

# MARKET INNOVATION OVERVIEW

**CATEGORY:** Fish & Seafood | **COUNTRY:** China

*Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.*

*A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.*

*A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.*

*O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.*

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## A REGIONAL INTRODUCTION: FISH & SEAFOOD IN ASIA PACIFIC

**Prioritise natural ingredients and recipes:** Fish and shellfish brands are launching products which appeal to consumers who are prioritising naturalness in their food choices. Innovation is pivoting around recipes with zero additives and preservatives, with 100% natural or organic ingredients and lines which incorporate vegetables to enhance the natural halo.

**Tap into the localism trend:** Fish producers are celebrating local tastes and locally sourced ingredients while being transparent about sourcing and production methods. These producers claim to care for the local community, fostering goodwill and brand loyalty from consumers.

**Focus on premium credentials:** Growing consumer interest in higher-quality products is an opportunity for fish and shellfish brands to adopt more of an overt premium positioning. Brands which explain their premium credentials using cues such as authenticity, quality or freshness can stand out in the market and attract consumers.



## FISH & SEAFOOD IN CHINA

### Market Overview

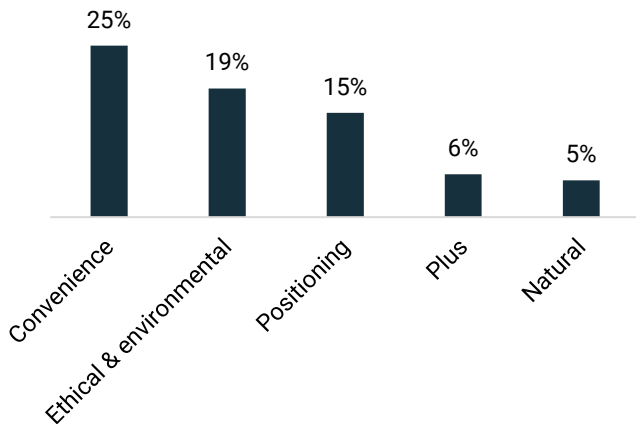
The Chinese fish & seafood sector is expected to grow from €16.2 billion in 2019 to €18.7 billion by 2024, at a CAGR of 2.9%. In volume terms, the sector is expected to grow from 5.42 billion Kg in 2019 to 5.43 billion Kg by 2024, registering a CAGR of 0.1%.

Per capita consumption of fish & seafood in China stood at 3.87Kg in 2019 and is expected to decline to 3.83kg by 2023. Per capita expenditure stood at €11.6 in 2019 and is expected to reach €13.2 by 2024. (GlobalData, 2021)

### New Product Development Analysis

**2%** of food products launched in China in 2020 were Fish & Seafood products.

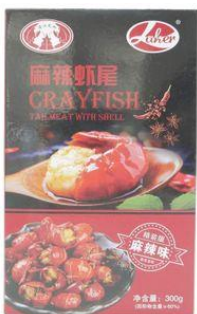
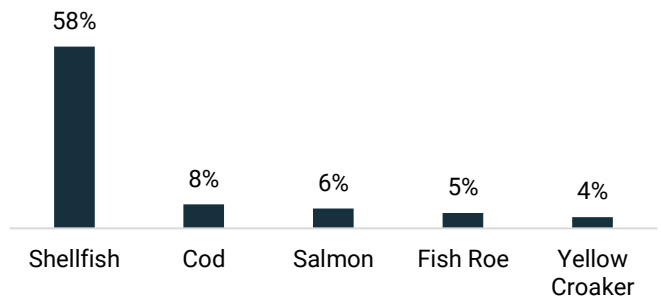
Top 5 Claim Categories in Fish & Seafood product launches, 2020



The 'Convenience' claim category, present in a quarter of product launches, was pushed by the 'Microwaveable' claim. The 'Eco-Friendly Product' claim drove the 'Ethical & environmental' category. In the 'Positioning' category, it was the 'Social Media' claim that registered the most activity.

Over half of the products launched in this sector featured 'Shellfish' in their list of ingredients. 'Cod' and 'Salmon' registered shares of 8% and 6%, respectively.

Top 5 Fish Ingredients in Fish & Seafood product launches, 2020



This microwavable product is free from GMO and retails in a 300g pack bearing a QR code.



This product retails in a 250g pack bearing the MSC logo and serving suggestions.



This easy-to-cook product retails in a 250g pack.



## THE CHINESE CONSUMER

Important qualities when purchasing fish and seafood (2018)

**77%**



No additives/preservatives

**72%**



High animal welfare

**73%**



Easy to prepare

How would you describe your spend on fish and seafood? (2021)

**19%**



High - I buy high-end/premium versions of these products

(GlobalData, 2021)

## A GLOBAL LOOK INTO THE FUTURE

**Focus on ethical credentials:** Sustainability remains a significant issue in the fish category, and there is an expectation among consumers for more transparency around ethical issues. As a result, packaging is increasingly featuring detailed explanations about catching and farming methods and marine sustainability.

**Clearly communicate nutritional qualities:** As an important source of various key nutrients such as protein, omega-3 and vitamins, the healthy reputation which fish boasts continues to provide a strong foundation for innovation. Recently, brands have been innovating around functional claims and more clearly communicating the inherent nutritional value of products on pack.

**Convenient products are in demand:** More people have been cooking at home during the COVID-19 pandemic, and fish and shellfish products are well placed to benefit from this going forward. More brands have been innovating around convenience needs, with easy-to-prepare fish products (eg steam cooking bags or baking trays and grills) launching to market.

*Para mais informações acerca do Observatório da PortugalFoods, por favor contactar [knowledge.division@portugalfoods.org](mailto:knowledge.division@portugalfoods.org)*

