Malaysia Market Summary & Category Data for Fish & Seafood - Abalone

January 2024

Seafood Industry Australia
The Voice of Australian Seafood

GREAT AUSTRALIAN SEAFOOD

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): **$430.89 billion** as of December 2023.
- GDP Per Capita (USD): **$13,910** as of December 2023.
- Currency: **Malaysian Ringgit** (MYR).
- Exchange Rate: **1 MYR = 0.32 AUD** (01/02/24).
- Mercer's 2023 Quality of Living Ranking: Malaysia highest-ranking city is **Kuala Lumpur at 86**, followed by **Johor Bahru at 107**.
- Human Development Index: **0.803** and ranked **62nd** as of 2021.
- Logistics Performance Index: **3.60** and ranked **26th** globally as of 2023.

Source: Trading Economics, World Bank, Mercer, DFAT

- **Trade Agreements:**
  - Malaysia is a part of signed or in force 67 Bilateral Investment Treaties.
  - Malaysia is a member country of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and Regional Comprehensive Economic Partnership (RCEP).

Source: https://investmentpolicy.unctad.org/country-navigator

Demographic Indicators

- Total Population: Approximately **33.40 million** as of July 2023.
- Expatriate Population: Approximately **3.00 million** as of 2023 as per the Malaysian Department of Statistics.
- Population Growth: **2.10%** as of 2023.
- Median Age: Approximately **30.70 years old**.
- Urban Population: **78.21%** as of 2022.
- **Population Ethnicity:**
  - 61.8% Bumiputera
  - 21.4% Chinese
  - 10.4% Other
  - 6.4% Indian
- **Dominant Religious Groups:**
  - 61.3% Muslim
  - 19.8% Buddhist
  - 9.2% Christian
  - 6.3% Hindu
  - 3.4% Other (including Taoist, Sikh)

Source: Trading Economics, World Bank, Statistics Body for individual countries

Consumer Behaviour & Societal Trends

Key Trends:

- Due to the uncertainty in economic conditions caused by the pandemic, Malaysian consumers are being extra cautious in their spending. 'Altered Truths', a study on Covid-19 consumer trends found that 73% of consumers have reduced their shopping budgets to counterbalance any future potential loss in income or savings.

- There is an increased trend towards supporting domestic brands and local businesses. 86% consumers agreed that they would like to help their local economy by buying goods from a local brand, as found by Black Box Research and Toluma.

- Having said that, most consumers agree that imported products, such as those from Europe are of better quality than local goods. Imported consumer goods such as baby food and imported confectionery are actively preferred over local brands.

- In 2020, 48% of surveyed consumers said that heart-warming brand advertising and marketing were successful in influencing their purchasing decisions, while 44% consumers looked for inspiring brand content, as reported by Unruly.

- More Malaysians are focusing on embracing environment friendly practises that contribute to ethically aware mindsets and habits. In a survey conducted by DIA brands and Rakuten Insights, an overwhelming 72% of consumers said that they actively prefer packaging that is recyclable, while 68% of consumers lookout for brands that contribute to social good.

- While most Malaysians are loyal to their favourite brands, 46% of consumers agree that they would move to a different or newer brand if offered better deals for their product of choice. Amongst all other Asia-Pacific countries, Malaysian consumers are the second most likely to actively look for promotions and deals.

- Malaysians are becoming increasingly health conscious. According to a survey by Oppotus, 46% of consumers prefer foods with reduced salt, while 45% of consumers look out for low-sugar based alternatives. Many consumers are also shifting to meat-free options and actively seek out plant-based products at vegan grocery stores such as Vegan District.

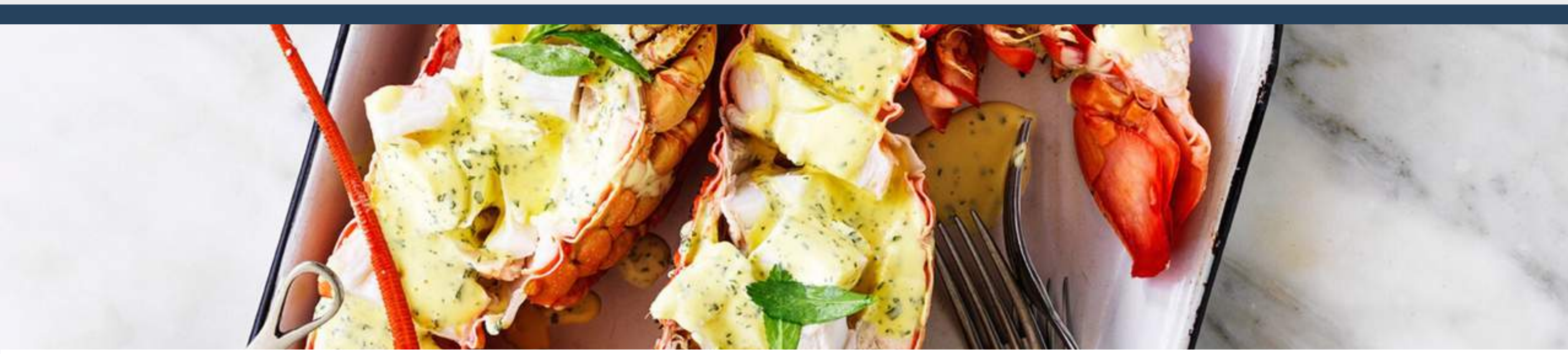
Source: Nielsen, Mintel, McKinsey, USDA

Digital Adoption:

- As of January 2022, there were 29.55 million internet users in Malaysia with a penetration rate of 89.6%, growing 1.3% from the same time in 2021.

- Malaysian internet users, on average, spend 9 hours and 10 minutes daily on the internet. Whereas, approximately 3 hours and 02 minutes a day is spent using social media services.

Source: Digital in 2022 Report



Grocery Retail Channel Developments

Key Trends:

- After the onset of COVID-19 and during 2020, supermarkets and hypermarkets have both seen a substantial decline in growth rates, with a 9.9% decline in the second quarter of 2020. With consumers choosing convenience stores, premium grocery retailers and grocery e-tailers for their increased accessibility and flexibility, many hypermarkets have had to restructure or downsize their operations.

- Convenience stores are experiencing strong sales growth, and chains are expanding the number of stores to capitalise on this growth. Multiple convenience stores have recorded a CAGR of 2.5% from 2014 to 2020. Family Mart, a Japanese brand, continues to dominate the market, especially with its trendy products that captivate the attention of Millennials. Their product range includes new monthly ice-cream flavours, oden and premium Japanese tea.

- Growth in the premium grocer sector can largely be attributed to the rise in the number of wealthy urban consumers, Village Grocer, Jaya Grocer and Ben's Independent Grocer are some brands that are performing well due to their wide range of fresh produce and imported products.

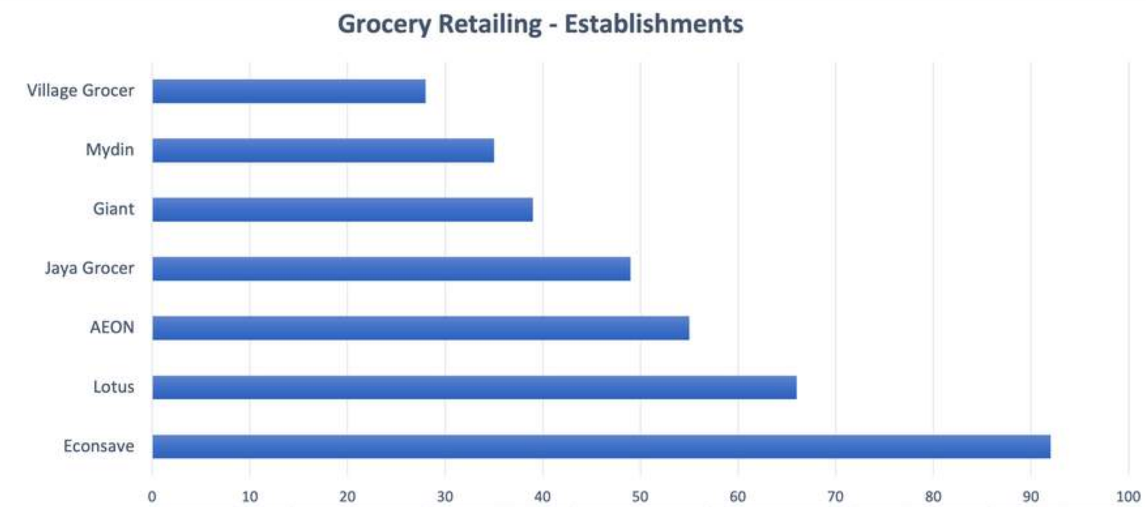
- With new brands entering the market, established convenience store brands have begun focusing on innovative services to raise customer engagement levels. For example, KK Super Mart's 24 hour concept store includes a work zone and massage chairs for shoppers.

- As more customers continue to demand convenience in grocery retail stores, supermarket outlets are increasing their range of ready-to-eat meals to attract more consumers as compared to convenience stores. Tesco has upped its range to include meals like chicken rendang and shrimp wontons.

- As a strategy to increase their declining customer base, hypermarkets have launched a number of price promotions and deals. Hypermarkets are also aggressively promoting their private label ranges as affordable alternatives.

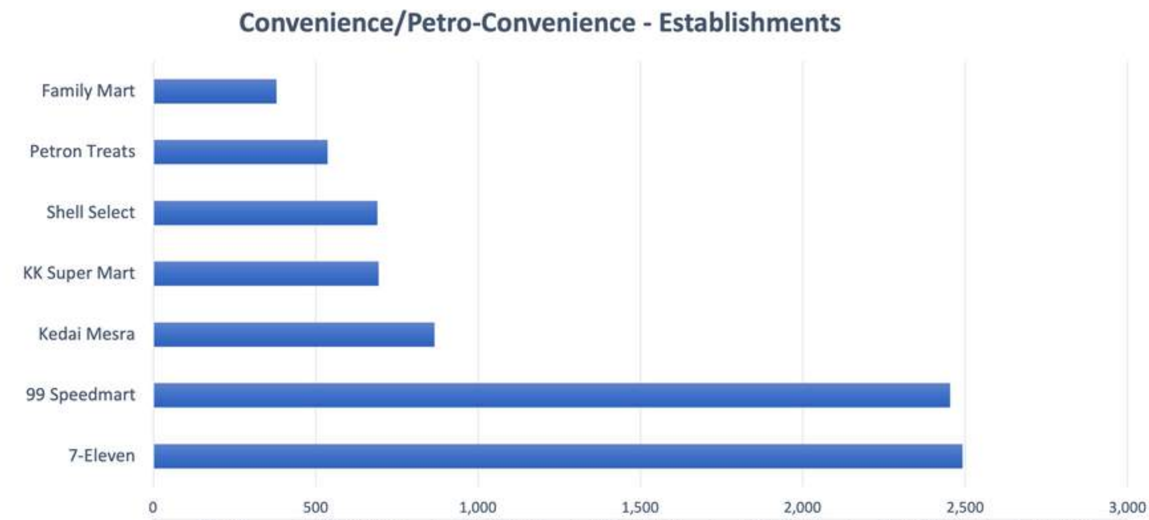
- With a change in government regulations in 2020 that has opened up the supermarket space to international brands, it is anticipated that foreign owned small-format grocery stores will increase in frequency over the next few years. Before this change in government policy, hypermarkets were only permitted to be opened to help the growth of local supermarket brands.

Grocery Retailing Brand Outlets:



	Econsave	Lotus	AEON	Jaya Grocer	Giant	Mydin	Village Grocer
Outlets	92	66	55	49	39	35	28

Convenience/Petro-Convenience Brand Outlets:



	7-Eleven	99 Speedmart	Kedai Mesra	KK Super Mart	Shell Select	Petron Treats	Family Mart
Outlets	2,492	2,453	865	693	690	537	379

Source: Euromonitor

Foodservice Channel Developments

Key Trends:

- To stand out from other competitors, chains are introducing innovative products to attract consumers. In 2019, 7-Eleven began to offer pearl milk teas, while McDonald's started selling extra spicy fried chicken. PizzaHut began to celebrate local flavours like durian with their durian cheese pizza.

- With more customers becoming health conscious, menus in both limited-service and full-service restaurants have begun to include plant-based, organic and lower-caloric items

- Popular restaurants are also moving towards creating premium quality dishes with sustainable and local ingredients. Restaurants such as Nadodi that serve gourmet South Indian food, and Dewakan, a modern Malaysian restaurant have adopted this practise in their operations.

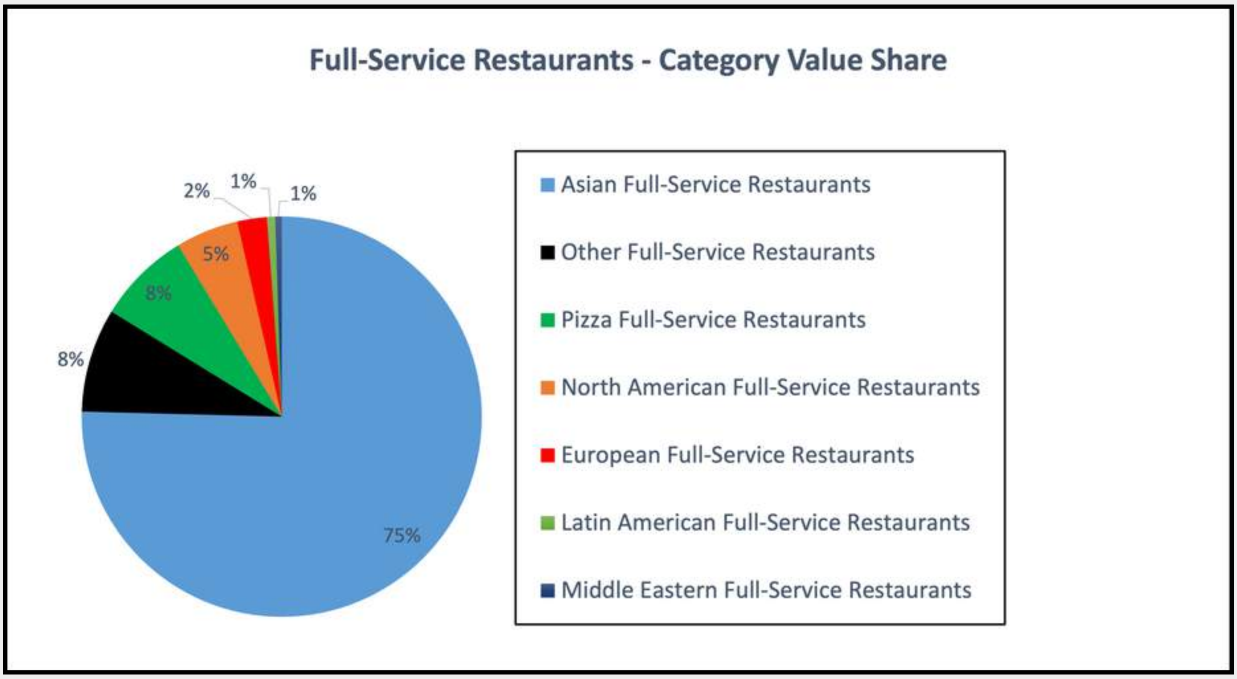
- Both the casual and fine-dining space is dominated by Asian full-service outlets. This shows that Malaysians still prefer local cuisine. In a recent survey, 81% of consumers said that they prefer Malay food, while 72% prefer Mamak food while choosing dining options. 65% respondents said they gravitate towards Thai food while eating out.

- Cloud kitchens are on the rise, especially since the advent of the pandemic. These spaces are shared by restaurant kitchens and catering companies, with food deliveries being done by third party platforms. The recently launched Cookhouse in Petaling Jaya has seen a huge interest from fledgling F&B startup brands. The newest to launch in the cloud kitchen space in 2021 is Grab Kitchen.

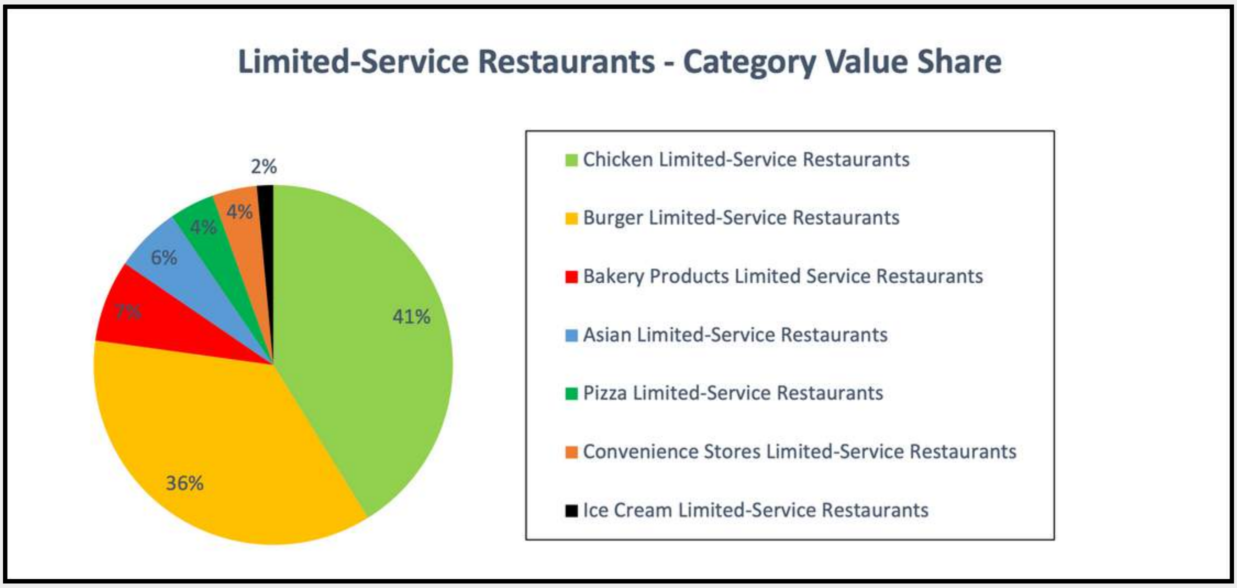
- Restaurants are also trying to retain price-conscious consumers by focusing on value meals, reduced-price side dishes and special deals. This is expected to continue with the rise in social media advertising avenues

- Shorter menus are being favoured with most restaurants focusing on quality over quantity in food options. Restaurants have responded to pandemic related restrictions by offering their own delivery services or collaborating with third party delivery platforms such as Grabfood, Bungkusit and FoodPanda.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor

Food & Drink e-Commerce Channel Developments

Key Trends:

- The Malaysian e-commerce sector has witnessed unprecedented growth rates in 200 and is anticipated to be worth about $12.6 billion USD by 2024. During the pandemic, there was a 2.2 times increase in customers placing grocery orders online, according to data reported by Facebook, Bain & Co., and Digital Consumers of Tomorrow.

- The e-commerce industry has also witnessed a growth in new brands offering unique online grocery delivery formats. Innovative offerings include personal shoppers to pick out customer orders as launched by HappyFresh, or even the streamlining of the delivery process as done by Potboy Groceries. The latter provides customer information to over 500 brands so that brands can choose the closest warehouse to the consumer, thereby making delivery easier and much faster.

- E-retailers that have smaller scaled operations are being financially assisted by a government initiative that was launched in June 2020, whereby these merchants have also employed new e-commerce strategies to improve sales.

- With the anticipated surge in orders during the Chinese New Year, online retailers are adopting strategies that are innovative. JOCOM, Malaysia's first grocery e-commerce app, has collaborated with 11street to start a 10 episode cooking show that highlights Chinese New Year recipes, with ingredients that can be bought on the JOCOM store.

- Established e-commerce retailers are focusing on enhancing their logistics to be able to adequately respond to increasing customer growth and demand. In June 2020, AEON launched their online delivery service to retain customers during pandemic related restrictions. In less than a year, responding to positive growth rates, this omnichannel brand is anticipated to launch a digital shopping platform in collaboration with Boxed, where 16 fulfilment centres will be operated through robotics and AI technology to better manage orders.

- With more online shoppers actively looking for healthier products, sustainable and organic online grocery retailers are reporting an increase in their market shares. During 2020, Everleaf Eco Solutions, an e-tailer that focuses on sustainable sourcing, has witnessed a 300% boost in user traffic.

Key E-tailers:

- Popular omnichannel retailers with huge online grocery customer bases include Mydin, Jaya Grocer and Tesco Groceries.

- Bungkusit and GrabMart, both on-demand delivery platforms, are becoming increasingly popular as grocery delivery services.

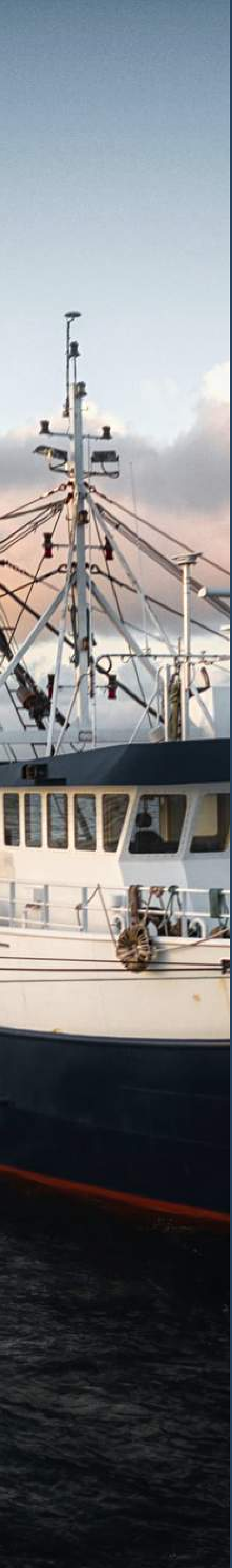
- HappyFresh dominates as the top online grocery platform. The brand offers customers access to many major supermarkets through personal shoppers. Nevertheless, both Lazada and Shoppee top the overall e-commerce market.

Source: Euromonitor

Seafood Consumption in Malaysia

- Fish and seafood supply per person in Malaysia is valued at 57.62 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 a 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:

- Food Safety and Quality Division (FSQD): Enforces laws to do with food safety.
- Islamic Development Foundation of Malaysia (JAKIM): Coordinates policies concerning Islamic principles.
- Malaysian Quarantine and Inspection Services (MAQIS): Inspects products that are from overseas.

Product Registration/Import Procedure:

- An import permit from MAQIS is required before importation for all prant products. A phytosanitary certificate and pre-shipment treatment might also be required for certain plant-based products.
- Barring pork products, all meat products must have halal certification before being imported. Slaughterhouses in the origin country must have been checked and approved by DVS and JAKIM. Islamic centres will also be appointed to inspect the slaughterhouses to ensure that halal standards are being adhered to.
- A veterinary health certificate from a veterinary authority must be obtained by exporters, while importers must apply for an import license.
- For pork products, exporters must make sure that all slaughterhouses are DVS approved.
- Foreign exporters must ensure that all milk and egg products must be halal certified before importation.

Documentation Required:

- The following documents are generally required to facilitate the import process:
  - Custom entry form
  - Bill of Lading
  - Commercial invoice
  - Packing list
  - Country of Origin
  - Permit, licenses/certificates
  - Proof of fare payment

General Labelling Requirements:

- Labels may either be printed in Bahasa Malaysia or English. A translation of either language can be provided. The label must include:
  - A specific name or description of the food: The common name of its main ingredients must also be visible.
  - Country of Origin
  - List of ingredients: If there are two or more ingredients, they must be listed in descending order by proportion of weight.
  - Instructions for use
  - Expiry date
  - Packer's name and business address
  - Importer's name and business address
  - Minimum net weight, volume or number of the content of the package
  - Presence of hypersensitive ingredients, food additives, edible fat or oil
- All details must be displayed prominently on the label with minimum 10-point lettering.
- The label must be legible (colour, size, style) and permanently attached to the package.

Packaging Requirements:

- Packaging must protect from any deterioration of the food product and or anything that might make the product unsafe for consumption. Enamel and glazed earthenware are banned from being used for the transportation of the product if the food might be exposed or contaminated with any toxic substances.
- Packaging that is rigid or semi-rigid and is constructed of PVC cannot be used if it contains more than 1mg/kg of vinyl chloride monomer.
- In case of sugar/flour/meal sacks, plastic bottles, edible fat containers and packaging of swine origin, recycled packaging cannot be used.

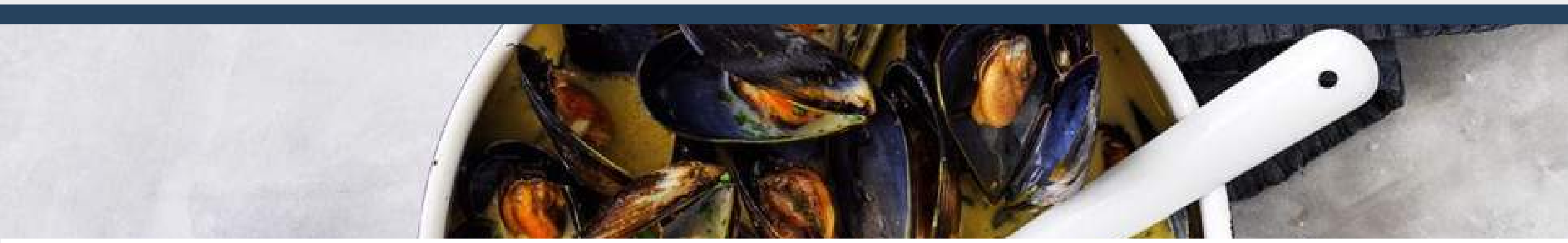
Non-Tariff Barriers:

- Random sampling at one of the 28 entry ports may be done to check that imported products are in compliance with regulations. All veterinary inspection of meat, dairy and pork products is done by MAQIS. If the product fails the initial inspection, random samples will be taken and sent for laboratory testing.

Tariffs Levied:

- Tariff rates are levied according to the product category and range from 0 to 50%. Pork based products, alcohol, and domestically produced goods have a higher tariff rate levied on them.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], Austrade, DFAT, Export.gov



Category Data

Fish and Seafood in Malaysia

Key Trends:

- Fish and seafood market revenue reached US$5.28 billion in 2022, with the market expected to grow at a CAGR of 6.76% over the next five years through to 2027. Per person, fish and seafood revenues rest at US$159.23, with this figure higher in coastal and rural rather than urban areas. These figures make Malaysia the highest per capita consumer of fish in the ASEAN region.

- In the Malaysian diet, fish and seafood is the prime animal protein source, making up approximately 35% of total animal protein consumed compared to meats like chicken and eggs, which comprise 26.8% and 17.9% of total protein intake, respectively. 87% of consumers eat seafood at least once a week while 45% eat it at least twice a week.

- Consumers display a preference for wild caught marine pelagic fishes, which are believed to be superior in quality, where demand is largely satisfied by imports despite increasing local fishing efforts in recent years. Malaysians also generally prefer imported seafood due to higher quality perceptions.

- Despite an increase in the number of fishing licenses in recent years and the economy's dependence on the sector, fish stock is declining and the local catch fails to satisfy demand. In 2019, Malaysia's fisheries department revealed Malaysia has lost 96% of its demersal fish stock in less than 60 years as a result of overfishing, unreported and unregulated fishing.

- Luxury fish and seafood market opportunities are growing in Malaysia for products such as abalone, blue fin tuna, caviar and rock lobster. Abalone is a highly valued seafood product, especially in Asia. Abalone is in high demand among Malaysia's Chinese population of approximately 24%, and especially in high-end restaurants and hotels. It's traditionally served on special occasions as a symbol of wealth and prosperity. Canned and dried abalone are also popular in Malaysia.

- The demand for sustainably caight fish and seafood products in Malaysia is growing. According to a report by the Norwegian Seafood Council, approximately 78% of the Malaysian population believed sustainably fishing was very important to them.

- In line with the rising interest in plant-based protein products, brands such as Pacific West have launched plant-based products lines in Malaysia, including fishless fingers.
- Segment revenue via e-commerce channels is projected to reach US$17 million in 2022, with an annual CAGR of 13.05% to 2025 outpacing overall industry growth.
- The most consumed fish products include Indian mackeral, anchovy, scads, tuna, sardines as well as fresh salmon.
- A majority 78% of consumers prefer to consume seafood at home while 29% choose to eat out, a trend which distinguishes the Malaysian population from other countries where seafood consumption via foodservice channels is more prevalent.

Country	Sector	Category	Segment	Year	Value M USD	5yr CAGR M USD (%)
Malaysia	Fish & Seafood	Ambient Fish & Seafood	Ambient Fish & Seafood	2022	173.03	3.04
				2027	215.34	4.47
		Chilled Raw Packaged Fish & Seafood - Processed	Chilled Raw Packaged Fish & Seafood - Processed	2022	176.34	4.06
				2027	235.23	5.93
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	Chilled Raw Packaged Fish & Seafood - Whole Cuts	2022	263.05	1.92
				2027	368.59	6.98
		Dried Fish & Seafood	Dried Fish & Seafood	2022	48.02	4.52
				2027	69.35	7.63
		Fresh Fish & Seafood (Counter)	Fish	2022	331.35	.90
				2027	471.80	7.32
			Shellfish	2022	179.83	.66
				2027	217.91	3.92
		Frozen Fish & Seafood	Frozen Processed Fish	2022	119.84	6.82
				2027	180.23	8.50
			Frozen Whole Cuts Of Fish & Seafood	2022	193.26	2.06
				2027	270.64	6.97

Source: GlobalData, 2024

ITC - Trade Data

Live, Fresh or Chilled, Even in Shell, Abalone in Malaysia

Malaysia - Trade Data - HS Code 030781 Live, fresh or chilled, even in shell, abalone "Haliotis spp." (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	304	15	52	0	19
1	South Africa	264	13	34	32	69
2	Australia	20	1	676	-51	0
3	United Kingdom	17	1	-	69	-
4	South Korea	4	0	-	-55	-
5	China	-	-	-	-	-
6	New Zealand	-	-	-	-	-
7	Japan	-	-	-	-	-
8	Mexico	-	-	-	-	-
9	Chile	-	-	-	-	-
10	Hong Kong	-	-	-	-	-

AUS - Trade Data - HS Code 030781 Live, fresh or chilled, even in shell, abalone "Haliotis spp." (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	45,155	783	-7	-10	-8
1	China	36,640	583	-9	-11	-11
2	Hong Kong	3,968	85	-20	2	10
3	Japan	1,765	45	28	-14	-12
4	Vietnam	1,758	47	198	34	50
5	Singapore	427	7	1	44	41
6	Taiwan	419	12	22	-14	-10
7	Malaysia	72	2	424	2	19
8	United States	63	1	35	-23	-19
9	United Arab Emirates	17	0	-68	-	-
10	Canada	10	0	-93	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Smoked, Frozen, Dried, Salted or in Brine, Abalone in Malaysia

Malaysia - Trade Data - HS Code 030789 Smoked, frozen, dried, salted or in brine, abalone "Haliotis spp.", even in shell (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)
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5	NO DATA AVAILABLE					
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AUS - Trade Data - HS Code 030789 Smoked, frozen, dried, salted or in brine, abalone "Haliotis spp.", even in shell (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)
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5	NO DATA AVAILABLE					
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9						
10						

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Abalone in Malaysia

Malaysia - Trade Data - HS Code 030783 Frozen Abalone (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)
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5	NO DATA AVAILABLE					
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7						
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9						
10						

AUS - Trade Data - HS Code HS Code 030783 Frozen Abalone (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	33,382	568	-13	8	14
1	Hong Kong	10,459	87	-12	-4	-2
2	United States	7,375	188	-7	45	54
3	China	6,695	75	-46	30	29
4	Japan	5,492	136	80	-6	-6
5	Canada	1,369	22	-21	4	8
6	The Netherlands	661	22	249	-	-
7	Vietnam	589	21	222	-2	30
8	Singapore	347	5	26	-21	-17
9	United Kingdom	254	7	-36	88	9
10	Thailand	69	4	-31	-10	14

Source: ITC Trade Map, 2023

ITC - Trade Data

Smoked, Frozen, Dried, Salted and in Brine Abalone in Malaysia

Malaysia - Trade Data - HS Code 030787 Smoked, Frozen, Dried, Salted and in Brine Abalone (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)
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AUS - Trade Data - HS Code 030787 Smoked, Frozen, Dried, Salted and in Brine Abalone (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	14,868	264	-13	-2	-1
1	Hong Kong	4,085	47	35	-9	-18
2	Singapore	3,839	105	-21	-13	-6
3	United States	3,482	69	-18	118	117
4	China	2,379	6	-25	21	10
5	Vietnam	300	7	-23	52	0
6	United Kingdom	242	4	-	-31	19
7	Malaysia	180	3	-27	-18	-18
8	New Zealand	138	20	-33	-	81
9	Taiwan	133	1	-83	-18	-26
10	Macao	85	2	-48	-19	-13

Source: ITC Trade Map, 2023

FRDC - Trade Data

Abalone Exports - Value

AUS - Trade Data - Species: Abalone (Exports):

Value of Exports - Abalone

Commodity Description	Value
Live, fresh or chilled Abalone	$997,659,815
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	$891,603,155
Prepared or preserved abalone (excl. abalone of Chapter 03)	$742,932,322
Prepared or preserved abalone	$471,499,012
Frozen abalone meat	$370,150,485
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	$291,371,852
Frozen abalone (Haliotis spp.), whether in shell or not	$258,609,638
Abalone, frozen, dried, salted or in brine (excl. frozen meat; frozen whole on shell; dried meat; whole parboiled; prepared or preserved of Chapter 16)	$230,529,347
Prepared or preserved abalone, in cans, bottles or the like	$227,255,281
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	$144,203,394
Parboiled whole abalone	$84,260,192
Frozen whole abalone, on shell	$78,271,662
Dried abalone meat	$24,807,221

Value of Exports - Commodity Breakdown

Country	Value
Hong Kong	$2,153,572,141
China	$804,906,082
Japan	$704,194,796
Singapore	$520,512,395
Taiwan	$233,473,172
Vietnam	$137,949,117
United States of America	$133,997,692
Canada	$58,463,093
Malaysia	$40,795,200
United Kingdom	$7,610,451
Macau	$3,533,112
Thailand	$3,117,047
Netherlands	$2,307,647
Macau (SAR of China)	$1,705,265
France	$1,202,124

Leading Export Destinations - Value

State	Value
TAS	$1,944,557,689
VIC	$1,508,613,841
SA	$991,992,473
WA	$198,832,129
NSW	$113,735,266
QLD	$47,790,745
Foreign (re-export)	$7,497,910
NT	$133,323

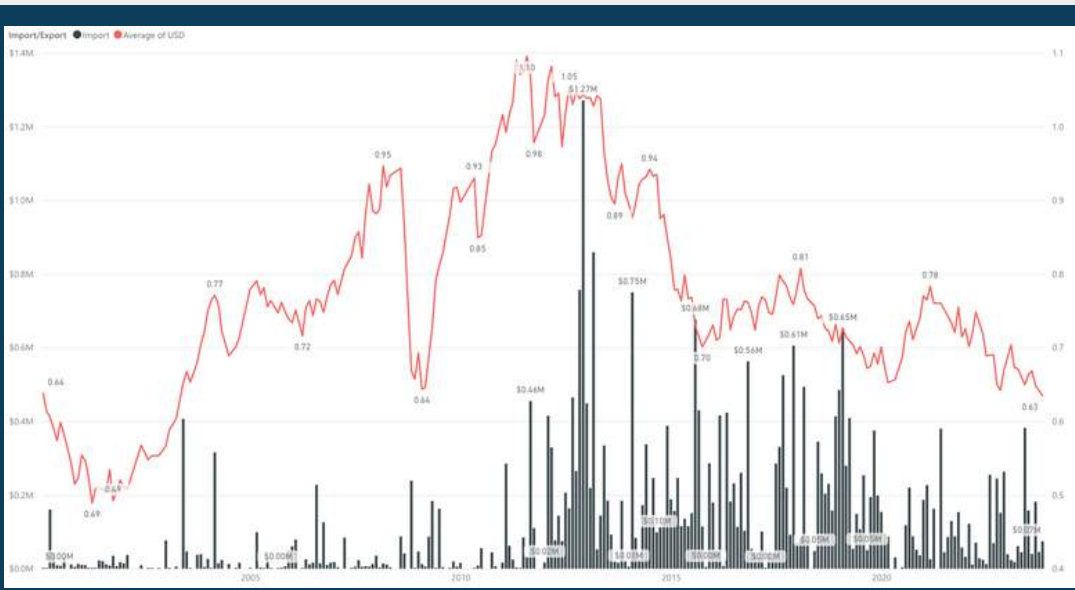
Export Value by State

Source: FRDC, 2023

FRDC - Trade Data

Abalone Imports - Value

AUS - Trade Data - Species: Abalone (Imports):



Value of Imports - Abalone

Commodity Description	Value
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	$13,578,075
Prepared or preserved abalone (excl. abalone of Chapter 03)	$8,378,272
Abalone, frozen, dried, salted or in brine	$4,650,393
Frozen abalone (Haliotis spp.), whether in shell or not	$2,525,619
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	$1,489,162
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brin	$1,080,475

Value of Imports - Commodity Breakdown

Country	Value
New Zealand	$15,753,762
China	$6,698,415
Hong Kong	$2,248,834
Australia (Re-Imports)	$1,933,445
Australia	$933,803
Malaysia	$686,680
Morocco	$617,708
Chile	$564,306
Taiwan	$559,099
Japan	$492,135
Singapore	$323,984
Korea Republic of	$294,259
United States of America	$163,091
Vietnam	$132,959
Peru	$73,570

Leading Import Sources - Value

State	Value
SA	$9,531,012
QLD	$9,439,780
VIC	$8,071,373
NSW	$3,312,724
WA	$952,496
TAS	$394,611

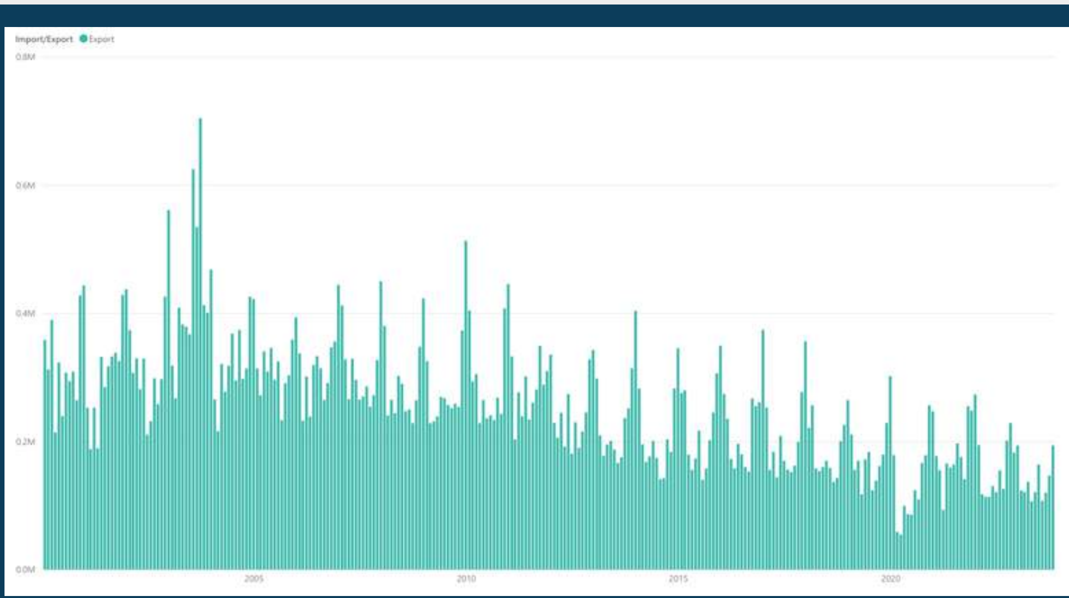
Import Value by State

Source: FRDC, 2023

FRDC - Trade Data

Abalone Exports - Volume

AUS - Trade Data - Species: Abalone (Exports):



Volume of Exports - Abalone

Commodity Description	Quantity
Live, fresh or chilled Abalone	19,508,460
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	13,387,548
Prepared or preserved abalone (excl. abalone of Chapter 03)	10,228,311
Prepared or preserved abalone	8,913,000
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	3,724,277
Prepared or preserved abalone, in cans, bottles or the like	3,529,080
Abalone, frozen, dried, salted or in brine (excl. frozen meat; frozen whole on shell; dried meat; whole parboiled; prepared or preserved of Chapter 16)	3,333,387
Frozen abalone meat	3,044,330
Frozen abalone (Haliotis spp.), whether in shell or not	2,930,919
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	1,801,917
Frozen whole abalone, on shell	1,452,132
Parboiled whole abalone	1,318,775
Dried abalone meat	103,553

Volume of Exports - Commodity Breakdown

Country	Quantity
Hong Kong	31,972,212
Japan	11,529,125
China	11,171,131
Singapore	7,981,436
Taiwan	4,436,016
Vietnam	2,267,247
United States of America	2,099,206
Malaysia	654,178
Canada	647,673
New Zealand	125,137
United Kingdom	112,275
Netherlands	56,955
Thailand	56,049
Macau	38,577
Korea, Republic of	34,712

Leading Export Destinations - Volume

State	Quantity
TAS	31,704,290
VIC	24,167,253
SA	11,948,179
WA	2,369,372
NSW	2,201,603
QLD	751,482
Foreign (re-export)	132,727
NT	783

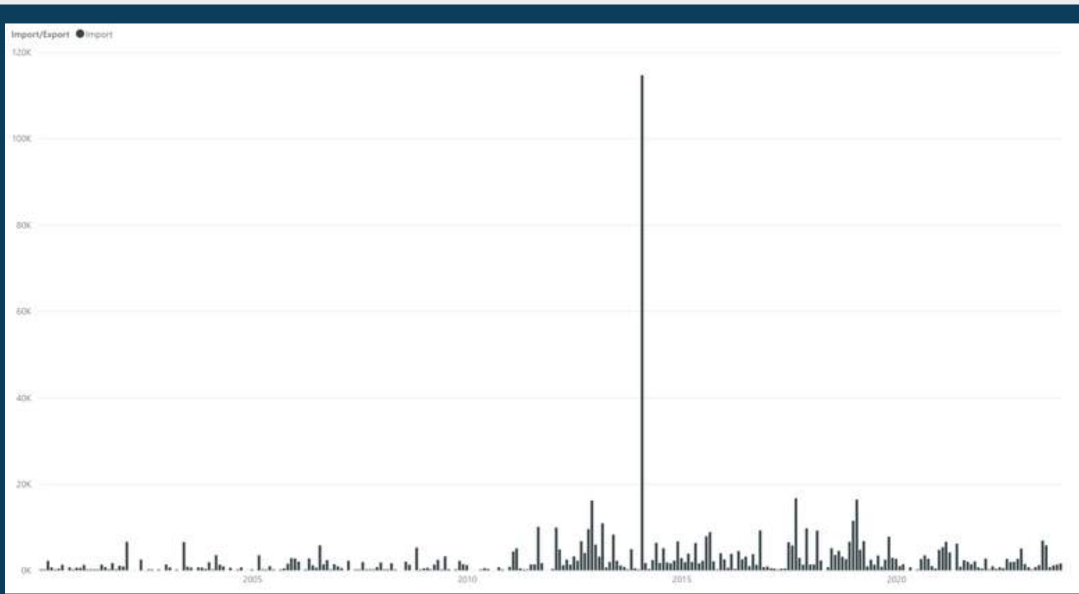
Export Volume by State

Source: FRDC, 2023

FRDC - Trade Data

Abalone Imports - Volume

AUS - Trade Data - Species: Abalone (Imports):



Volume of Imports - Abalone

Commodity Description	Quantity
Prepared or preserved abalone (excl. abalone of Chapter 03)	284,405
Live, fresh or chilled abalone (Haliotis spp.), whether in shell or not	193,959
Abalone, frozen, dried, salted or in brine	134,437
Frozen abalone (Haliotis spp.), whether in shell or not	50,952
Albalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brine or smoked, whether or not cooked before or during the smoking process	24,950
Abalone (Haliotis spp.), whether in shell or not, frozen, dried, salted, in brin	10,621

Volume of Imports - Commodity Breakdown

Country	Quantity
China	236,734
New Zealand	233,480
Hong Kong	45,610
Malaysia	31,427
Australia (Re-Imports)	27,459
Chile	22,275
Taiwan	19,326
Australia	17,626
Morocco	13,668
Vietnam	13,325
Thailand	8,382
Korea Republic of	7,259
Singapore	5,538
Japan	5,197
United Kingdom	3,490

Leading Import Sources - Volume

State	Quantity
QLD	289,295
VIC	164,966
SA	136,397
NSW	85,684
WA	16,902
TAS	6,080

Import Volume by State

Source: FRDC, 2023

FRDC - Trade Data Sourced from FAO

Food and Agriculture Organization (FAO) Production Volume, Value and Trade - Abalone, Winkles, Conchs

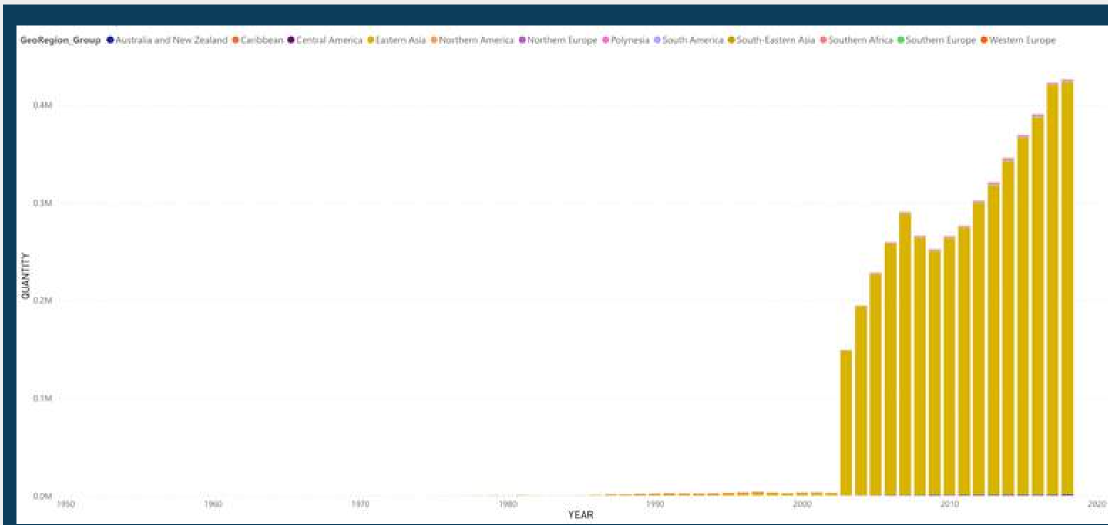
ISSCAAP Species: Abalone, Winkles, Conchs

Production

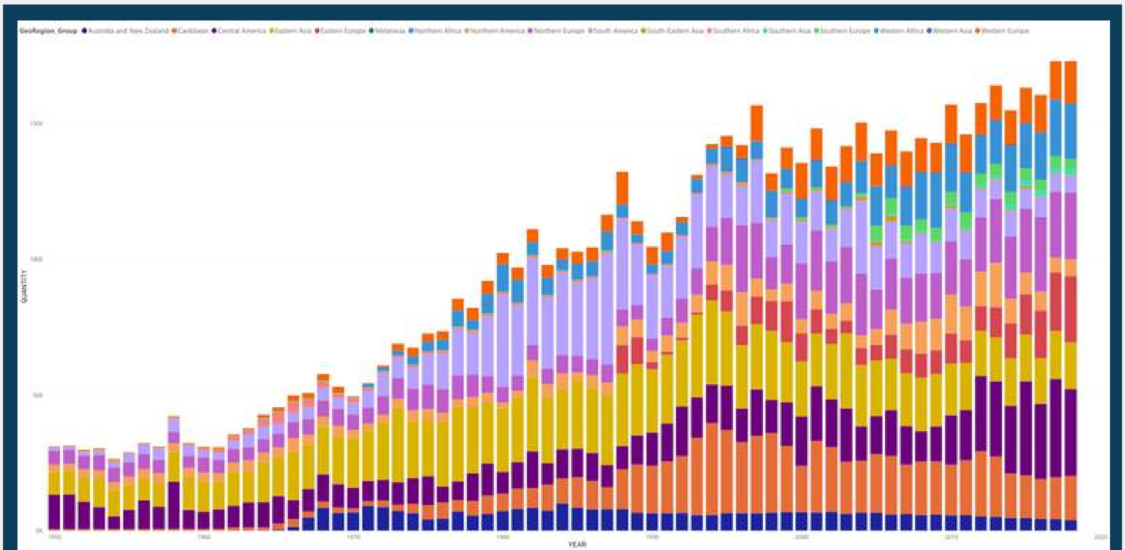
Reporting country Name En	Unit Name	2021	2020	2019
Australia	Tonnes – net product weight	2 235	1 662	2 197
Malaysia	Tonnes – net product weight	3 631	3 164	1 678

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Value (USD 1000)	121 364	89 599	133 724
Malaysia	Value (USD 1000)	25 214	23 335	26 234

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

Austrade - Malaysia Market Profile

DFAT - Malaysia Country Brief

DFAT - Malaysia Market Insights

Enterprise Singapore - Malaysia Market Profile

Food Export - Malaysia Country Profile

HKTDC Research - Malaysia Market Profile

Santandar Trade Markets - Malaysia Market Overview

USDA - Malaysia Exporter Guide

CONSUMER INSIGHTS

Euromonitor International - Consumer Lifestyles in Malaysia

GWI - APAC Consumer Snapshot

CATEGORY & CHANNEL INSIGHTS

Agriculture and Agri-Food Canada - Malaysia Foodservice Profile

Fisheries Research and Development Corporation (FRDC) - Australia-Specific Trade Data

International Trade Centre - Market-Specific Trade Data

USDA - Malaysia Foodservice Overview

USDA - Malaysia Retail Overview

MARKET ACCESS INSIGHTS

UNCTAD - Malaysia Investment Policy Hub

USDA - Malaysia 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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