

A satellite view of Earth at night, showing the curvature of the planet and the glowing lights of cities and continents against the dark background of space.

# Global Seafood Trends and Things That Matters to Consumers

Tom-Jørgen Gangsø, Director Market Insight and Market Access

# Global presence

- Markets with physical presence
- Investment markets



**80**   
Employees



# Key consumer trends for seafood



# New sales channels

Online shopping is increasing  
The coronavirus pandemic has spurred this on

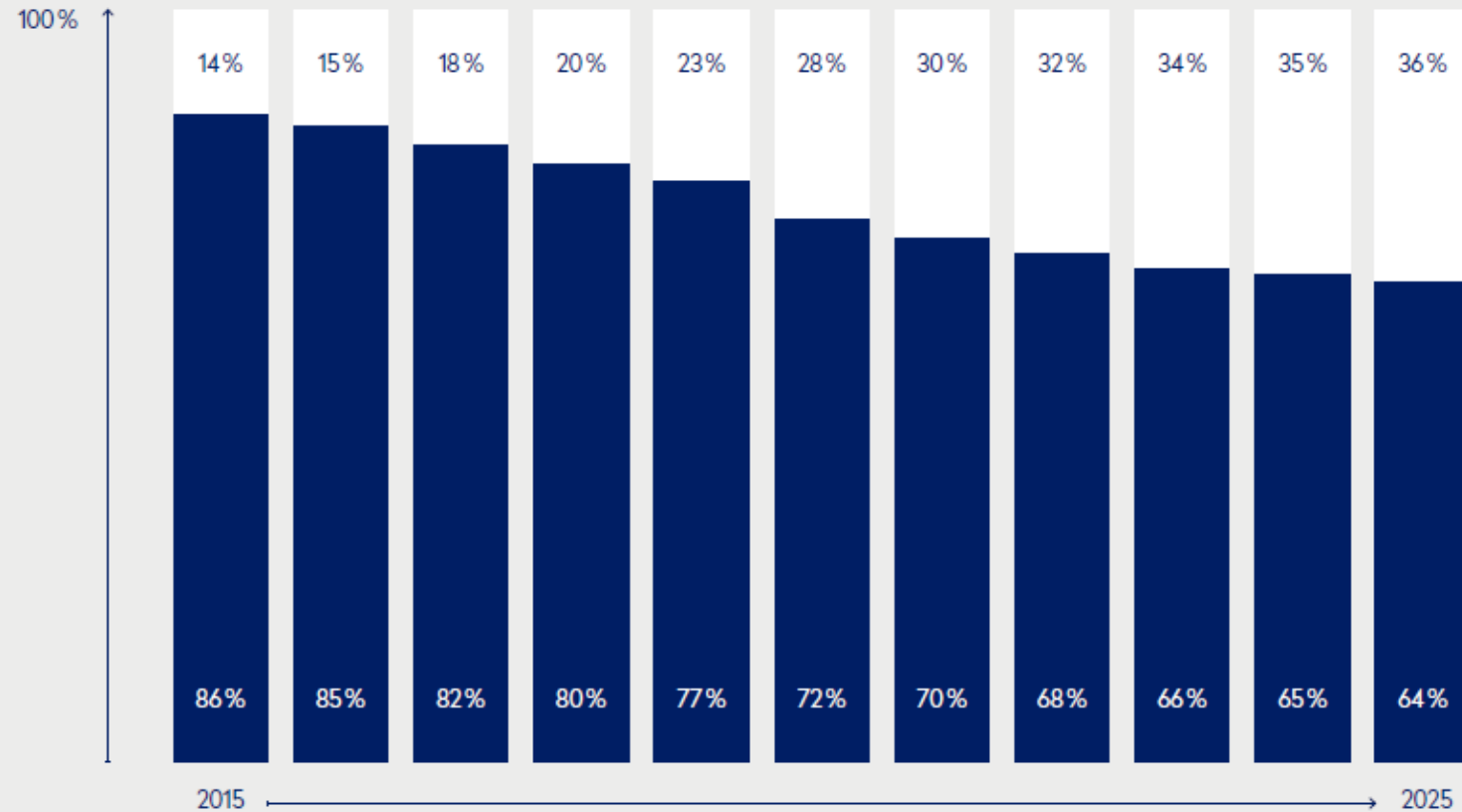


# E-commerce

30% of grocery sales globally.

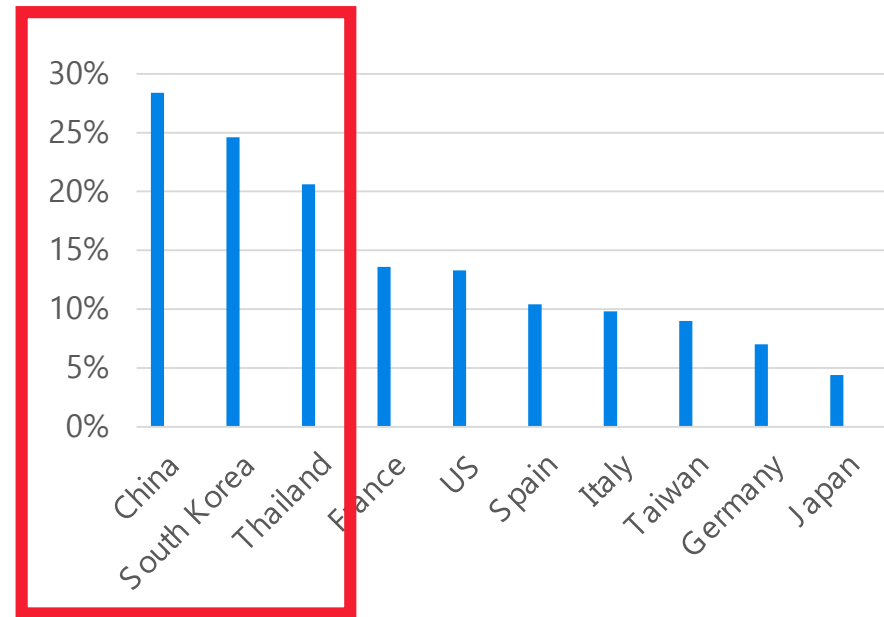
2 years ahead of forecasts due to the coronavirus pandemic.

Significant growth expected.





## Frequency of purchasing salmon online



# Sustainability

Growing awareness  
Important for younger generations



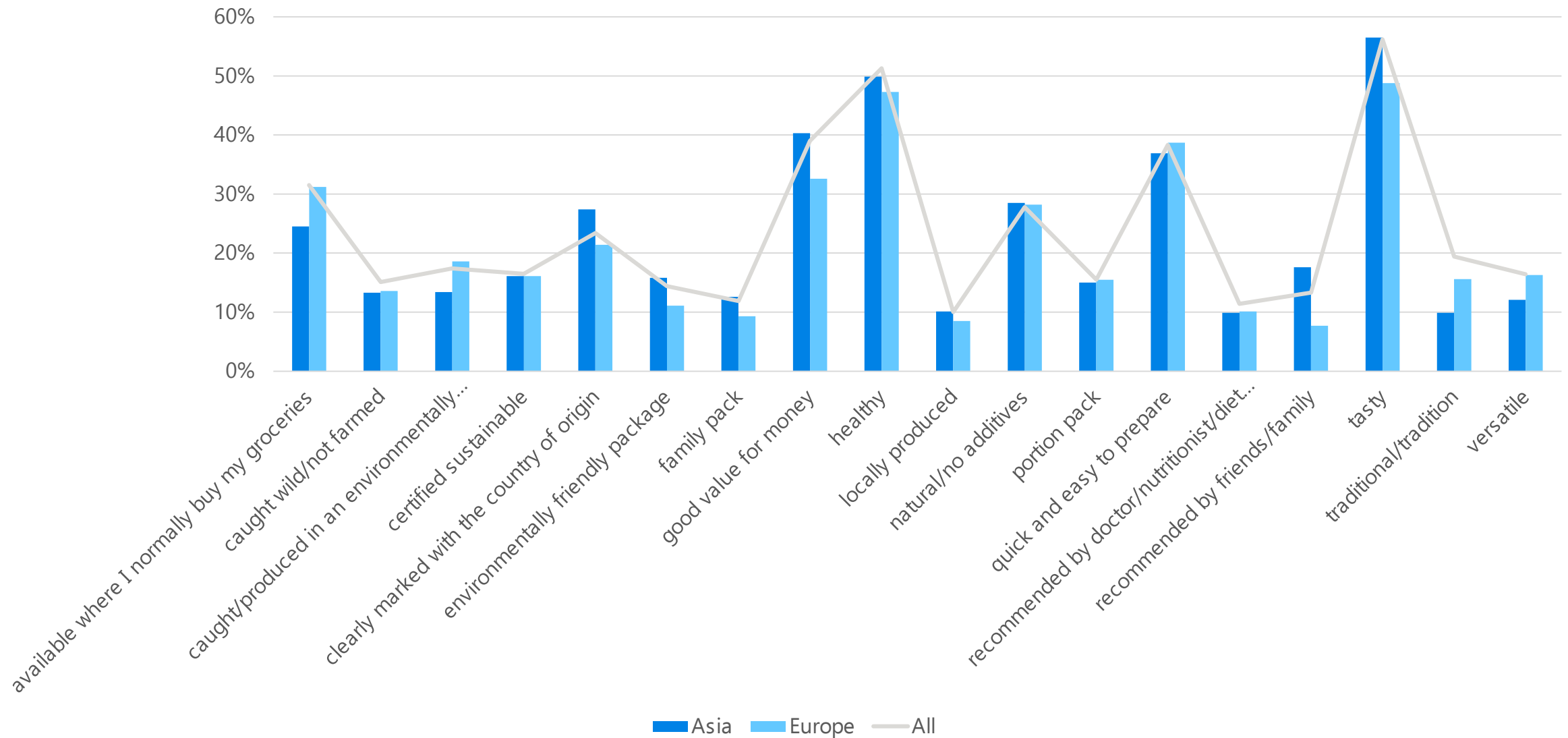
# Different understandings of sustainability



- **Cultural** differences in attitudes to what sustainability is.
- Countries have **different agendas**.
- **Different** perceptions.



# Functional benefits sought for salmon





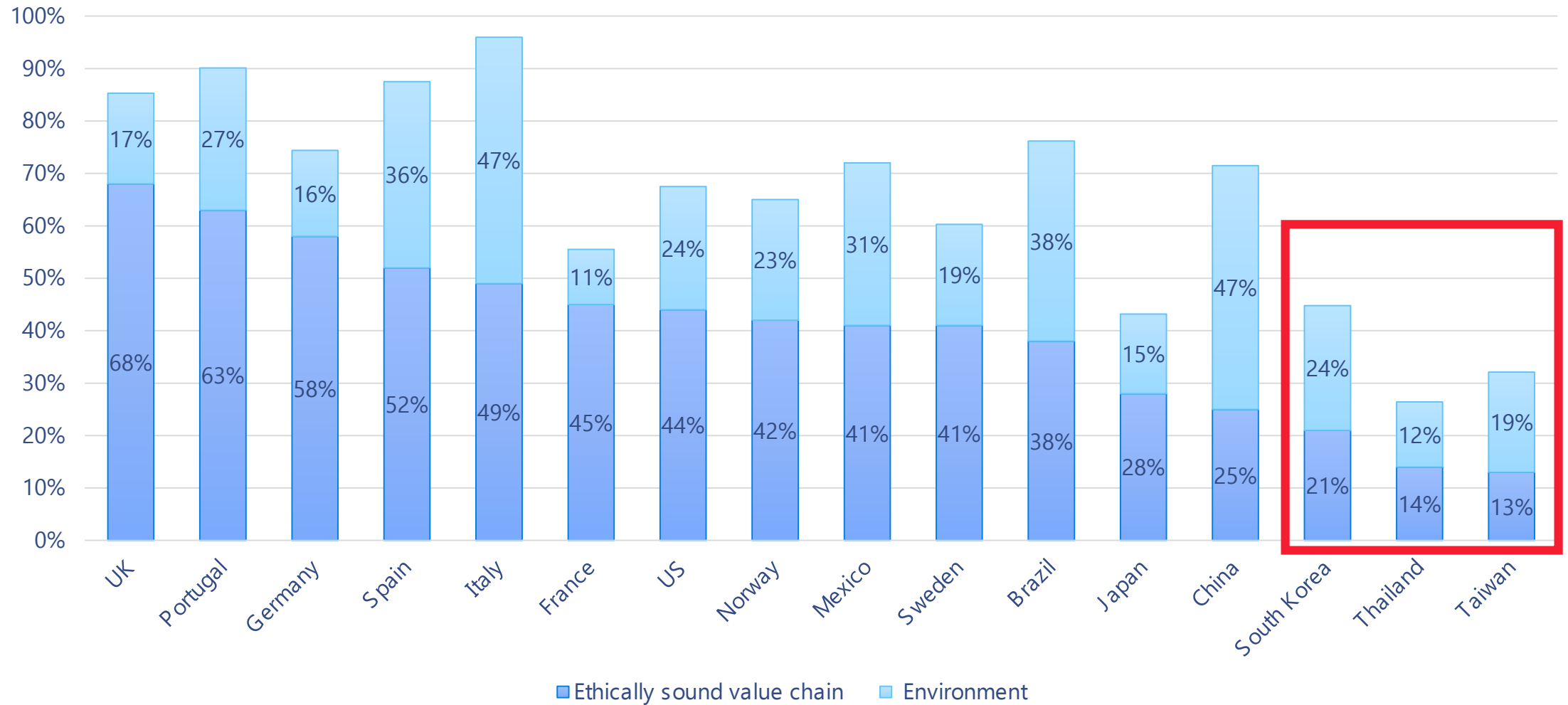
Environment

What is sustainability?

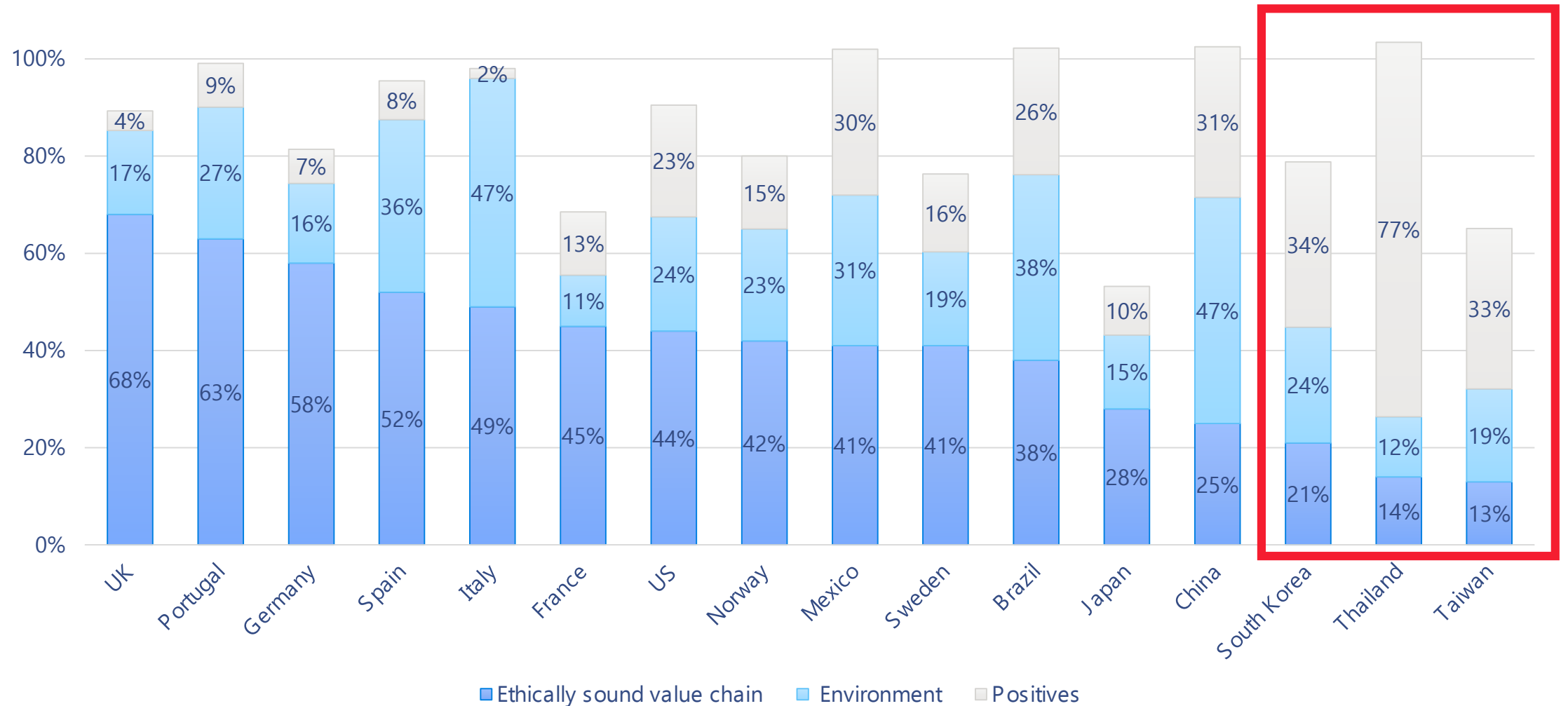
Social

Economy

# What does sustainability mean to the consumers?



# What does sustainability mean to the consumers?



A young girl with dark hair, wearing a white button-down shirt, is shown in a thoughtful pose with her hand to her chin. She is wearing a silver, perforated metal helmet with a glowing yellow lightbulb on top. The background is a dark green chalkboard covered in white chalk drawings and mathematical equations, including  $5 + 2 = 2$ ,  $E = mc^2$ ,  $bx + y = 2x$ ,  $x + y = a^2 + b$ ,  $5x + 3y = 5.6$ ,  $2x + 1y + 0 = mc^2$ ,  $32$ ,  $6 = -5$ ,  $\Delta p$ ,  $d \Delta (s \Delta)$ ,  $\pi R^2 = b = -5$ ,  $60^\circ$ , and  $N$ .

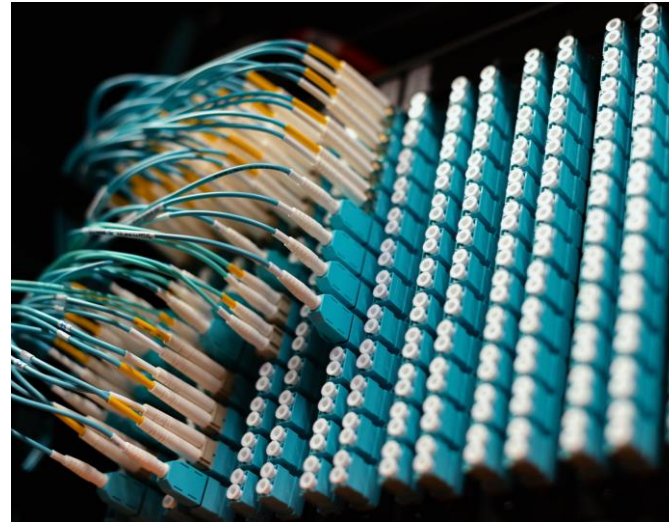
How important is sustainability as a purchase driver?

# Transparency

Where does the food come from?  
How is it produced?  
What does it contain?



# Changing technology – transparency → trust



## BLOCKCHAIN

- Opportunity to trace country of origin, shipping information, port of arrival, etc.

## THE INTERNET OF THINGS

- E.g.: tracking technical problems and malfunctions along supply chains, monitoring product quality, and tracking the product's journey from A to B

## ARTIFICIAL INTELLIGENCE

- In the food industry: Creating visibility in value chains, offering recommendations to improve processes.



## Traceability solutions in the future

Visibility of country of origin on packaging will be important.

Customers will want to know more about sustainability and food safety.



## Key takeaways

Sustainability → market access

Be more competitive

Increase brand value

Customers and consumers wants to know more

We can increase value by:

- Getting to know the consumer just a little bit better
- Consider the nuances between the markets, segments and target groups



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