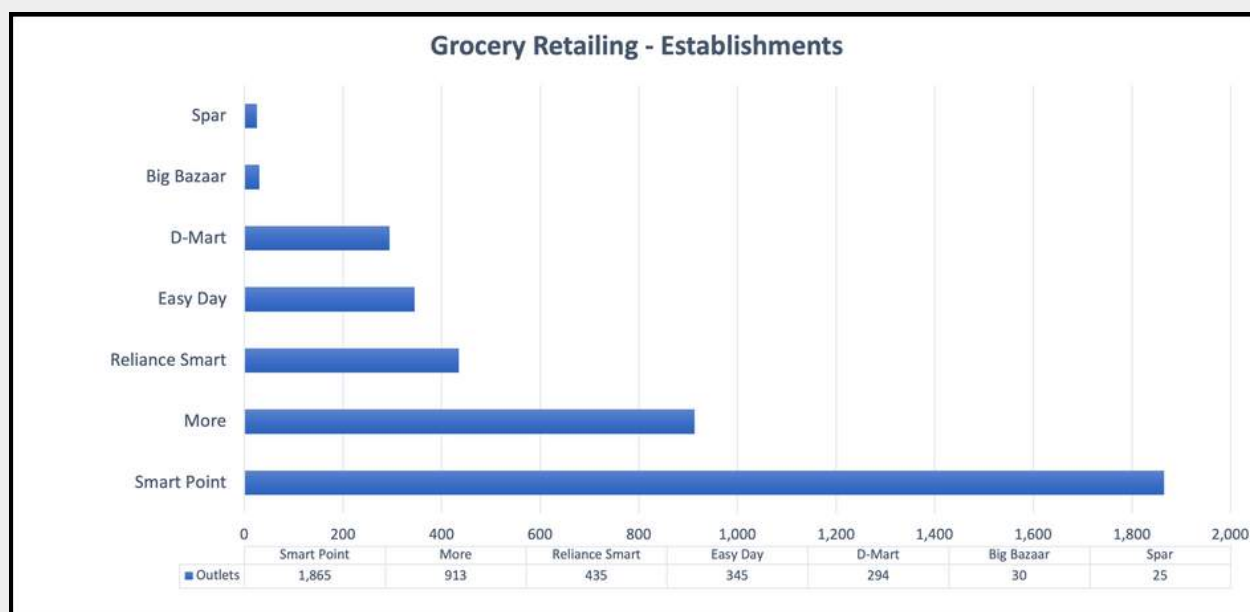
Key Trends:

- To maximise value for money amongst widespread financial pressures present in India, consumers are shifting away from the popular behaviour of purchasing only from a favourite local grocery store towards often visiting multiple stores in their neighbourhood.
- Post-pandemic, consumers prefer to order groceries from home via e-commerce channels or visit larger supermarkets due to their attractive offers and discounts. Consumers also visit traditional grocery retailers because of their competitive pricing forcing prices down.
- Online grocery purchases have skyrocketed in volume and value throughout the COVID-19 pandemic. The biggest beneficiary of this trend has been Reliance Retail, India's current largest food retailer. The supermarket chain acts as an online grocery service, ranked the 2nd fastest-growing retailer in the world by Deloitte. Reliance Retail has recently invested heavily in acquiring start-ups.
- India's mass grocery retail sector is dominated by small-scale traditional retail outlets which account for over 90% of the country's grocery sales. However, this is set to change as multinationals begin to explore opportunities in India.
- The biggest traditional grocery retail chains are the government-owned Mother Dairy and Safal outlets, created by the Indian government to increase the consumption of dairy products nationwide. However, because this market is very fragmented with many small, independent retailers, these businesses comprise only a small percentage of the total market value.
- Convenience stores in India have consistently recorded double-digit growth in sales value over the last few years. This market is dominated by locally owned companies. Convenience stores are centred in major cities with a larger layout.
- The mass grocery retail industry is expected to help drive up food consumption by presenting customers with a wider range of high-value products and encourage purchases of items beyond those necessary.
- As of August 2023, the emerging business "Zepto" has raised USD 200m in new funding, at a valuation of \$1.4bn. It is an Indian grocery delivery startup that promises grocery delivery in 10-20 minutes, making it more convenient than convenience stores.

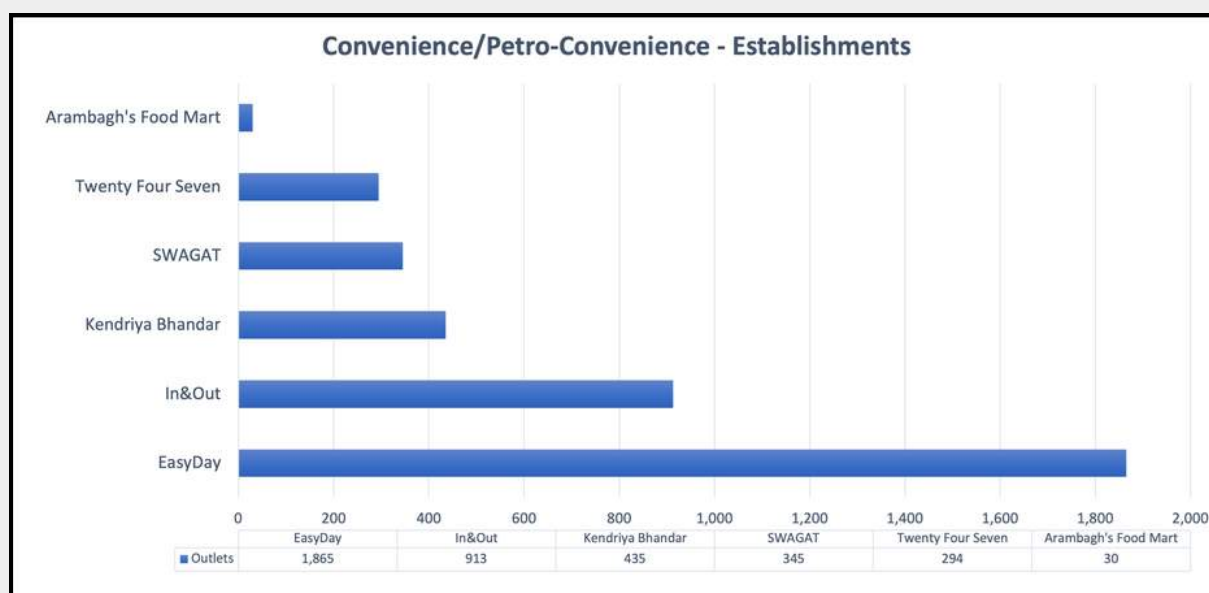
- Many states have only allowed the sales of essential goods during successive COVID-19 waves in India and, therefore, much of a business' profitability is currently highly dependent on the products being sold. Consequently, larger hypermarkets and supermarkets that stock many non-essential goods suffered greatly.
- Major retailers such as Reliance Retail, Amazon and Walmart are racing to incorporate "kirana" stores into their supply chains as these small retail stores are forecast to be worth USD \$1.5 trillion by 2030. The motivation is for customers to be able to access the same cheap prices for Food & Drink products sold in "kiranas" in online stores instead, while independent retailers can order their inventories through an embedded portal.

Source: Euromonitor

Grocery Retailing Brand Outlets:



Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor, MINT, Wordbank, Financial Times, Bloomberg

Foodservice Channel Developments

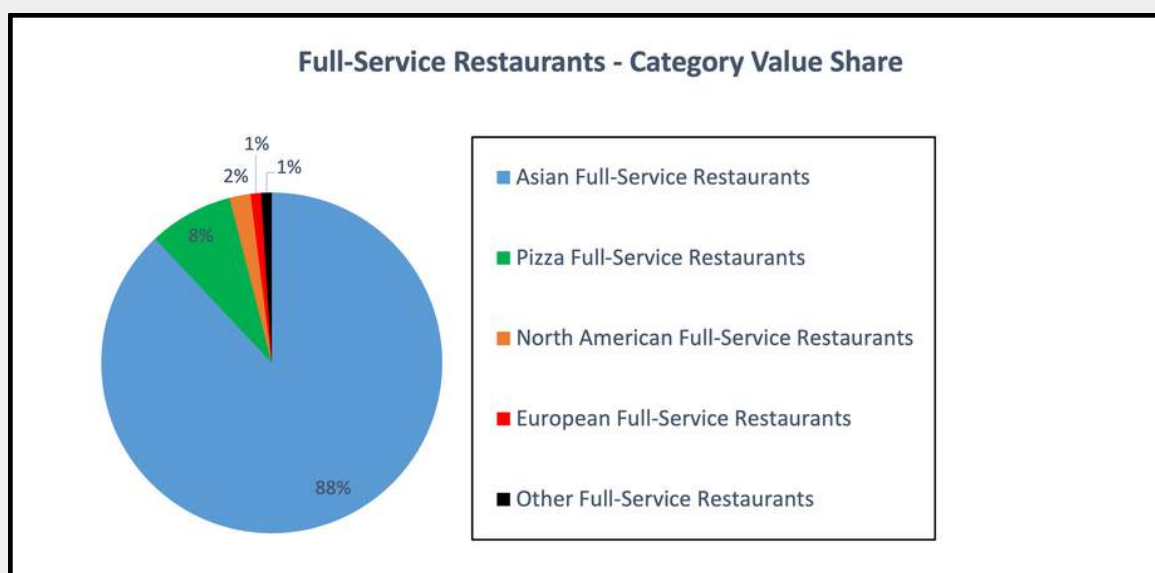
Key Trends:

- Restaurant profits suffered greatly during the COVID-19 pandemic because the government, for the most part, banned eating out. Consumers only began to revisit restaurants in 2022, post-pandemic.
- Food service establishments raised their menu prices by 5-7% during 2022 to cover rising costs of inflation on food, rent, and labor costs.
- In July 2022, the Central Consumer Protection Authority (CCPA) issued a new mandate whereby food service establishments were no longer permitted to charge a service levy without the permission of consumers. Indian food services traditionally added up to 10% to the bill for service. Following this new regulation, it has become increasingly difficult to charge a service fee as it is now up to the discretion of consumers whether they want to pay it or not.
- The pandemic has caused many major restaurants, particularly in big cities, to partner with food delivery services and adapt menus to include more in-home dining-suited items to capitalize on the growing trend of in-home dining.
- Many stringent regulations, unrelated to the pandemic, are imposed upon restaurants country-wide, with the stringency of these regulations differing greatly by region. In some Indian states, up to 20 regulations must be followed to legally sell a sandwich.
- To maintain enough consumer demand for eating out to ensure business viability, restaurants are progressively adding value to their dining experiences by showcasing live performances and celebrations of religious festivals.
- Domino's Pizza and Pizza Hut have been the leading restaurant chains in terms of sales value in recent years, with Domino's leading the limited-service sector and Pizza Hut leading the full-service sector. This is mainly due to the behavioral shift whereby Indians have increasingly relied on well-trusted food service brands in the midst of the uncertainty generated by the COVID-19 pandemic.
- There is a growing group of restaurants offering "fast-casual dining", whereby limited-service restaurants offer a more wholesome dining experience than their foodservice channel counterparts. This trend is largely being led by foreign chain restaurants such as Shake Shack and McDonald's.

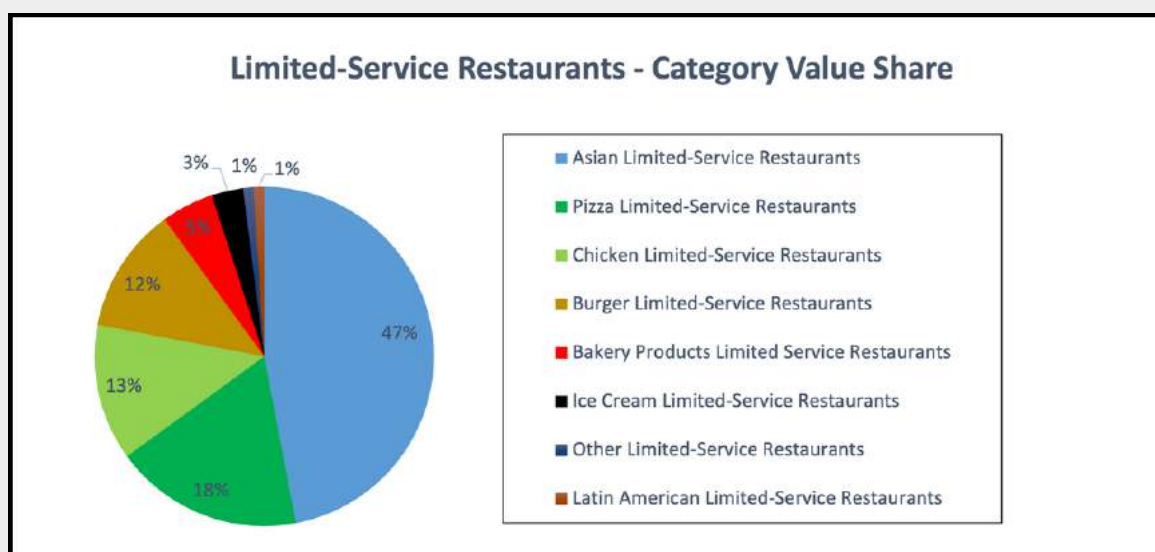


- Gastro pubs have been rising in prominence across India over the last decade, with the dining experience fusing aspects of drinking at a normal bar and fine dining, with the main drawcards for customers being carefully-selected and unpredictable dishes.
- Ghost restaurants are on the rise in India, with skyrocketing food delivery demand creating businesses that solely operate kitchens to serve at-home dining. These businesses exist across all culinary types and save restaurant owners the burden of having to find high-quality locations for their restaurant, equipment for dining areas, etc.
- As vegetarianism is an extremely popular diet choice in Hindu-majority parts of India, a key to foreign fast-food chains' consistent double-digit sales growth has been adapting menu items popular overseas to the vegetarian diet.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor, The Indian Express, NDTV Food, restaurantindia, YOURSTORY

Food & Drink e-Commerce Channel Developments

Key Trends:

- Food & Drink e-commerce recorded the highest sales value in 2020 of any e-commerce channel in India mainly due to the explosion in demand for usage of food delivery apps and grocery delivery services. The foods e-commerce channel experienced a 39.3% increase over 2021/2022.
- Growing income levels, longer working hours, and digitisation across India in recent decades have meant that e-commerce growth in the Food & Drink channel has been large and consistent, with this trend expected to continue beyond the COVID-19 pandemic.
- As the logistical capacity and popularity of food delivery businesses have grown greatly since 2019, regional areas of India are beginning to be serviced by these firms and this is consequently hastening digitisation across India.
- E-commerce businesses with an “inventory-led model”, whereby the business sources its products directly from the supplier to maintain an inventory before purchases are made, have fared much better throughout the COVID-19 pandemic as opposed to “hyperlocal” businesses which do not stock inventory.
- The oligopoly-like nature of the food delivery market in India has inspired many dominating businesses to engage in anti-competitive behaviours such as charging exorbitant commissions and predatory discounts.
- E-commerce businesses are increasingly partnering with firms from the “buy-now-pay-later” sector to broaden the payment methods available to customers, thereby capitalising on growing consumer debt and consumer preferences for convenience when purchasing Food & Drink products. Cash payments upon delivery, however, remain the most popular form of payment.
- The most purchased food items throughout the COVID-19 pandemic are, by far, dry foods such as flour, pasta, and rice, with 79% of surveyed consumers reporting having made a purchase of this type in a given month. Condiments are also very popular with 50% of surveyed respondents reporting a purchase, demonstrating the importance of eating at home for Indians and the consequent tendency to purchase food items mostly to aid in cooking.

- Discussions on social media are a major emerging influence on Indians' decisions as to where and what to buy on online grocery delivery platforms. Reviews left on dedicated sites such as Zomato and Yelp are also very important. Social media influencers always play a large role in decision-making for Indian consumers.

Key E-tailers:

- The largest Food & Drink internet retailer in India, Flipkart, had a majority share of the business acquired by Walmart in 2018, marking the biggest purchase of an e-commerce company in history. As of 2022, Flipkart had an estimated retail value share of 38%.
- Major e-commerce retailers are engaging with the trend toward grocery delivery but setting up their own subsidiary companies to focus on this growing market. This has been demonstrated by the likes of Amazon opening Amazon Pantry and Flipkart opening Flipkart Supermarket in 2018.
- Food aggregators Swiggy and Zomato control 90% of the food delivery market, the latter of which bolstered its market power through a purchase of UberEats India in 2020. The emerging grocery delivery service, Zepto, is set to compete directly with local delivery giants Swiggy and Blinkit.

Source: Euromonitor, WORDBANK, Indiaretailing, RAKUTENINSIGHT, Deloitte

Seafood Consumption in India

- Fish and seafood supply per person in India is valued at 7.89 kg as of 2020 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, 2024





Market Access Requirements

Key Regulators:

- Food Safety and Standards Authority of India (FSSAI): Creates regulations regarding food safety and enforces supervision of food safety practices within India.
- Ministry of Commerce and Industry: Creates and implements trade policy.
- Directorate General of Foreign Trade: Creates the guidelines and principles for importers.
- Central Board of Excises Customs: Deals with the payment of customs duties.

Product Registration/Import Procedure:

- All importers must register with the Directorate General of Foreign Trade to get an import license and an IEC number.
- In 2023, the FSSAI implemented new health certificate requirements for the import of fish and seafood.
- Upon arrival of the goods in India, importers must provide a filled-out Bill of Entry form and a phytosanitary certificate (if importing agricultural products)., and pay customs duties and an additional customs handling fee of 1% of imported goods value.
- Import procedures for seafood products are as follows:
 - Obtaining an import permit
 - Port-of-entry inspection and testing
 - For details on the sampling procedure, refer to the [FSSAI Manual on Meat and Fish.](#)
- Fish & fish products are classified as high-risk foods, and as such 100% sampling and testing is undertaken for the first 5 consecutive consignments; if all samples are in conformance with FSS Regulations, then 25% sampling for the next 20 consignments are done.
- If these samples are cleared in all cases, 5% sampling in all subsequent consignments are undertaken - failure at any stage will result in consignments being subject to 100% sampling testing.

Documentation Required:

- FSSAI Declaration
- Health Certificate
- Import license
- Bill of Entry form
- Bill of Lading/Airway Bill
- Packing list
- Commercial Invoice cum Packing List

General Labelling Requirements:

- Must be in either Hindi or English (the latter is preferred)
- Net quantity
- Name and description of the product
- Ingredient list
- Name and address of importer or packager/manufacturer
- Batch lot
- Date of production
- Expiry date
- Country of manufacture (if preferential import duties are in force)
- Indication of whether the product is vegetarian
- Maximum retail price
- Declaration of colourings (if any)
- Declaration of irradiated materials (if any)

Packaging Requirements:

- As per the Food Safety and Standards Packaging Regulations, 2018, the packaging material should be strong enough to guard against extreme heat and humidity.
- Labels must clearly be displayed on the outside of the package.

Non-Tariff Barriers:

- Import quotas for many food products such as green peas.
- Monopoly practices by oligopoly firms in certain Indian food markets.

Tariffs Levied:

- The Central Board of Excises Customs' Customs Duty Calculator can be used to understand which import duties are relevant to the product being imported.
- The MFN Tariff rate for the majority of fish and seafood in India is 30%
- The Australia-India Economic Cooperation and Trade Agreement (ECTA) offers significant tariff reductions for Australian exports to India, specifically for fish and lobster.
 - For example, this agreement led to the immediate elimination of India's 30% tariff on fresh rock lobster imports. The duty of 30% imposed on many fish and seafood products will be progressively reduced, with a complete reduction to 0% by January 1, 2028.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], EximGuru, India-Briefing, IndiaFilings, Australian Government Department of Agriculture, Fisheries and Forestry.





Category Data

Fish and Seafood in India

Key Trends:

- According to GlobalData the Indian fish and seafood market is expected to surpass retail value of US\$ \$2.17 billion by 2027. This growth is anticipated to occur at a compound annual growth rate of 7.9%, with the largest portion of this market being represented by fresh fish and seafood, which is forecasted to constitute 77% of the total market value.
- There is a public health effort to increase seafood consumption due to its health benefits such as omega-3 fatty acids. The combined benefits of high protein and low in calories make fish an attractive food in consumer diets. The threat of substitutes is moderate, the main substitute being other animal protein, namely meat, and poultry. Both promote nutritional benefits in a balanced diet.
- India's COVID-19 lockdown had a severe effect on the fish and seafood industry's sales, primarily due to logistics problems. During 2020's second quarter which was also peak season for fish farming, there were shortages in labor supply, closed interstate borders and month-long restrictions on fishing. This led to a severe shortage in the supply of fish. This was witnessed on a global scale too, leading to order cancellations, a delay in payments, a dearth in new and repeat orders, as well as the overall slowdown in cargo movement.
- Even as lockdown restrictions eased, there was a severe shortage in labor supply, leading many seafood processing plants to operate at reduced capacities. March to June is generally considered the peak season for fish and shrimp farming. However, labour shortages and the scarcity of feed, fertilizers, and other necessary resources led to lower-than-usual levels of production.
- Irrespective of their essential commodity status, fish and seafood marketing faced an uphill task, since Indian consumers were hesitant to visit local wet markets, which is where most Indians purchase their produce and fish. This behaviour was seen even after the government lockdown restrictions were lifted. With more consumers looking for convenience, better hygiene practices, proper packaging, and timely delivery, meat, and seafood websites within the Indian e-commerce sector were able to achieve high year-on-year sales growth. Companies such as Licious, Let's Meat, Meatigo, and Zappfresh, achieved notable growth in order purchases.

- Apart from promoting production, institutions such as Marine Products Exports Development Authority (MPEDA), National Fisheries Development Board (NFDB), and National Cooperative Development Corporation (NCDC) are helping to minimise post-harvest losses, and offer high standards of hygiene and sanitisation, thus increasing the revenue and enhancing the employment opportunities in the fisheries market.
- India's government has introduced measures to help the fish and seafood industry recover from this period of loss. Launched in September 2020 in 21 states, the PM Matsya Sampada Yojana (PMMSY) has a budget of INR 20,050 crore to be spent until FY 2024-2025. This initiative focuses on developing fish production, increasing the income of fishermen and fish farmers, increasing fish exports, reducing post-harvest losses, and generating employment opportunities in fisheries and related segments. The Prime Minister of India also introduced the e-Gopala App, which aims to become a tool that farmers can use to gain access to a breed improvement marketplace and information portal.
 - Such government programs have been launched in the hope of strengthening the industry's infrastructure by developing stronger supply chains and better cold storage and warehouses. By extending short-term working capital through Kisan credit cards under PM Kisan Samman Nidhi (PM KISAN), the government is extending help to fishermen and the Indian fishery sector in general.
- Indian consumers are highly conscious about food safety and quality when it comes to seafood product; fresh fish is preferred by approximately 60% of consumers, with freshness often becoming a more important purchase driver than price.
- Indian households have increased their consumption of fish and seafood; this is expected to continue in the coming years, especially with the increasing formalisation of the unorganised market. Urban areas are also expected to see a rise in demand as most consumers are trending towards healthier and more nutritious food alternatives.
- The largely unorganised Indian fish and seafood market offers organised retail markets a significant chance to gain traction. These markets have the potential to improve fish and seafood products' accessibility through the implementation of effective distribution systems. Strict attention to hygienic practices and quality control, efficient product processing and packing, enhanced temperature control and transportation, and general supply chain optimisation are all essential components of success. With these upgrades, organised retail markets may be able to take a sizable chunk of the fish and seafood business in India.

Sector	Country	Category	Segment	Year	Value M USD	5yr CAGR M USD (%)
Fish & Seafood	India	Ambient Fish & Seafood	Ambient Fish & Seafood	2022	13.84	15.95
				2027	35.26	20.56
		Chilled Raw Packaged Fish & Seafood - Processed	Chilled Raw Packaged Fish & Seafood - Processed	2022	2.20	6.78
				2027	3.51	9.80
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	Chilled Raw Packaged Fish & Seafood - Whole Cuts	2022	218.29	7.93
				2027	337.51	9.11
		Dried Fish & Seafood	Dried Fish & Seafood	2022	41.01	3.78
				2027	61.19	8.33
		Fresh Fish & Seafood (Counter)	Fish	2022	1,112.99	6.00
				2027	1,593.87	7.45
			Shellfish	2022	68.43	5.19
				2027	87.03	4.93
		Frozen Fish & Seafood	Frozen Processed Fish	2022	20.80	9.53
				2027	39.01	13.40
			Frozen Whole Cuts Of Fish & Seafood	2022	10.32	8.39
				2027	16.19	9.42

Source: GlobalData, 2024

ITC - Trade Data

Fresh or Chilled Fish, N.E.S. in India

India - Trade Data - HS Code 030289 Fresh or chilled fish, n.e.s.

(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	15,262	1,924	-26	15	-15
1	Bangladesh	14,764	1,839	-5	11	-17
2	Myanmar	498	85	-90	80	92
3	Kuwait	-	-	-	-	-
4	Hong Kong	-	-	-	-	-
5	United Arab Emirates	-	-	-	-	-
6	China	-	-	-	-	-
7	Taiwan	-	-	-	-	-
8	United Kingdom	-	-	-	-	-
9	Saudi Arabia	-	-	-	-	-
10	Bhutan	-	-	-	-	-

AUS - Trade Data - HS Code 030289 Fresh or chilled fish, n.e.s.

(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	2,198	187	-29	-21	-24
1	Italy	1,737	135	-31	-18	-19
2	Hong Kong	95	14	-35	-31	-36
3	Singapore	81	9	1,996	-38	-33
4	New Caledonia	72	6	-25	17	20
5	Vietnam	63	5	-	97	-
6	Thailand	50	4	743	-	-
7	Japan	44	11	-17	-17	-17
8	United Kingdom	17	1	-88	-47	-53
9	Spain	13	1	-87	5	4
10	United Arab Emirates	13	1	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Fish, N.E.S. in India

India - Trade Data - HS Code 030389 Frozen fish, n.e.s.

(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	24,105	4,900	90	40	40
1	Myanmar	19,715	2,769	71	45	53
2	China	2,823	1,452	269	214	204
3	Area Nes	529	209	142	175	67
4	Singapore	380	180	-	-	-
5	Bangladesh	378	109	1,081	-	-
6	Indonesia	202	118	130	-44	-41
7	Oman	61	62	-	-	-
8	Australia	17	3	-	-	-
9	Taiwan	-	-	-	-	-
10	Malaysia	-	-	-	-	-

AUS - Trade Data - HS Code 030389 Frozen fish, n.e.s.

(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	7,606	2,226	0	1	-5
1	Vietnam	3,895	1,365	-16	-5	-4
2	China	1,216	240	148	24	22
3	South Korea	805	173	-	-12	50
4	Thailand	732	174	354	12	-2
5	Simgapore	264	27	-	-28	-10
6	New Zealand	247	95	-79	62	33
7	United States	146	6	-	39	57
8	Papua New Guinea	103	27	-61	28	-12
9	Fiji	90	104	-58	0	-2
10	India	50	7	-47	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Fillets of Fish, N.E.S. in India

India - Trade Data - HS Code 030449 Fresh or chilled fillets of fish, (Import):
n.e.s.

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	18	100	350	-64	-48
1	Sri Lanka	18	100	-	-	-
2	United Kingdom	-	-	-	-	-
3	Germany	-	-	-	-	-
4	The Netherlands	-	-	-	-	-
5	Mauritius	-	-	-	-	-
6	Spain	-	-	-	-	-
7	Italy	-	-	-	-	-
8	France	-	-	-	-	-
9	United Arab Emirates	-	-	-	-	-
10	Switzerland	-	-	-	-	-

AUS - Trade Data - HS Code 030449 Fresh or chilled fillets of fish, (Export):
n.e.s.

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	1,331	68	-8	-2	-1
1	Germany	516	27	-20	-2	0
2	United Kingdom	466	24	13	15	16
3	Spain	228	12	-4	0	0
4	France	80	4	-	-	-
5	Italy	20	1	5	-	-
6	Taiwan	8	0	-	-	-
7	The Philippines	6	0	-	-	-
8	Hong Kong	4	0	-	42	-
9	Vietnam	2	0	-	-	-
10	Brunei	1	0	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Fish Fillets, N.E.S. in India

India - Trade Data - HS Code 030489 Frozen fish fillets, n.e.s.

(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	112	7	-1	-6	-20
1	Vietnam	73	5	-	-24	14
2	Japan	40	2	-34	-	-
3	United States	-	-	-	-	-
4	Italy	-	-	-	-	-
5	Spain	-	-	-	-	-
6	Mauritius	-	-	-	-	-
7	Portugal	-	-	-	-	-
8	France	-	-	-	-	-
9	Equitorial Guinea	-	-	-	-	-
10	Germany	-	-	-	-	-

AUS - Trade Data - HS Code 030489 Frozen fish fillets, n.e.s.

(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	4,986	382	-66	3	2
1	United States	2,315	155	-46	17	13
2	The Netherlands	1,531	114	-80	-6	-9
3	Sri Lanka	393	47	-	95	99
4	India	369	10	655	-	-
5	Hong Kong	108	7	-55	86	63
6	Vietnam	94	21	5,455	-	-
7	Nauru	85	20	57	23	19
8	Papua New Guinea	68	6	28	-	-
9	Singapore	6	0	-85	-4	-
10	The Philippines	6	0	-31	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Sea Bass, N.E.S. in India

India - Trade Data - HS Code 030284 Fresh or chilled sea bass, n.e.s. [\(Import\):](#)

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)
-	NO DATA AVAILABLE					
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AUS - Trade Data - HS Code 030284 Fresh or chilled sea bass, n.e.s. [\(Export\):](#)

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					
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Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Sea Bass, N.E.S. in India

India - Trade Data - HS Code 030384 Frozen sea bass, n.e.s.

(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	38	1	-12	-50	-55
1	Singapore	20	0	-47	-57	-
2	Japan	17	0	-	-9	-
3	The Maldives	-	-	-	-	-
4	Turkey	-	-	-	-	-
5	The Netherlands	-	-	-	-	-
6	Spain	-	-	-	-	-
7	United States	-	-	-	-	-
8	China	-	-	-	-	-
9	France	-	-	-	-	-
10	South Korea	-	-	-	-	-

AUS - Trade Data - HS Code 030384 Frozen sea bass, n.e.s.

(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					
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Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Freshwater and Saltwater Fish, N.E.S. in India

India - Trade Data - HS Code 030379 Frozen Freshwater and Saltwater [\(Import\)](#):
Fish, n.e.s.

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)
-	NO DATA AVAILABLE					
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8						
9						
10						

AUS - Trade Data - HS Code 030379 Frozen Freshwater and Saltwater [\(Export\)](#):
Fish, n.e.s.

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					
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4						
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6						
7						
8						
9						
10						

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Nile Perch, N.E.S. in India

India - Trade Data - HS Code 030279 Fresh or chilled nile perch, n.e.s. [\(Import\):](#)

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	4,561	1,761	-	-22	11
1	Bangladesh	4,561	1,761	-	10	11
2	Nepal	-	-	-	-	-
3	France	-	-	-	-	-
4	United Kingdom	-	-	-	-	-
5	Singapore	-	-	-	-	-
6	Ecuador	-	-	-	-	-
7	The Netherlands	-	-	-	-	-
8	Belgium	-	-	-	-	-
9	Spain	-	-	-	-	-
10	Tanzania	-	-	-	-	-

AUS - Trade Data - HS Code 030279 Fresh or chilled nile perch, n.e.s. [\(Export\):](#)

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						
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9						
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Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Fillets of Nile Perch, N.E.S. in India

India - Trade Data - HS Code 030463 Frozen fillets of nile perch,
n.e.s.

(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)
-	NO DATA AVAILABLE					
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7						
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AUS - Trade Data - HS Code 030463 Frozen fillets of nile perch,
n.e.s.

(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	2	0	-	-	-
1	Vanuatu	2	0	-	-	-
2	Tanzania	-	-	-	-	-
3	Israel	-	-	-	-	-
4	Romania	-	-	-	-	-
5	Spain	-	-	-	-	-
6	Greece	-	-	-	-	-
7	United Arab Emirates	-	-	-	-	-
8	Italy	-	-	-	-	-
9	The Netherlands	-	-	-	-	-
10	Portugal	-	-	-	-	-

Source: ITC Trade Map, 2023

FRDC - Trade Data

Barramundi Exports - Value

AUS - Trade Data - Species: Nile Perch & Sea Bass

(Exports):



Value of Exports - Nile Perch & Sea Bass

Commodity Description	Value
Fresh or chilled Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa spp.</i>) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$3,240,547
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa spp.</i>) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$609,852
Frozen fillets of Nile perch (<i>Lates niloticus</i>)	\$144,419
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa spp.</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	\$100,397
Frozen sea bass (<i>Dicentrarchus labrax</i> , <i>Dicentrarchus punctatus</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	\$53,848
Fresh or chilled seabass (<i>Dicentrarchus spp.</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	\$32,150
Frozen seabass (<i>Dicentrarchus spp.</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	\$15,950
Fresh or chilled fillets of Nile Perch (<i>Lates niloticus</i>)	\$13,705
Fresh or chilled seabass (<i>Dicentrarchus spp.</i>) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$3,587

Value of Exports - Commodity Breakdown

Country	Value
Korea Republic of	\$1,965,958
Korea, Republic of	\$1,266,880
Papua New Guinea	\$654,622
Vietnam	\$138,339
New Zealand	\$57,892
Singapore	\$40,540
Nauru	\$25,054
Solomon Islands	\$17,203
China	\$15,950
Vanuatu	\$7,413
United States of America	\$5,590
Germany	\$5,270
French Polynesia	\$4,792

Leading Export Destinations - Value

State	Value
VIC	\$2,702,673
Foreign (re-export)	\$772,238
NSW	\$615,407
QLD	\$120,563
TAS	\$1,821
WA	\$1,753

Export Value by State

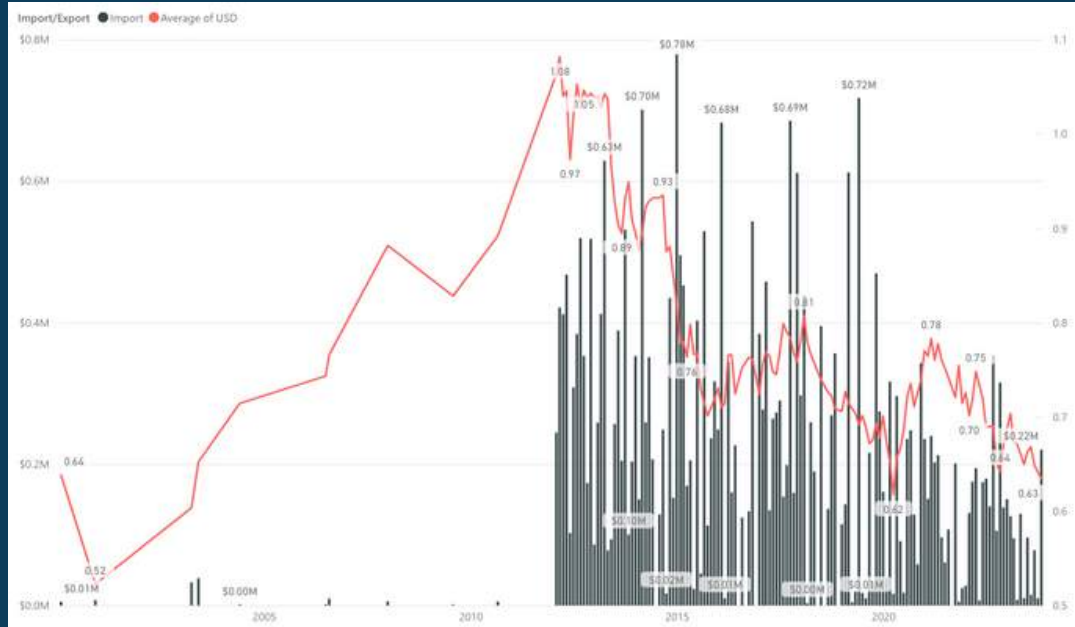
Source: FRDC, 2023

FRDC - Trade Data

Barramundi Imports - Value

AUS - Trade Data - Species: Nile Perch & Sea Bass

(Imports):



Value of Imports - Nile Perch & Sea Bass

Commodity Description	Value
Frozen fillets of Nile perch (<i>Lates niloticus</i>)	\$25,326,539
Frozen seabass (<i>Dicentrarchus</i> spp.) (excluding fillets and other meat of HS 0304	\$2,459,248
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets	\$2,114,930
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	\$1,010,270
Fresh or chilled fillets of Nile Perch (<i>Lates niloticus</i>)	\$512,853
Fresh or chilled Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	\$110,243
Frozen sea bass (<i>Dicentrarchus labrax</i> , <i>Dicentrarchus punctatus</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	\$107,464
Fresh or chilled Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl.	\$50,866
Frozen seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	\$13,380
Fresh or chilled seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	\$11,128

Value of Imports - Commodity Breakdown

Country	Value
Tanzania	\$17,353,986
Kenya	\$3,840,768
Taiwan	\$3,306,808
Tanzania, United Republic of	\$2,855,153
Uganda	\$1,743,685
Myanmar	\$1,086,218
Vietnam	\$900,007
Bangladesh	\$193,927
Indonesia	\$157,992
Mauritius	\$92,627
Korea, Republic of	\$67,695
New Zealand	\$55,339
South Africa	\$21,944
China	\$17,602

Leading Import Sources - Value

State	Value
NSW	\$14,122,550
QLD	\$9,210,045
VIC	\$7,072,741
WA	\$1,179,328
SA	\$132,257

Import Value by State

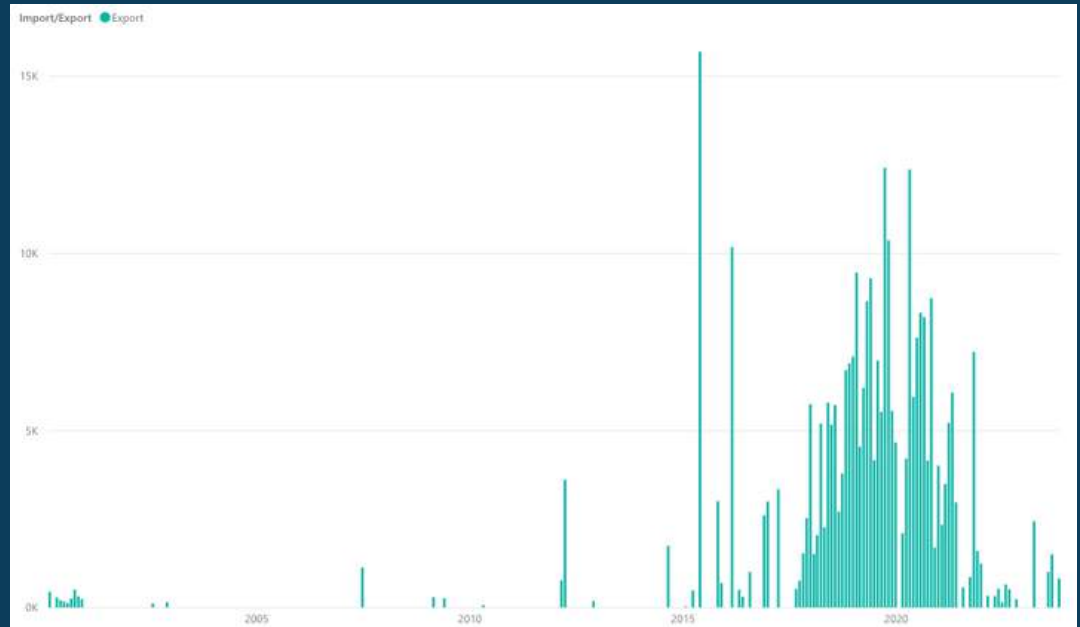
Source: FRDC, 2023

FRDC - Trade Data

Barramundi Exports - Volume

AUS - Trade Data - Species: Nile Perch & Sea Bass

(Exports):



Volume of Exports - Nile Perch & Sea Bass

Commodity Description	Quantity
Fresh or chilled Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	227,526
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	34,362
Frozen fillets of Nile perch (<i>Lates niloticus</i>)	22,773
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	10,490
Fresh or chilled seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	10,171
Frozen sea bass (<i>Dicentrarchus labrax</i> , <i>Dicentrarchus punctatus</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	4,518
Frozen seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	1,740
Fresh or chilled fillets of Nile Perch (<i>Lates niloticus</i>)	668
Fresh or chilled seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	159

Volume of Exports - Commodity Breakdown

Country	Quantity
Korea Republic of	126,228
Korea, Republic of	101,023
Papua New Guinea	38,717
Vietnam	22,368
New Zealand	13,251
Singapore	2,441
Nauru	1,913
China	1,740
Solomon Islands	1,588
Japan	1,125
Vanuatu	627
Germany	340
French Polynesia	320

Leading Export Destinations - Volume

State	Quantity
VIC	199,282
Foreign (re-export)	55,589
NSW	43,993
QLD	12,305
TAS	1,125
WA	113

Export Volume by State

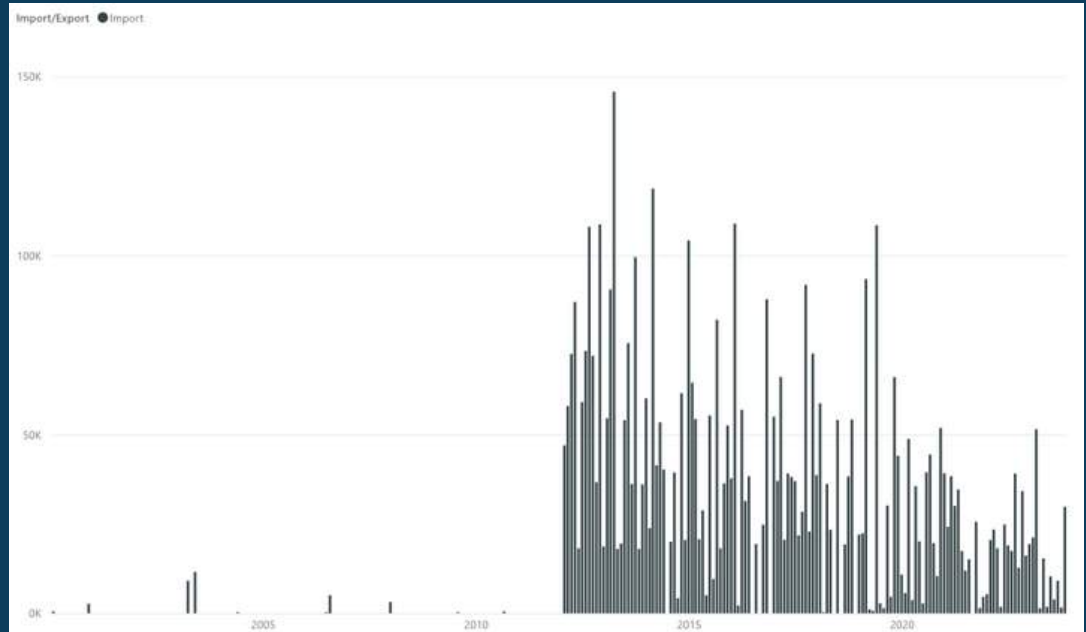
Source: FRDC, 2023

FRDC - Trade Data

Barramundi Imports - Volume

AUS - Trade Data - Species: Nile Perch & Sea Bass

(Imports):



Volume of Imports - Nile Perch & Sea Bass

Commodity Description	Quantity
Frozen fillets of Nile perch (<i>Lates niloticus</i>)	3,968,755
Frozen seabass (<i>Dicentrarchus</i> spp.) (excluding fillets and other meat of HS 0304	363,486
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets	338,575
Frozen Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	231,593
Fresh or chilled fillets of Nile Perch (<i>Lates niloticus</i>)	76,952
Frozen sea bass (<i>Dicentrarchus labrax</i> , <i>Dicentrarchus punctatus</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	32,691
Fresh or chilled Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	17,218
Fresh or chilled Nile perch (<i>Lates niloticus</i>) and snakeheads (<i>Channa</i> spp.) (excl	7,440
Frozen seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	3,700
Fresh or chilled seabass (<i>Dicentrarchus</i> spp.) (excl. fillets and other meat of HS 0304 and livers and roes)	1,036

Volume of Imports - Commodity Breakdown

Country	Quantity
Tanzania	2,788,919
Taiwan	585,161
Kenya	559,728
Tanzania, United Republic of	402,690
Uganda	288,678
Myanmar	170,110
Vietnam	156,301
Indonesia	29,489
Bangladesh	23,105
Mauritius	12,396
New Zealand	7,586
Korea, Republic of	7,504
South Africa	3,500
Malaysia	2,652
China	2,000

Leading Import Sources - Volume

State	Quantity
NSW	2,201,090
QLD	1,444,277
VIC	1,154,066
WA	222,998
SA	19,015

Import Volume by State

Source: FRDC, 2023

FRDC - Trade Data Sourced from FAO

Food and Agriculture Organization (FAO) Production Volume, Value and Trade - Nile Perch & Barramundi

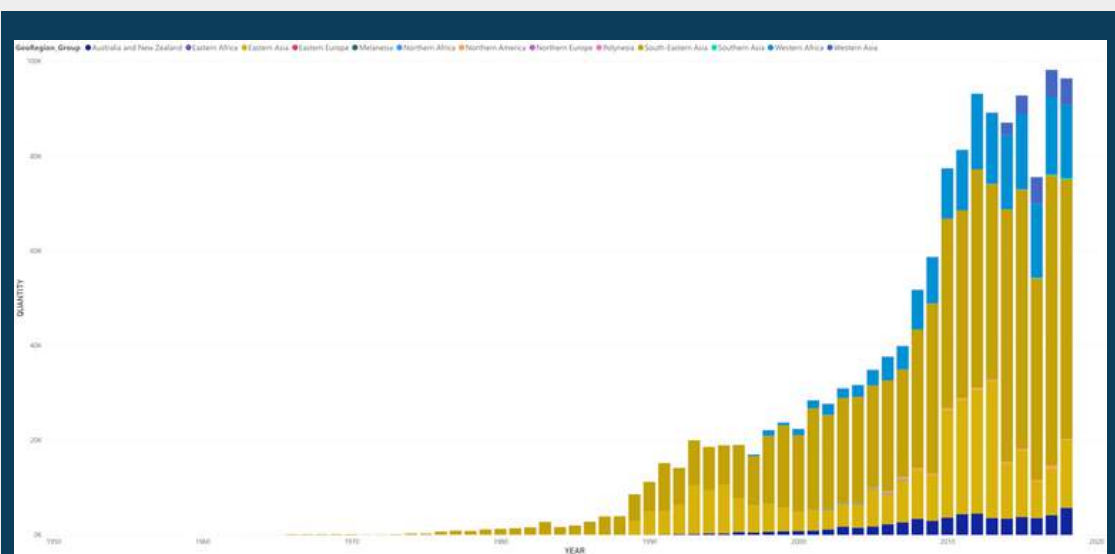
ISSCAAP Species: Marine Fishes not Identified*

*Note: There is no formal category in the ISSCAAP system for Barramundi as of 2023.

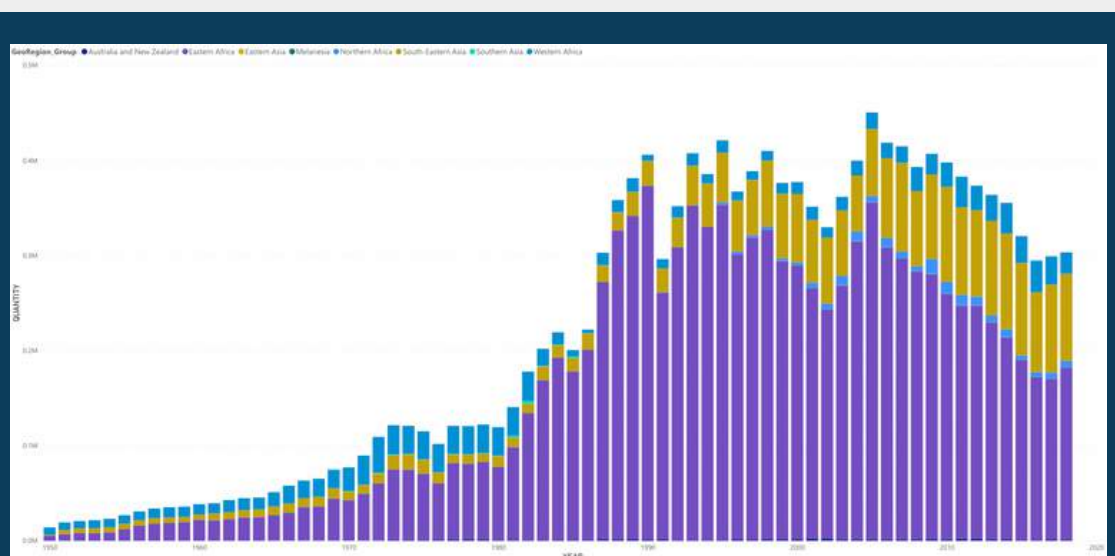
Reporting country Name En	Unit Name	2021	2020	2019
Australia	Tonnes – net product weight	142 214	144 731 E	135 966 E
India	Tonnes – net product weight	262 049 E	259 845	252 372 E

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Value (USD 1000)	527 604	482 039	476 088
India	Value (USD 1000)	576 646	546 943	561 109

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 - India Market Overview](#)

[Asialink Business - India Country Profile](#)

[Austrade - India Market Profile](#)

[DFAT - India Country Brief](#)

[Enterprise Singapore - India Market Profile](#)

[EU Chafea - India Market Overview](#)

[FoodExport - India Country Profile](#)

[HKTDC Research - India Market Profile](#)

[Santandar Trade Markets - India Market Overview](#)

[USDA - India Country Guide](#)

CONSUMER INSIGHTS

[Agriculture and Agri-Food Canada - India Consumer Profile](#)

[GWI - Indian Consumer Snapshot](#)

[Santandar Trade Markets - Reaching the Indian Consumer](#)

CATEGORY & CHANNEL INSIGHTS

[Agriculture and Agri-Food Canada - India E-Commerce Channel Overview](#)

[Agriculture and Agri-Food Canada - India Seafood Sector Overview](#)

[Agriculture and Agri-Food Canada - India Foodservice Profile](#)

[Euromonitor International - Fish & Seafood Category Overview](#)

[Fisheries Research and Development Corporation \(FRDC\) - Australia-Specific Trade Data](#)

[International Trade Centre - Market-Specific Trade Data](#)

[USDA - India Foodservice Overview](#)

[USDA - India Retail Overview](#)

MARKET ACCESS INSIGHTS

[Micor - India Fish & Seafood Market Access Requirements](#)

[UNCTAD - Investment Policy Hub India Trade Agreements](#)

[USDA - India Import Regulations & Standards](#)

OTHER RESOURCES

EFIC

Export Connect Portal

Fitch Solutions

GlobalData

Google Trends

IbisWorld

L.E.K.

Marketline

McKinsey

Mintel

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NZTE

Seafish UK

Statista

Trading Economics



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