Agriculture and Agri-Food Canada / Agriculture et Agroalimentaire Canada

Canada

MARKET ACCESS SECRETARIAT
Global Analysis Report

Inside the United States

The Fish and Seafood Trade

November 2015

TRADE SUMMARY*

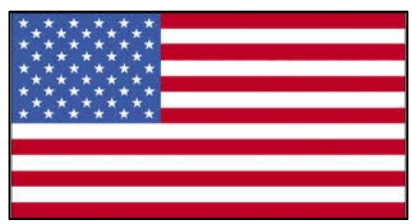
The United States (U.S.) is the largest importer of fish and seafood in the world, with US$20.5 billion in 2014, an increase of 12.4% from 2013. The U.S. imports fish and seafood from 136 countries and the top suppliers in 2014 were China with a 14.1% share, followed by Canada (13.7%), Indonesia (9.3%), Chile (8.4%) and Vietnam (7.9%).

Primary fish and seafood imports into the U.S. in 2014 included frozen shrimp and prawns (US$5.3 billion), prepared/preserved shrimp and prawns, not in airtight containers (US$1.3 billion), fresh fillets of Pacific, Atlantic and Danube salmon (US$1.3 billion), prepared/preserved tuna/skipjack/bonito, not minced (US$1.1 billion), and frozen crab (US$860.2 million).

The U.S. was the fourth-largest exporter of fish and seafood to the world in 2014 with sales of US$6.3 billion, which was an increase of 3.0% from the previous year. In 2014, the U.S.'s principal exports were live lobster (US$581.4 million), frozen fish meat (US$459.9 million), frozen Alaskan Pollock (US$380.5 million), frozen fish (US$366.9 million), and frozen fish livers and roe (US$334.7 million). Top export destinations were Canada with a 20.9% share, China (19.9%), Japan (12.3%), South Korea (7.2%) and Germany (5.7%).

*Numbers in the Trade Summary section came from Global Trade Atlas (GTA), 2015 unless otherwise specified

CONTENTS



Visit our online library of public reports for more information on this and other markets.

Growing Forward 2

Canada

CANADIAN PERFORMANCE

Canada was the second-largest supplier of fish and seafood to the U.S. behind China, providing US$2.8 billion in 2014 (based on U.S. import data). This represents an increase of 4.1% from 2013. Part of this increase was due to the significant growth in imports of Canadian frozen and live lobster, along with fresh scallops. In 2014, the leading products imported from Canada included frozen lobster (US$485.4 million), frozen crab (US$474.8 million), live lobster (US$359.2 million), fresh or chilled Atlantic and Danube salmon (US$321.0 million), and prepared/preserved lobster (US$220.3 million) (GTA, 2015).

The U.S. was Canada's most important destination for fish and seafood, and received 33.7% of Canada's seafood exports in 2014. Overall, fish and seafood was Canada's third-most significant agri-food and seafood export sector to the U.S., and represented 8.9% of all Canadian agri-food and seafood products exported to the U.S. in 2014 (GTA, 2015).

BY THE NUMBERS

Top Ten Suppliers of Fish and Seafood to the United States and Top Imported Products in 2014 (Based on U.S. Import Data)

Rank	Country	Total Import Value (US$)	Top Import Supplied	Top Import Value (US$)
	World	20,536,897,397	Frozen shrimp and prawns	5,251,699,285
1	China	2,903,316,878	Frozen tilapia fillets	717,540,827
2	Canada	2,784,987,859	Frozen lobster	485,428,466
3	Indonesia	1,899,135,034	Frozen shrimp and prawns, NESOI	1,096,137,901
4	Chile	1,720,956,860	Fresh/chilled Pacific, Atlantic, Danube salmon fillets	963,357,885
5	Vietnam	1,641,696,509	Frozen shrimp and prawns	668,645,317
6	Thailand	1,521,059,310	Prepared/preserved tuna/skipjack/bonito, whole or in pieces, not minced	459,170,980
7	India	1,467,186,204	Frozen shrimp and prawns, NESOI	1,270,302,074
8	Ecuador	1,153,486,764	Frozen shrimp and prawns, NESOI	877,584,226
9	Mexico	599,623,697	Frozen shrimp and prawns, NESOI	291,796,366
10	Norway	434,644,508	Frozen Pacific, Atlantic, and Danube salmon fillets	144,984,167

Source: *Global Trade Atlas, 2015.* ****NESOI:*** *Not Elsewhere Specified or Indicated*

Top Ten United States Fish and Seafood Imports from the World in 2014

Rank	Top Imports	Import Value (US$)
1	Frozen shrimp and prawns	5,251,699,285
2	Prepared/preserved shrimp and prawns, not in airtight containers	1,281,737,214
3	Fresh/chilled Pacific, Atlantic, Danube salmon fillets	1,255,344,284
4	Prepared/preserved tuna/skipjack/bonito, whole or in pieces, not minced	1,063,882,697
5	Frozen crab, including in shell	860,180,731
6	Frozen tilapia fillets	831,265,290
7	Frozen Pacific, Atlantic, and Danube salmon fillets	780,366,161
8	Prepared/preserved crab	721,780,236
9	Fresh/chilled Atlantic and Danube salmon	575,910,559
10	Frozen lobster, including in shell	490,134,552

Source: *Global Trade Atlas, 2015.*

RETAIL SALES

According to Euromonitor, in 2013, fish and seafood volume sales were mostly distributed through retail (54.5%) or foodservice (38.7%) locations, while institutions held only a small portion at 6.8%. Also, sales of organic/fairtrade seafood accounts for only 1.5% of total volume sales while standard seafood makes up the lions share with 98.5%. However, total volume sales for organic/fairtrade fish and seafood posted significantly strong growth from 2009-13 with a compound annual growth rate (CAGR) of 3.6%, while the reversal occurred with standard fish and seafood which actually decreased by a CAGR of 0.1% over the same period. The three major distributors of fish and seafood in the U.S. are the Taylor Shellfish Co, Beyer Lightning Fish Co, and Rubicon Resources.

There were a number of factors affecting the U.S. seafood industry in 2013, including volatile weather patterns and environmental changes that impacted the migration and mating patterns of fish worldwide. These environmental changes negatively affected the capturing and consumption of tuna, but increased the yields of certain shellfish, such as lobster and crab. This trend is further demonstrated with crustacean sales increasing by 3% in 2013, making it the fastest growing category, while on the other hand, there was an estimated decline of 40% in the consumption of tuna in the same year (Euromonitor International, 2014).

In addition, the U.S. is experiencing increasing demand for seafood, but decreasing domestic supply. At present, the U.S. aquaculture industry can only meet 5% of its current demand, but the U.S government is encouraging the consumption of fish because of its health benefits (low-fat protein rich in omega-3 fatty acids, vitamin D and riboflavin). This is resulting in the U.S having to import fish and seafood from suppliers such as Southeast Asia, China and Canada (Euromonitor International, 2014).

According to Datamonitor, in 2014, chilled fish and seafood was forecasted to account for 71.6% of the total processed fish and seafood, followed by frozen fish and seafood (17.1%) and canned fish and seafood (11.3%).

Over the review period of 2010-14, the frozen fish and seafood subcategory was the best performer with a compound annual growth rate (CAGR) of 2.8%. This subcategory also saw the best performing segments over the same time period. Frozen raw fish had the highest CAGR with 3.7%, followed by frozen coated fish and seafood (2.9%), and frozen raw seafood (2.3%) (Datamonitor, 2015).

Over the next four years, Datamonitor is forecasting a slight increase in processed fish and seafood sales with a CAGR of just 0.8%, reaching US$18.8 billion by 2018. They are also forecasting that the best performing segment within processed fish and seafood will again be frozen coated fish and seafood with a CAGR of 2.4%.

Historic/Forecast Processed Fish and Seafood*, Retail Value Sales of in the United States in US$ Millions and Period Growth (%)

Category	2010	2014F	2015F	2018F	CAGR % 2010-14	CAGR % 2015-18F
Total Processed Fish and Seafood	**17,679.6**	**18,245.1**	**18,401.2**	**18,848.1**	**0.8**	**0.8**
Canned Fish and Seafood	**1,954.1**	**2,056.8**	**2,083.0**	**2,150.5**	**1.3**	**1.1**
Tuna	1,312.8	1,379.8	1,399.0	1,452.8	1.3	1.3
Other canned fish and seafood	304.4	320.9	323.8	328.2	1.3	0.5
Salmon	176.8	184.9	186.5	191.0	1.1	0.8
Mackerel	160.2	171.3	173.7	178.6	1.7	0.9
Chilled Fish and Seafood	**12,925.5**	**13,063.3**	**13,138.6**	**13,414.6**	**0.3**	**0.7**
Raw fish	7,904.9	7,922.1	7,950.4	8,122.6	0.1	0.7
Raw seafood	4,821.2	4,942.2	4,988.6	5,090.2	0.6	0.7
Coated fish and seafood	199.4	199.1	199.6	201.7	0.0	0.3
Frozen Fish and Seafood	**2,800.0**	**3,125.0**	**3,179.6**	**3,283.0**	**2.8**	**1.1**
Raw seafood	1,157.7	1,267.7	1,274.1	1,289.1	2.3	0.4
Coated fish and seafood	930.4	1,044.6	1,083.4	1,164.7	2.9	2.4
Raw fish	572.9	661.3	669.3	674.9	3.7	0.3
Other fish and seafood	139.1	151.4	152.8	154.2	2.1	0.3

Source: *Datamonitor, 2015*
****Note:*** *Fish-based ready meals have been excluded from this analysis, given the fact that they represent a small market*

TOP TEN FISH AND SEAFOOD SUPPLIERS TO THE UNITED STATES IN 2014

The figures listed below are in United States dollars.

1. Imports from China		**2 Imports from Canada**	
Frozen tilapia fillets	$717.5M	Frozen lobster, including in shell	$485.4M
Frozen Pacific, Atlantic and Danube salmon fillets	$227.3M	Frozen crab, including in shell	$474.8M
Frozen cod fillets	$226.2M	Live lobster	$359.2M
Prepared/preserved shrimp and prawns, not in airtight container	$203.3M	Fresh/chilled Atlantic and Danube salmon	$321.0M
Frozen, dried, salted or in brine cuttlefish and squid	$139.8M	Prepared/preserved lobster	$220.3M
3. Imports from Indonesia		**4. Imports from Chile**	
Frozen shrimp and prawns, NESOI*	$1.10B	Fresh/chilled Atlantic and Danube salmon	$963.4M
Prepared/preserved crab	$252.9M	Frozen Pacific, Atlantic and Danube salmon fillets	$353.1M
Prepared/preserved shrimp and prawns, not in airtight container	$167.6M	Flours, meals and pellets of fish, crustaceans, molluscs or other aquatic invertebrates, not fit for human consumption	$51.4M
Frozen tuna, skipjack/stripe-bellied bonito fillet	$91.6M	Fresh/chilled trout fillets	$45.6M
Frozen tilapia fillets	$78.3M	Fresh/chilled Atlantic and Danube salmon	$37.5M
5. Imports from Vietnam		**6. Imports from Thailand**	
Frozen shrimp and prawns, NESOI*	$668.6M	Prepared/preserved tuna/skipjack/bonito, whole or in pieces, not minced	$459.2M
Prepared/preserved shrimp and prawns, not in airtight container	$321.7M	Prepared/preserved shrimp and prawns, not in airtight container	$428.6M
Frozen catfish fillets	$305.9M	Frozen shrimp and prawns, NESOI*	$361.1M
Prepared/preserved tuna/skipjack/bonito, whole or in pieces, not minced	$81.73M	Prepared/preserved crab	$41.4M
Prepared/preserved crab	$64.8M	Prepared/preserved fish, NESOI*	$38.4M
7. Imports from India		**8. Imports from Ecuador**	
Frozen shrimp and prawns, NESOI*	$1.27B	Frozen shrimp and prawns, NESOI*	$877.6M
Prepared/preserved shrimp and prawns, not in airtight container	$91.2M	Prepared/preserved tuna/skipjack/bonito, whole or in pieces, not minced	$105.8M
Prepared/preserved crab	$30.7M	Frozen fish fillets, NESOI*	$51.1M
Frozen, dried, salted or in brine cuttlefish and squid	$19.6M	Prepared/preserved shrimp and prawns, not in airtight container	$19.2M
Prepared/preserved shrimp and prawns, in airtight container	$18.8M	Fresh/chilled fish, NESOI*	$16.9M
9. Imports from Mexico		**10. Imports from Norway**	
Frozen shrimp and prawns, NESOI*	$291.8M	Frozen Pacific, Atlantic and Danube salmon fillets	$145.0M
Fresh/chilled fish, NESOI*	$60.7M	Fresh/chilled Pacific, Atlantic and Danube salmon fillets	$115.2M
Prepared/preserved crab	$31.7M	Fresh/chilled Atlantic and Danube salmon	$42.5M
Fresh/chilled fish fillets, NESOI*	$25.0M	Fish fats and oils and their fractions (other than liver oils), not modified	$22.7M
Fresh/chilled tilapia fillets	$23.3M	Frozen haddock	$19.4M

Source: *Global Trade Atlas, 2015.* ****NESOI:*** *Not Elsewhere Specified or Indicated*

FOR MORE INFORMATION

International Trade Commissioners can provide Canadian industry with on-the-ground expertise regarding market potential, current conditions and local business contacts, and are an excellent point of contact for export advice.

- **Overview of Trade Commissioner Services in the United States**
  http://www.tradecommissioner.gc.ca/eng/offices-united-states.jsp

- **Find a Trade Commissioner**
  www.tradecommissioner.gc.ca/eng/find-trade-contacts.jsp

For additional intelligence on this and other markets, the complete library of Global Analysis reports can be found under *Statistics and Market Information* at the following link, arranged by sector and region of interest:

- ats-sea.agr.gc.ca

RESOURCES

Datamonitor - Market Data Analytics, 2015

Euromonitor International, *September 2014, Fish and Seafood in the US*

Global Trade Atlas, 2015

Inside the United States: The Fish and Seafood Trade

Global Analysis Report

Prepared by: Stephanie Clarke, Market Analyst

Photo Credits

For additional copies, to request an alternate format, and for all other inquiries regarding this publication, please contact:

Agriculture and Agri-Food Canada, Global Analysis
1341 Baseline Road, Tower 5, 3rd floor
Ottawa, ON
Canada, K1A 0C5
E-mail: infoservice@agr.gc.ca

Agriculture and Agri-Food Canada provides this document and other report services to agriculture and food industry clients free of charge.