



USA Market Summary & Category Data for Fish & Seafood - Salmon

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): **\$27.36 trillion** as of January 2024.
- GDP per capita (USD): **\$67,494** as of December 2023.
- Currency: **United States Dollar (USD)**.
- Exchange Rate: **1 USD = 1.54 AUD** (05/02/24).
- Mercer's 2023 Quality of Living Ranking: The USA's highest-ranking city is **San Francisco at 37**, followed by **New York at 40** and **Boston at 41**.
- Human Development Index: **0.921** and ranked **21st** as of 2021.
- Logistics Performance Index: **3.80** and ranked **17th** globally as of 2023.

Source: Trading Economics, World Bank, Mercer

- **Trade Agreements:**

- Under the Trump Administration, the USA moved away from previous free trade-supporting principles and left the TPP, among other deals. However, with the recent arrival of the Biden Administration, this trend is expected to reverse as the USA aims to best fulfill its obligations under 40 existing Bilateral Investment agreements.
- The Australia-United States Free Trade Agreement (AUSFTA) came into effect on 1 January 2005.
- The "Quad" alliance of Australia, the USA, India, and Japan is expected to morph into a trade bloc in the coming years.

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



Demographic Indicators

- Total Population: Approximately **335.89 million** as of January 2024.
- Expatriate Population: Approximately **45.30 million** as of 2021 as per the United States Census.
- Population Growth: **0.54%** as of 2023.
- Median Age: Approximately **38.50** years old.
- Urban Population: **83.0%** as of 2023.
- **Population Ethnicity:**
 - Non-Hispanic white 60.1%
 - Hispanic and Latino 18.5%
 - Black 13.4%
 - Asian 5.9%
 - Indigenous (mainland) 1.3%
 - Indigenous (Hawaii) and other Pacific Islanders 0.2%
- **Dominant Religious Groups:**
 - 42% Protestantism
 - 21% Catholicism
 - 2% Mormonism
 - 1% Judaism
 - 1% Islam
 - 1% Hinduism
 - 1% Buddhism
 - 2% Other (Taoism, Sikhism, folk religions)

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

Consumer Behaviour & Societal Trends

Key Trends:

- USA households are keen consumers, adequately positioned for such behaviour as they mostly fall into a middle-class segment with relatively high purchasing power. The upper class also exercises a large share of consumer purchases, with the OECD forecasting that in the decade until 2030, it is this group that will be the world's largest market segment in terms of absolute purchase value.
- The USA consumer base dedicated a higher share of weekly purchases to lower-priced products as the COVID-19 pandemic created a recession that predominantly impacted the lower and middle classes. A recent Deloitte report found that along with looking for cheaper products, those that are widely available and can be purchased in a convenient manner are of prime value to the American consumer.
- The population is very engaged in terms of utilising e-commerce platforms, with 96% of the population shopping online. This has led omnichannel retailers to continue to increase the quality and presence of their online platforms.
- American consumers are very particular about what they buy, as they are reported to be more likely to compare prices for different products, read online reviews and look for relevant promotions before making a purchase.
- While the COVID-19 pandemic has reduced the movement of consumers outside their homes, the consumer base in the USA is still very willing to travel to major supermarkets such as Walmart and Sam's Club to make a purchase. Therefore, most consumers shop with a range of channels both online and offline.
- A McKinsey report from August 2020 found that three-quarters of consumers in the USA have tried purchasing using new behaviours in response to the general uncertainty and economic pressure created by the COVID-19 pandemic. Furthermore, 36% reported that they had tried purchasing a new brand, and nearly three-quarters of that group were willing to continue using that new brand.



- Four-fifths of consumers will use credit or debit cards to make purchases however, privacy concerns regarding the submitting of personal data online remains a major concern in the USA.
- “Made in America” is a major selling point for products both online and offline, with consumers much keener than their overseas counterparts to consider whether the brand is American and/or the product was produced in the USA.
- The second-hand economy is growing rapidly, especially amongst younger generations of American consumers who are keen to change their purchasing habits to mitigate the effects of climate change.

Source: Santandertrade, OECD, Deloitte, BIGCOMMERCE, McKinsey, Google Market Finder, SMARTERCX

Digital Adoption:

- Americans spend nearly 7 hours a day on the internet, approximately 2 hours of which is dedicated to social media usage.
- There are an estimated 230 million active social media users in the USA.
- More than a third of Generation Z makes daily purchases through social media.
- Approximately one-third of Americans do not trust their personal data in the hands of major tech companies.

Source: Digital in 2020 Report





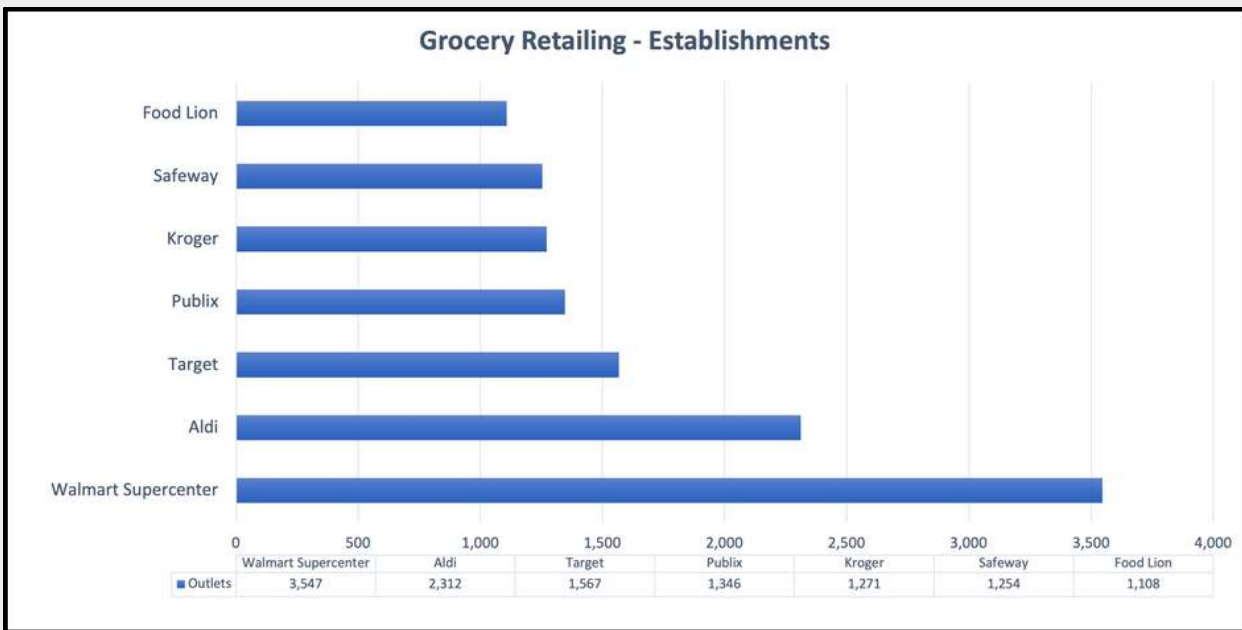
Grocery Retail Channel Developments

Key Trends:

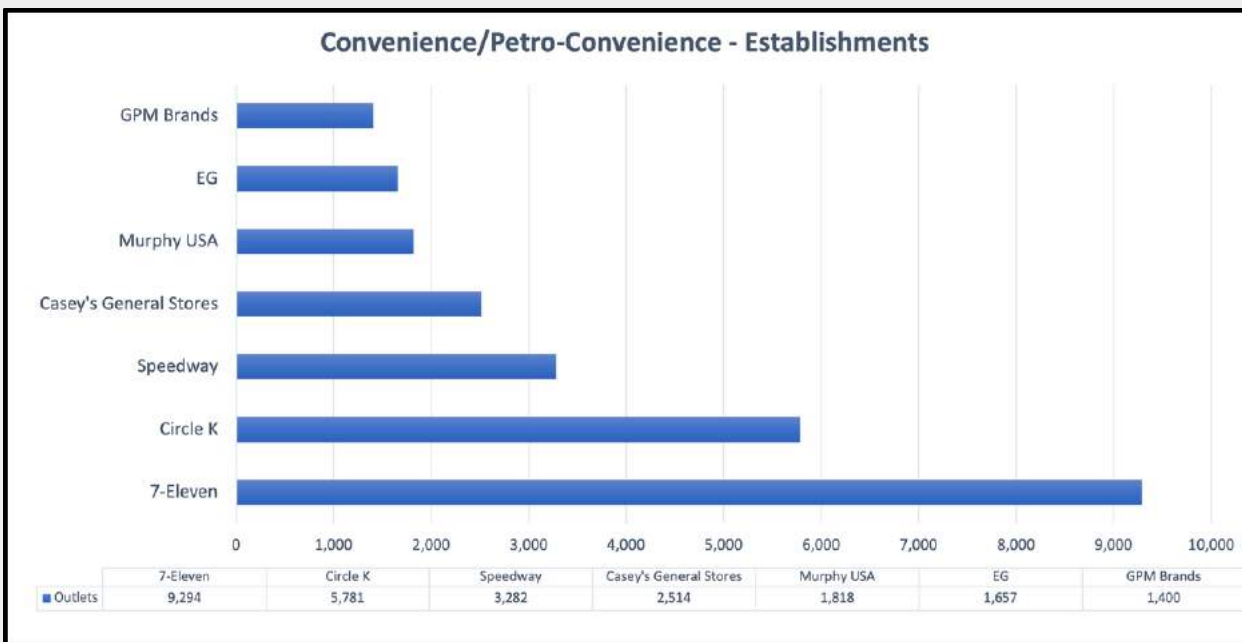
- Traditional grocery retailers suffered the most of all businesses in the grocery retail channel due to reduced capacity to implement social distancing and necessary sanitary measures in-store, along with the fact that many were classed to be non-essential businesses and therefore involuntarily closed at the height of the pandemic.
- Convenience stores and forecourt retailers also experienced negative growth in sales in 2020, albeit lower than traditional grocery retailers because they were able to remain classified as essential services. Prior to the pandemic, these two business channels experienced rapid growth in sales as a result of successful measures to primarily target on-the-go travelers.
- Alcohol sales across all segments of the grocery retail channel continued to increase throughout the pandemic, especially with regards to convenience stores and forecourt retailers.
- To support the rising usage of contactless payment methods that was accelerated by the COVID-19 pandemic, leading convenience store chain 7-Eleven recently announced the creation of a mobile wallet that can be added to the 7-Eleven app for making in-store purchases.
- Retailers across the grocery retail channel, such as Circle K (convenience stores) and Amazon Go (supermarkets) are increasingly engaging with AI technology to create cashier-less checkout options to improve the health outcomes of customers and overall shopping convenience.
- A big development in the hypermarket channel was Walmart's launching of its new membership program "Walmart+" to rival Amazon Prime. The system allows for members to obtain unlimited deliveries, Scan & Go technology, and fuel discounts, among other benefits.

- Sales of products in supermarkets rose greatly throughout 2020 after a year of average growth in 2019. This phenomenon was the result of American consumers increasing the proportion of their spending that went towards essential goods in response to greater financial pressure and uncertainty.
- The value of online grocery purchases skyrocketed throughout 2020 as consumers took advantage of curbside pickups and home deliveries to support their social distancing preferences.

Grocery Retailing Brand Outlets:



Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor, Phoenix Business Journal, NFCW

Foodservice Channel Developments

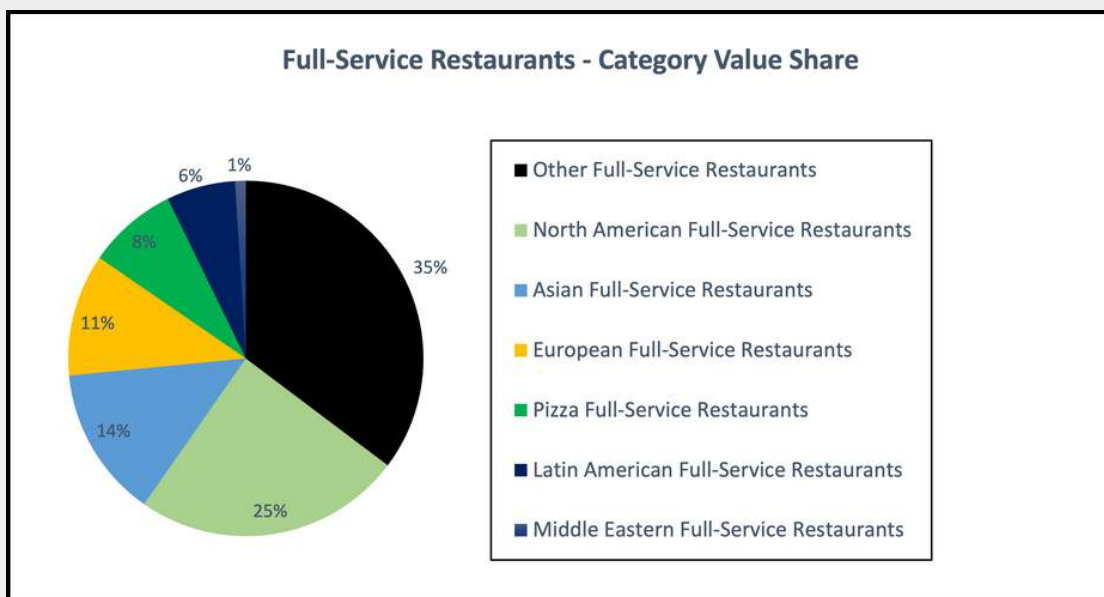
Key Trends:

- Full-service restaurants in the USA, mostly independent, have seen frequent negative sales growth following the start of the COVID-19 pandemic as consumers have turned away from dine-in eating experiences. Foodservice businesses saw the most job losses of any industry in the USA in 2020. Restaurants offering delivery, especially those businesses that partner with food delivery apps, have been spared the worst of the industry contraction as consumers can obtain their food and beverage orders whilst minimising interpersonal contact.
- With the sharp increases in-home delivery orders from full-service restaurants, many businesses have chosen to offer alternative dining options for customers in the form of, for example, ready-to-bake meals and DIY cocktails. This experimental dining trend is most popular amongst younger generations and is forecast to further increase in the long term.
- The relative size of menus pre and post-pandemic have generally decreased, in spite of the many innovative menu items recently introduced. This is due to restaurants greatly reducing menu items to improve efficiency and cover their bottom-line in the midst of declining sales. A 2021 State of the Restaurant industry report found that 63% of American restaurants offered less menu items than pre-pandemic. This trend was most profound in fine and casual dining restaurants, whereas in quick-service and family dining restaurants this trend was not as prominent.
- Many limited-service restaurants are using the pandemic's harming of consumer demand to shift the business focus towards online services. Shake Shack has stated its business was 20% online pre-pandemic and, as of March 2021, is 80% online.
- Loyalty programs, mostly among limited-service chains, have seen an explosion in popularity in direct correlation to the number of orders completed via the internet, as customers can much more easily access and implement their reward benefits when making online purchases.

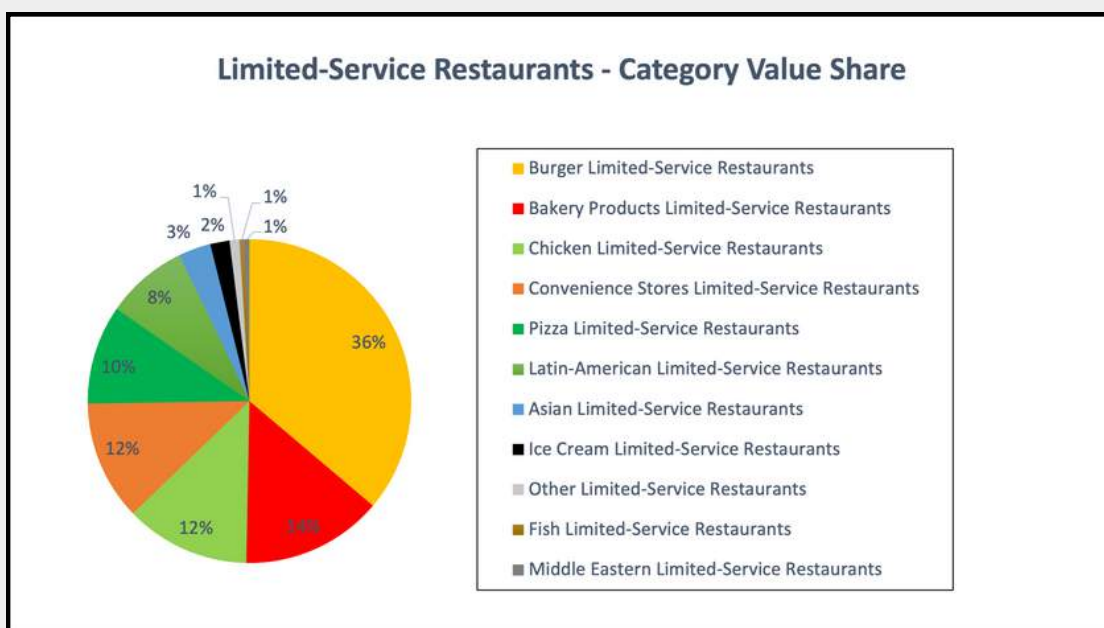


- Eco-friendly menu items have continued to feature heavily in American consumers’ desires when ordering from limited and full-service restaurants, with vegan and vegetarian diets exploding in popularity and a greater demand amongst Americans for ethically-sourced produce. This has led many major fast-food chains to offer traditional customer favourites rebranded as new plant-based products, with “fake meat” from major producers such as Impossible and Beyond Burgers the key ingredient seen, for example, in Burger King’s new “Impossible Whopper”.
- Burgers were most selected by full-service restaurants as their highest-selling food category in early 2021, whilst limited-service restaurants believed sandwiches and wraps to be their most popular range of foods. The most popular order in the rapidly growing Asian food market was milk tea, with the beverage experiencing a relatively high percentage of orders late at night.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor, Huffington Post, WARC, National Restaurant Association

Food & Drink e-Commerce Channel Developments

Key Trends:

- Due to the high rates of COVID-19 infections in the USA, coupled with the much lower risk of contracting COVID-19 when purchasing products through online channels, Food & Drink e-commerce has seen an explosion in sales growth since early 2020. At the peak of the COVID-19 crisis in the USA, consumer spending on e-commerce had jumped 44.4% from the last quarter.
- Curbside pickup of online orders has proved a much cheaper option for businesses than offering delivery services, especially in rural and suburban areas where reliance on personal automobiles is higher. At the end of 2019, only 6.9% of major e-tailers used this process, a figure which had increased to 43.7% by August 2020, of which many of these businesses, such as Walmart and Kroger, relied heavily on Food & Drink sales. Target, however, was much later to allow for perishable goods to be picked up in this manner and thus experienced its own sharp increase in sales much later.
- The pace of autonomous Food & Drink delivery innovation has increased due to the pandemic, as Amazon and Walmart have greatly enlarged their investment and progress in their respective drone delivery pilot programs. These measures are targeted to suit greater customer demands for convenience, especially amongst millennials and even younger generations.
- Food delivery apps have seen incredible levels of growth over the last decade in terms of sales, market size, to name a few measures. This trend has only been accelerated by the pandemic, with nearly a third of US consumers recently stating that they use third-party delivery apps to order from restaurants at least twice a week.
- Bundles of Food & Beverage products have increasingly featured on online menus, with a range of options such as mix-and-match, whereby customers can create their own package, or groups of items put together by the E-tailer to suit a certain activity, like Pantry Shop's workout bundles.



Key E-tailers:

- Costco, operating as a major hypermarket, saw large sales volume increases during the earlier stages of the pandemic frequented by “panic-buying” consumer activities.
- According to Insider Intelligence, e-tailers Amazon and Instacart have benefitted the most from the shift towards click-and-collect purchases of food and beverage products.
- In the eco-friendly food segment, there are many divisions in which market leaders have experienced considerable growth in recent years, especially since the pandemic began. “Fake meat” producer Beyond Meat’s 2-day home delivery service has led the meat substitute e-commerce market. HelloFresh and Sun Basket still lead the meal kit market, the latter of which retains consistent growth figures through an online subscription portal.

Source: Euromonitor, Department of Commerce, Digital Commerce 360, Grocery Dive

Seafood Consumption in the USA

- Fish and seafood supply per person in the USA is valued at 22.36 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 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:

- US Department of Commerce: Enforces the conditions of the AUSFTA.
- Customs and Border Protection (CBP): Inspect food imports to check for violations of USDA FSIS (for meat and poultry products) or FDA (for all other products) regulations.

Product Registration/Import Procedure:

- Facilities that manufacture, pack, or process products to be sold in the US must register with the FDA. There are, however, some exemptions for entities including farms and fishing vessels, and therefore it is best to check the FDA's "Questions and Answers Regarding Food Facility Registration: Guidance for Industry" page for clarity. Registration must be renewed bi-annually.
- All food regulation requirements must be made by the exporting firm before the goods enter the United States. Extra attention must be paid to special regulations that apply to certain products such as alcoholic beverages and fresh food.
- If the firm exporting to the USA decides to use a licensed customs broker or another kind of licensed agent then the owner's declaration must be submitted by the exporter authorizing this process. This declaration, if made overseas, must be executed before a notary public (can be found at all American embassies and most consulates) and bear the notary stamp.
- Records must be maintained of all stages of production from the product being created to when it is sold on the shelves in the USA.

Documentation Required:

- Bill of Lading/Airway Bill.
- Invoice
- Packing list
- Other shipment papers (to be completed by the entity receiving the goods in the USA)
- An import license is generally not required, however, there are exemptions under both USDA FSIS and FDA regulations that can be viewed on the agencies' respective websites.
- Many of the required documents can be filed through the CBP Automated Broker Interface (ABI) online portal.



General Labelling Requirements:

- For meat and poultry products, the USDA FSIS procedure must be followed. Whereas for all other products, FDA procedures are to be followed. The main components of these procedures are summarised as follows:
- Nutrition information (metric system and equivalent % of daily value)
- Ingredient list
- Net quantity (imperial system with possibility for the metric system in brackets)
- Country of origin
- Food products do not need to be dated
- Product name and description in prominent letters
- Name and address of manufacturer, packager, or distributor
- Allergy labelling (if required)
- Information not required cannot be added to the information panel (where ingredients and nutrition are listed)
- Juices must have % juice listed
- Additives and colourings

Packaging Requirements:

- List net quantity on outside packaging along with numbers used to identify the product on the invoice.
- Wood packaging materials must be treated by fumigation and heat, before being marked with certification of this process.

Non-Tariff Barriers:

- Products are examined by the CBP upon arrival. If it is a business' first time importing, there is a higher chance of freight being flagged for a more in-depth inspection.
- Products intended for children face a range of extra regulations requiring compliance tests before being exported to the USA.
- Product liability insurance is sometimes required by the US vendor.
- Import quotas for dairy products

Tariffs Levied:

- Tariffs are classified as per the Harmonised Tariff System (HTS) and the online Tariff Database can be used to help calculate the specific duty payable on any one item.
- AUSFTA eliminated most tariffs but some still remain.
- Special tariff-rate quotas were also introduced as part of the AUSFTA, particularly with regards to the agriculture sector for beef, cheese, and avocado products.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS]



Category Data

Fish and Seafood in the USA

Key Trends:

- Before the onset of the pandemic, consumers unwilling to cook at home were generally dependent on takeaway meals or other foodservice offerings. However, 2020 has seen widespread foodservice closures around the country, resulting in many consumers having no other option but to cook at home. As the trend of cooking at home has been on the rise, more consumers are widening their palates and cooking skills. While consumers would previously refrain from purchasing fish and seafood due to their lack of confidence in cooking such items, this has changed in 2020 with new faith in their developed skills.
- In 2021, retail sales of all seafood categories were good, but crustaceans like crab and lobster performed exceptionally well. Many customers were more comfortable preparing these items in 2020 than they had been previously. Consumers wanted to reproduce excellent meals at home because they could no longer eat them outside the home. Consumers had more spare cash to spend on more costly goods at the grocery store, such as lobster, while they spent less money on dining out and other activities outside the home.
- US consumers have been gravitating towards online grocery shopping since it offers more convenience and safety. Even though online grocery shopping has steadily been on the rise for the last few years prior to 2020, many Americans did not find it necessary to alter their traditional shopping habits of buying groceries in-store. However, after the onset of the pandemic, many consumers are realising the merits of online grocery shopping, especially as it is safer and restricts possible exposure to the virus.
- Earlier, for a highly perishable category like fish and seafood, many consumers were hesitant to buy these products online as they were not as trusting of a stranger picking out their food. However, this behaviour is slowly changing as more consumers are happy to try out newer services in order to stay safe.
- Eating habits have been affected by foodservice closures, leading to a short-term shift towards cooking at home. However, it is expected that once foodservice outlets go back to operating at full capacity, consumer eating habits will go back to being reliant on such outlets. Of course, this will largely depend on the state of the economy- if there is an increased possibility of an economic recession, consumers will try and save money by dining at home.



- The pandemic and the resulting substantial changes to daily lifestyles have led to a major emergence of the health-conscious consumer. For many, 2020 gave them the opportunity to examine and assess their daily habits and consumption patterns and make the necessary adjustments to their eating habits so that they may lead healthier lives. Fish and seafood in particular have been traditionally viewed as healthy sources of protein, making them a strong alternative to meat products. The latter category has recently gained negative press attention in the last few years due to varied health concerns relating to the consumption of red meat.
- Fresh finfish sales are predicted to account for the majority of fish and seafood sales in 2021/22, with salmon being the most popular species. Salmon is quite popular among customers as it is rich in flavour and is packed with nutritional value. Tilapia, pollock, cod, tuna, and catfish are some of the other popular finfish sold at fish markets.
- Fresh shellfish generates a significant portion of earnings at fish markets, even if finfish remains the most popular commodity. Fresh shellfish sales are estimated to account for over 30% of overall industry revenue in 2021. Shrimp is the most popular shellfish species. Shrimp can be prepared in a variety of ways and typically contains low levels of mercury, so health risks are minimal. Clams, oysters, crab, and lobster are among the most popular shellfish after shrimp.
- Small, independently-owned businesses or small chains with fewer than five locations make up the majority of the US Fish and Seafood Markets industry. The average number of employees per establishment in the industry is three, and the establishment to enterprise ratio is around one to one. This represents a highly fragmented sector with a large number of tiny businesses. Consumers can also purchase items from several operators through catalogues or online retail.

Country	Sector	Category	Segment	Year	Value M USD	Syr CAGR M USD (%)
United States of America	Fish & Seafood	Ambient Fish & Seafood	Ambient Fish & Seafood	2022	2,896.33	4.86
				2027	3,382.21	3.15
		Chilled Raw Packaged Fish & Seafood - Processed	Chilled Raw Packaged Fish & Seafood - Processed	2022	72.63	4.56
				2027	87.51	3.80
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	Chilled Raw Packaged Fish & Seafood - Whole Cuts	2022	1,176.05	2.90
				2027	1,379.68	3.25
		Dried Fish & Seafood	Dried Fish & Seafood	2022	244.69	4.07
				2027	302.32	4.32
		Fresh Fish & Seafood (Counter)	Fish	2022	998.53	.70
				2027	1,188.99	3.55
			Shellfish	2022	3,424.45	-.33
				2027	3,849.36	2.37
		Frozen Fish & Seafood	Frozen Processed Fish	2022	929.26	4.03
				2027	1,116.34	3.74
2022	2,094.19			3.25		
		Frozen Whole Cuts Of Fish & Seafood	2027	2,498.06	3.59	

Source: GlobalData, 2024

ITC - Trade Data

Fresh or Chilled Pacific Salmon in the USA

USA - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon...

(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	90,941	6,202	15	6	2
1	New Zealand	48,054	2,654	-3	11	10
2	Canada	42,151	3,508	45	2	-2
3	Chile	666	35	-23	66	25
4	Norway	52	3	-	-	-
5	United Kingdom	18	2	-	-68	-52
6	Mexico	-	-	-	-	-
7	Dominican Republic	-	-	-	-	-
8	The Netherlands	-	-	-	-	-
9	Japan	-	-	-	-	-
10	Trinidad and Tobago	-	-	-	-	-

AUS - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon...

(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	1	0	-93	-76	-
1	Christmas Island	1	0	-	-	-
2	New Zealand	-	-	-	-	-
3	United States	-	-	-	-	-
4	Canada	-	-	-	-	-
5	Belgium	-	-	-	-	-
6	Italy	-	-	-	-	-
7	Poland	-	-	-	-	-
8	Brazil	-	-	-	-	-
9	China	-	-	-	-	-
10	Qatar	-	-	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Atlantic Salmon in the USA

USA - Trade Data - HS Code 030214 Fresh or Chilled Atlantic Salmon...

(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	1,394,770	126,858	11	4	1
1	Canada	651,252	69,832	5	4	1
2	Norway	238,789	17,780	81	-5	-9
3	Chile	189,842	16,440	34	19	13
4	Faroe Islands	167,727	11,497	13	9	4
5	United Kingdom	87,468	5,889	-42	-10	-14
6	Iceland	41,168	3,985	-14	42	46
7	Australia	11,791	939	-10	276	291
8	The Netherlands	3,114	243	178	704	-
9	Ireland	2,495	177	54	-2	0
10	Denmark	673	50	47	-10	-13

AUS - Trade Data - HS Code 030214 Fresh or Chilled Atlantic Salmon...

(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	285,470	22,288	1	43	31
1	China	167,539	12,334	15	38	22
2	Indonesia	37,157	2,789	27	56	44
3	Japan	23,309	1,680	-3	39	32
4	Vietnam	15,873	1,605	-15	48	45
5	Taiwan	12,670	1,093	45	22	15
6	United States	10,115	1,011	-16	312	290
7	Thailand	7,764	796	-68	126	134
8	South Korea	5,940	47=61	-6	140	107
9	Singapore	2,334	270	-75	26	15
10	Brunei	40	82	45	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Prepared or Preserved Salmon in the USA

USA - Trade Data - HS Code 160411 Prepared or Preserved Salmon...

(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	162,014	16,783	31	15	11
1	Thailand	81,851	10,273	37	21	19
2	Canada	24,789	1,874	7	10	5
3	Chile	20,421	1,742	43	-6	-2
4	Poland	13,171	880	46	79	41
5	China	5,882	961	22	-11	-15
6	Ireland	3,811	214	73	-	-
7	France	3,187	167	-17	198	188
8	Singapore	2,418	138	208	-	-
9	Indonesia	1,910	216	-18	-	64
10	Germany	1,768	156	-2	19	10

AUS - Trade Data - HS Code 160411 Prepared or Preserved Salmon...

(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	355	24	-2	-15	-21
1	New Zealand	136	15	-7	-30	-26
2	Hong Kong	89	3	63	58	21
3	Singapore	44	3	-28	3	8
4	United States	38	0	14	-	-
5	Fiji	15	0	-	90	-
6	The Philippines	13	1	-58	44	0
7	Papua New Guinea	10	0	-55	-22	-
8	Nauru	7	1	-	-19	0
9	Norfolk Islands	2	0	-81	-	-
10	Cook Islands	1	0	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Atlantic Salmon in the USA

USA - Trade Data - HS Code 030313 Frozen Atlantic Salmon

(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	19,165	2,269	11	-2	-4
1	Chile	16,118	1,903	3	1	-2
2	Iceland	1,051	131	-	-	-
3	Norway	956	102	-37	-28	-29
4	Canada	750	116	739	6	-7
5	Faroe Islands	261	15	-	-	-
6	Taiwan	23	2	-	-	-
7	Portugal	6	1	-	-	-
8	Dominican Republic	-	-	-	-	-
9	Guatemala	-	-	-	-	-
10	Bahamas	-	-	-	-	-

AUS - Trade Data - HS Code 030313 Frozen Atlantic Salmon

(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	1,594	247	-61	39	-9
1	Vietnam	527	109	-5	117	32
2	Indonesia	516	56	-37	-	-
3	Hong Kong	215	15	62	19	28
4	New Zealand	128	9	-	-24	32
5	The Philippines	86	2	-62	130	-36
6	Papua New Guinea	60	10	-27	1	-37
7	Bangladesh	30	30	-36	-	-
8	Japan	19	2	-	-	-
9	Italy	5	1	26	-	-
10	Vanuatu	4	3	11	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Fillets of Pacific Salmon in the USA

USA - Trade Data - HS Code 030481 Frozen Fillets of Pacific Salmon

(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	1,708,465	129,459	35	15	9
1	Chile	846,039	60,602	44	19	16
2	Norway	352,943	20,422	28	14	13
3	China	224,357	29,123	1	-6	-9
4	The Netherlands	54,828	3,329	117	266	261
5	Poland	47,629	2,842	90	123	121
6	Canada	38,701	2,408	11	10	10
7	Faroe Islands	35,764	2,114	58	40	38
8	Germany	35,699	2,146	52	-	65
9	Denmark	23,513	1,483	52	67	67
10	Vietnam	10,223	1,321	646	14	17

AUS - Trade Data - HS Code 030481 Frozen Fillets of Pacific Salmon

(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	674	69	112	20	-5
1	Indonesia	294	31	87	-	-
2	Vietnam	144	23	633	-29	-20
3	New Zealand	95	2	-	-	-
4	Papua New Guinea	54	3	42	-	-
5	Hong Kong	49	2	-29	38	28
6	Maldives	16	1	265	-	-
7	Solomon Islands	9	6	-	-	-
8	The Philippines	8	0	208	-	-
9	Nauru	5	0	-	-	-
10	Cocos Islands	1	0	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Frozen Pacific Salmon in the USA

USA - Trade Data - HS Code 030312 Frozen Pacific Salmon

(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	19,103	2,196	-10	-1	0
1	Canada	7,590	876	-39	-8	0
2	Chile	4,269	493	97	184	156
3	Russia	3,724	587	110	-	-
4	New Zealand	2,939	191	-38	40	52
5	Poland	341	22	-	-	-
6	China	111	16	30	-59	-71
7	Norway	73	6	-	-	-
8	Vietnam	46	2	-	-	-
9	Peru	8	2	-	-	-
10	Mexico	3	0	-	-	-

AUS - Trade Data - HS Code 030312 Frozen Pacific Salmon

(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	31	3	-88	46	68
1	Singapore	12	1	-	-	-
2	Papua New Guinea	11	1	-77	3	20
3	The Philippines	5	1	-	-	-
4	New Zealand	2	0	-	-	-
5	Japan	-	-	-	-	-
6	China	-	-	-	-	-
7	Thailand	-	-	-	-	-
8	South Korea	-	-	-	-	-
9	Vietnam	-	-	-	-	-
10	Taiwan	-	-	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Smoked Pacific Salmon in the USA

USA - Trade Data - HS Code 030541 Smoked Pacific Salmon

(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	227,313	10,211	20	18	16
1	The Netherlands	66,340	3,315	-13	25	26
2	Chile	47,361	1,960	24	18	14
3	Greece	29,641	1,512	231	-1	0
4	Poland	29,635	1,212	42	49	54
5	Germany	17,472	687	-9	28	25
6	Denmark	17,376	709	166	119	109
7	Norway	7,575	405	59	-16	-16
8	United Kingdom	5,021	180	-20	5	-17
9	Canada	2,782	76	9	9	3
10	New Zealand	1,976	48	13	9	6

AUS - Trade Data - HS Code 030541 Smoked Pacific Salmon

(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	21	1	-88	-61	-62
1	Papua New Guinea	10	1	122	4	0
2	Maldives	7	0	-	-	-
3	Hong Kong	3	0	-98	-68	-
4	United Kingdom	-	-	-	-	-
5	Germany	-	-	-	-	-
6	New Zealand	-	-	-	-	-
7	Poland	-	-	-	-	-
8	Norway	-	-	-	-	-
9	Denmark	-	-	-	-	-
10	Italy	-	-	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Salmonidae in the USA

USA - Trade Data - HS Code 030219 Fresh or Chilled Salmonidae

(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	15,783	1,580	38	32	40
1	Norway	9,454	1,072	37	232	246
2	Iceland	6,293	507	42	4	4
3	Armenia	25	1	-79	-	-61
4	Canada	8	0	-33	-41	-
5	Japan	3	0	-	-	-
6	Mexico	-	-	-	-	-
7	Curacao	-	-	-	-	-
8	Dominican Republic	-	-	-	-	-
9	Anguilla	-	-	-	-	-
10	Bahamas	-	-	-	-	-

AUS - Trade Data - HS Code 030219 Fresh or Chilled Salmonidae

(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)
-						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

NO DATA AVAILABLE

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Salmonidae in the USA

USA - Trade Data - HS Code 030319 Frozen Salmonidae

(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	503	77	28	13	-8
1	Canada	472	70	23	22	-7
2	Vietnam	22	6	-	-	-
3	Japan	5	1	7	11	0
4	India	4	1	11	-	-
5	Mexico	-	-	-	-	-
6	Colombia	-	-	-	-	-
7	Bahamas	-	-	-	-	-
8	Belgium	-	-	-	-	-
9	Bermuda	-	-	-	-	-
10	Guatemala	-	-	-	-	-

AUS - Trade Data - HS Code 030319 Frozen Salmonidae

(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	1,209	47	19	35	20
1	Hong Kong	581	4	605	9	-34
2	Malaysia	481	34	-11	857	-
3	Thailand	92	5	-	-	-
4	Papua New Guinea	29	1	-90	31	30
5	Vietnam	10	1	-81	0	-33
6	Singapore	10	0	-	-	-
7	Solomon Islands	3	0	-	-	-
8	Japan	3	0	-	-	-
9	Saudi Arabia	-	-	-	-	-
10	Egypt	-	-	-	-	-

Source: ITC Trade Map, 2023

ITC - Trade Data

Fresh or Chilled Fillets of Pacific Salmon in the USA

USA - Trade Data - HS Code 030441 Fresh or Chilled Fillets of Pacific Salmon

(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	3,087,027	199,916	10	12	7
1	Chile	2,181,672	146,307	11	11	6
2	Norway	469,162	27,228	9	15	12
3	The Netherlands	101,906	6,346	20	42	43
4	Canada	98,165	5,606	-18	0	-7
5	Germany	74,760	4,043	23	0	-1
6	Faroe Islands	73,071	4,681	77	45	40
7	Denmark	43,508	2,833	-16	26	30
8	United Kingdom	16,966	915	-30	-5	-8
9	Iceland	16,820	1,345	105	27	37
10	Poland	7,138	431	-	-	-

AUS - Trade Data - HS Code 030441 Fresh or Chilled Fillets of Pacific Salmon

(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	16	1	-78	-25	-18
1	Nauru	6	0	57	-	-
2	Hong Kong	4	0	-75	7	-
3	Solomon Islands	3	0	-39	7	-
4	Maldives	1	0	-	-	-
5	Canada	-	-	-	-	-
6	Norway	-	-	-	-	-
7	New Zealand	-	-	-	-	-
8	United States	-	-	-	-	-
9	Sweden	-	-	-	-	-
10	Germany	-	-	-	-	-

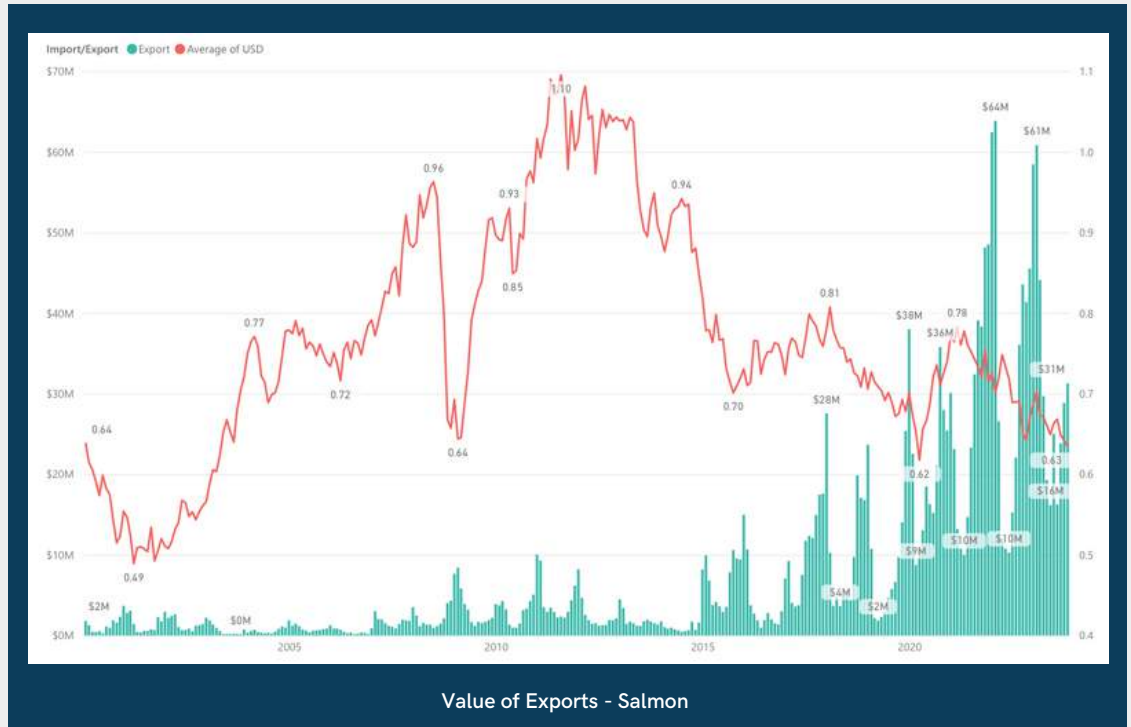
Source: ITC Trade Map, 2023

FRDC - Trade Data

Salmon Exports - Value

AUS - Trade Data - Species: Salmon

(Exports):



Commodity Description	Value
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$1,639,265,208
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbusha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$216,488,447
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$189,816,644
Prepared or preserved salmon, whole or in pieces, but not minced (incl. salmon of Chapter 03)	\$20,444,481
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$13,448,332
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$11,348,051
Smoked Pacific salmon (Oncorhynchus nerka, gorbusha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets), whether or not cooked before or during the smoking process	\$9,202,743
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbusha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. fillets and meat of HS 0304 & livers & roes)	\$7,142,450
Fresh or chilled salmonidae (excl. trout, Pacific salmon, Atlantic salmon, Danube salmon, fillets and other meat of HS 0304 and livers and roes)	\$7,105,506
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	\$7,036,184
Frozen salmonidae (excl. Sockeye salmon (red salmon); Pacific salmon, Atlantic salmon, Danube salmon, trout, fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$6,899,141
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tshawytscha, O. kisutch, O. masou & O. rhodurus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$6,891,306
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbusha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	\$4,370,812
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbusha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou and Oncorhynchus rhodurus), excluding livers and roes	\$3,886,377
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon, Atlantic salmon, Danube salmon, trout, fillets and other meat of HS 0304 and livers and roes)	\$2,106,663
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon, trout, fillets and other meat of HS 0304 and livers and roes)	\$1,758,951
Fresh or chilled salmonidae (excl. trout, Pacific salmon, Atlantic salmon, Danube salmon, fillets and other meat of HS 0304 and edible fish offal of HS 03029)	\$1,368,730
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbusha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	\$1,359,033
Frozen Pacific salmon (Oncorhynchus gorbusha, keta, tshawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon), fillets and other meat of HS 0304 and livers and roes)	\$1,096,389
Frozen Pacific salmon (Oncorhynchus gorbusha, O. keta, O. tshawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red), fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$547,958
Frozen Pacific salmon (Oncorhynchus gorbusha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red), fillets and other meat of HS 0304 and livers & roes)	\$108,725
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	\$45,051
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	\$26,109
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	\$20,709

Country	Value
China	\$1,036,211,431
Japan	\$284,363,789
Indonesia	\$204,197,263
Taiwan	\$126,096,434
Vietnam	\$119,366,555
Thailand	\$77,807,229
United States of America	\$73,989,668
Singapore	\$64,129,172
Hong Kong	\$36,854,619
New Zealand	\$33,700,626
Korea Republic of	\$21,837,243
Malaysia	\$21,107,414
Brunei Darussalam	\$5,070,100
United Arab Emirates	\$4,600,497
Papua New Guinea	\$3,224,881

Leading Export Destinations - Value

State	Value
TAS	\$1,584,502,806
VIC	\$435,986,094
NSW	\$68,389,893
SA	\$18,049,606
Foreign (re-export)	\$16,828,669
WA	\$4,351,785
QLD	\$4,231,439
NT	\$17,716
ACT	\$5,443

Export Value by State

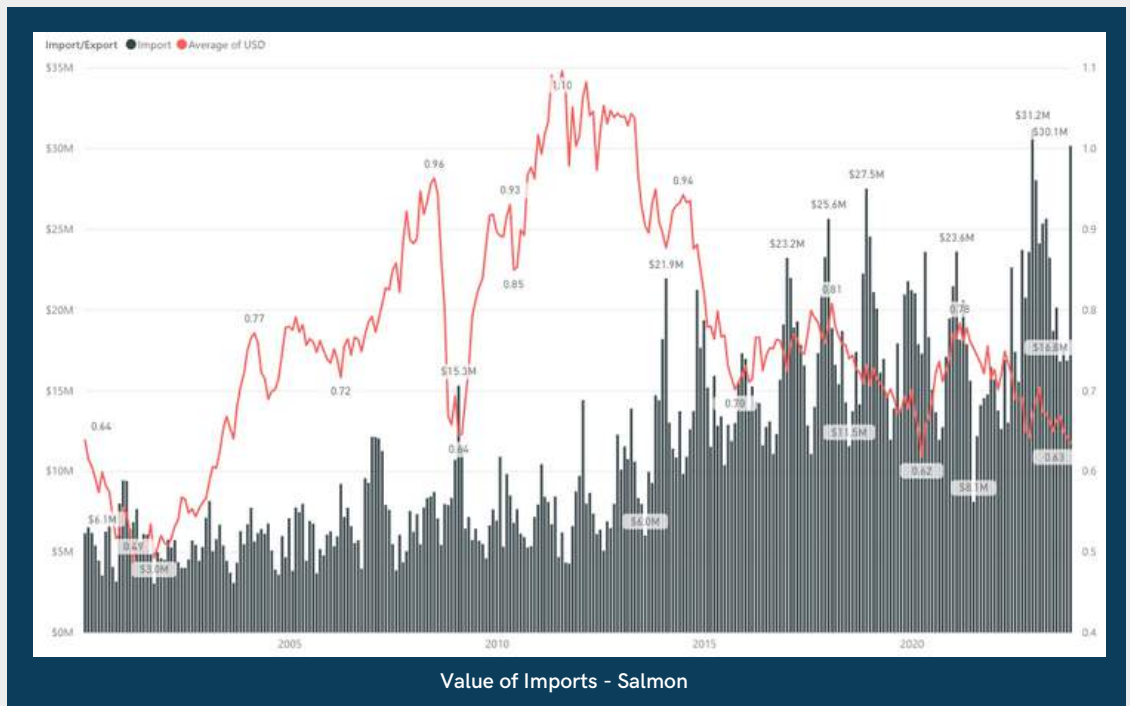
Source: FRDC, 2023

FRDC - Trade Data

Salmon Imports - Value

AUS - Trade Data - Species: Salmon

(Imports):



Commodity Description	Value
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	\$1,351,807,951
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	\$772,936,264
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	\$485,983,924
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs <= 1kg	\$214,356,907
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. t.)	\$57,762,760
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$56,714,624
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	\$36,694,028
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$35,653,728
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. fillets and meat of HS 0304 & livers & roes)	\$25,474,396
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	\$24,016,724
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs > 1kg	\$16,319,516
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excluding fillets and o)	\$3,911,039
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	\$3,688,256
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	\$2,141,522
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (including)	\$1,762,187
Frozen salmonidae (excl. sockeye salmon (red salmon)); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	\$997,400
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	\$953,676
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	\$832,182
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	\$641,201
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	\$1,762,187
Frozen salmonidae (excluding Sockeye salmon (red salmon)), Pacific salmon, Atlant	\$316,711
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) [\$278,816
Fresh or chilled salmonidae (excl. trout, Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	\$240,370
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	\$142,460

Value of Imports - Top Commodity Breakdown

Country	Value
Denmark	\$760,932,018
Norway	\$716,934,430
United States of America	\$709,640,004
Thailand	\$315,231,652
New Zealand	\$205,269,755
Canada	\$203,117,995
Poland	\$168,441,779
China	\$22,602,158
Germany	\$20,671,459
Chile	\$19,976,550
United Kingdom	\$13,961,012
Korea, Republic of	\$11,893,071
Sweden	\$11,648,219
Netherlands	\$4,467,489
Spain	\$2,573,867

Leading Import Sources - Value

State	Value
NSW	\$1,667,236,982
VIC	\$1,024,730,989
QLD	\$370,099,957
WA	\$98,879,823
SA	\$32,881,147
NT	\$369,832
TAS	\$85,618

Import Value by State

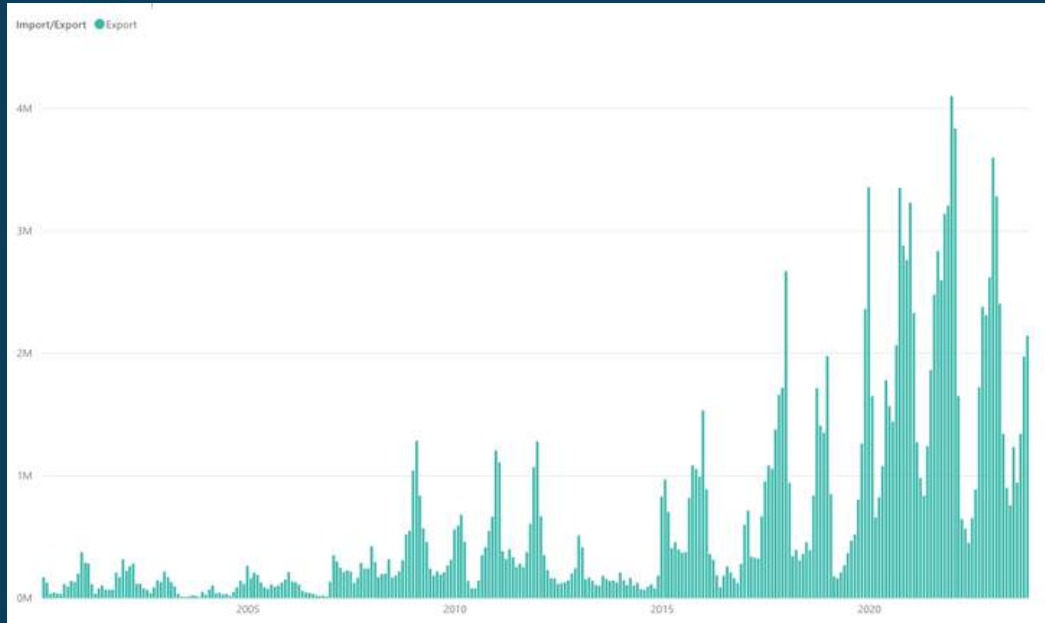
Source: FRDC, 2023

FRDC - Trade Data

Salmon Exports - Volume

AUS - Trade Data - Species: Salmon

(Exports):



Commodity Description	Quantity
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	117,152,229
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	28,188,909
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	16,122,408
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	3,497,767
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	2,469,055
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	2,060,514
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	842,817
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. fillets and meat of HS 0304 & livers & roes)	819,482
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets, whether or not cooked before or during the smoking process)	488,608
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tshawytscha, O. kisutch, O. masou & O. rhodurus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	468,806
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	419,143
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou and Oncorhynchus rhodurus), excluding livers and roes	385,534
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	371,708
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	340,554
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	304,579
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	286,395
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	267,822
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tshawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho)	134,852
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	83,009
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tshawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red), fillets and other meat of HS 0304 and edible fish offal of HS 03039)	47,781
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tshawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red), fillets and other meat of HS 0304 and livers & roes)	8,188
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	3,401
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	3,361
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	290

Volume of Exports - Top Commodity Breakdown

Country	Quantity
China	74,753,863
Japan	25,160,162
Indonesia	15,946,026
Taiwan	11,682,342
Vietnam	11,093,684
Thailand	8,516,166
Singapore	6,756,309
United States of America	6,308,122
New Zealand	4,341,299
Hong Kong	3,772,796
Malaysia	2,058,352
Korea Republic of	1,466,865
United Arab Emirates	551,195
Papua New Guinea	456,649
Brunei Darussalam	344,253

Leading Export Destinations - Volume

State	Quantity
TAS	131,205,860
VIC	34,594,194
NSW	4,678,578
Foreign (re-export)	2,101,943
SA	1,337,829
QLD	634,449
WA	611,785
NT	2,353
ACT	101

Export Volume by State

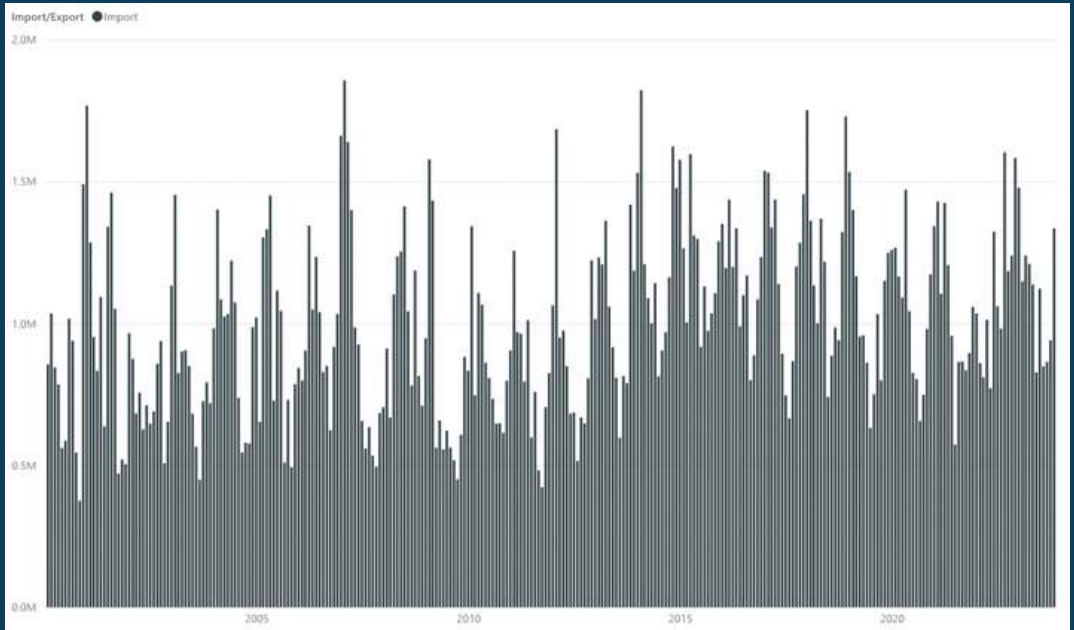
Source: FRDC, 2023

FRDC - Trade Data

Salmon Imports - Volume

AUS - Trade Data - Species: Salmon

(Imports):



Volume of Imports - Salmon

Commodity Description	Quantity
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	180,363,455
Frozen fillets of Pacific salmon (<i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>kisutch</i> , <i>masou</i> and <i>rhodurus</i>), Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>)	33,637,467
Smoked Pacific salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	32,629,697
Smoked Pacific salmon (<i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>kisutch</i> , <i>masou</i> & <i>rhodurus</i>), Atlantic salmon (<i>Salmo salar</i>) & Danube salmon (<i>Hucho hucho</i>) (incl. fillet) whether or not cooked before or during smoking, in packs <= 1kg	11,755,537
Fresh or chilled Pacific salmon (<i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>kisutch</i> , <i>masou</i> and <i>rhodurus</i>), Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	6,835,433
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	4,619,329
Fresh or chilled Pacific salmon (<i>Oncorhynchus nerka</i> , <i>O. gorbuscha</i> , <i>O. keta</i> , <i>O. tshawytscha</i>)	3,817,664
Frozen Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	2,908,957
Fresh or chilled Pacific salmon (<i>Oncorhynchus nerka</i> , <i>Oncorhynchus gorbuscha</i> , <i>Oncorhynchus keta</i> , <i>Oncorhynchus tshawytscha</i> , <i>Oncorhynchus kisutch</i> , <i>Oncorhynchus masou</i> & <i>Oncorhynchus rhodurus</i>) (excl. fillets and meat of HS 0304 & livers & roes)	2,456,852
Fresh or chilled fillets of Pacific salmon (<i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>kisutch</i> , <i>masou</i> and <i>rhodurus</i>), Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>)	2,093,760
Frozen Pacific salmon (<i>Oncorhynchus gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>kisutch</i> , <i>masou</i> and <i>rhodurus</i>) (excl. sockeye salmon (red salmon) fillets and other meat of HS 0304 and livers and roes)	1,237,156
Smoked Pacific salmon (<i>Oncorhynchus nerka</i> , <i>gorbuscha</i> , <i>keta</i> , <i>tshawytscha</i> , <i>kisutch</i> , <i>masou</i> & <i>rhodurus</i>), Atlantic salmon (<i>Salmo salar</i>) & Danube salmon (<i>Hucho hucho</i>) (incl. fillets) whether or not cooked before or during smoking, in packs > 1kg	1,029,109
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	234,629
Fresh or chilled Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	226,998
Frozen sockeye salmon (red salmon) (<i>Oncorhynchus nerka</i>) (excluding fillets and o.)	224,990
Frozen Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>) (excluding)	96,409
Frozen salmonidae (incl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	84,843
Frozen Pacific salmon (<i>Oncorhynchus gorbuscha</i> , <i>Oncorhynchus keta</i> , <i>Oncorhynchus tshawytscha</i> , <i>Oncorhynchus kisutch</i> , <i>Oncorhynchus masou</i> & <i>Oncorhynchus rhodurus</i>) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	84,418
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	82,595
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	77,424
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	50,762
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlant	35,640
Fresh or chilled Atlantic salmon (<i>Salmo salar</i>) and Danube salmon (<i>Hucho hucho</i>)	24,068
Frozen sockeye salmon (red salmon) (<i>Oncorhynchus nerka</i>) (excl. fillets and other meat of HS 0304 and livers and roes)	11,748

Volume of Imports - Top Commodity Breakdown

Country	Quantity
United States of America	102,975,924
Norway	40,559,522
Thailand	38,211,731
Denmark	35,078,466
Canada	27,941,393
New Zealand	16,578,766
Poland	10,893,865
China	3,944,868
Korea, Republic of	2,512,200
Chile	2,188,300
Germany	1,267,780
United Kingdom	809,483
Sweden	506,343
Netherlands	261,377
France	233,686

Leading Import Sources - Volume

State	Quantity
NSW	131,123,981
VIC	109,876,251
QLD	30,463,678
WA	8,415,615
SA	4,725,078
NT	22,751
TAS	3,941

Import Volume by State

Source: FRDC, 2023

FRDC - Trade Data Sourced from FAO

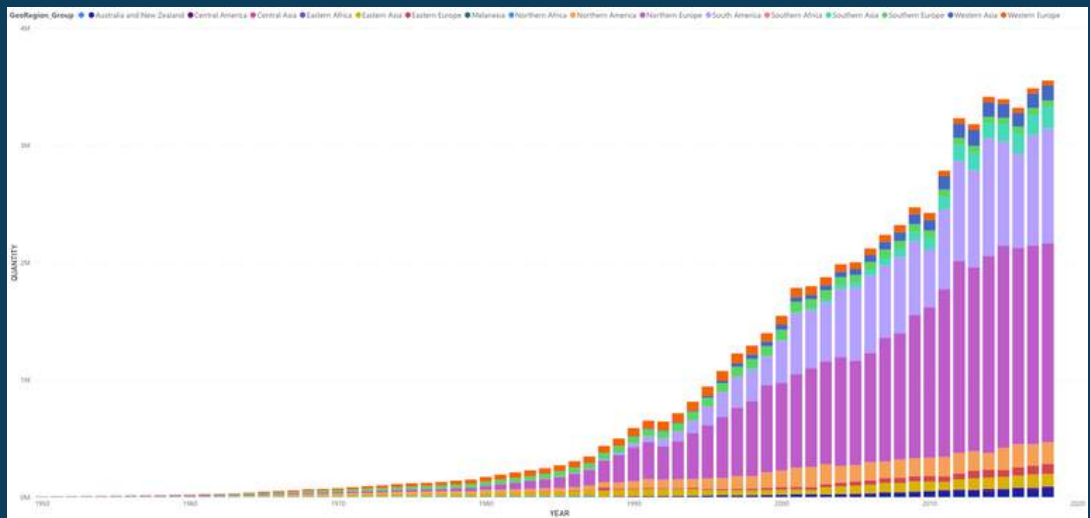
Food and Agriculture Organization (FAO) Production Volume, Value and Trade - Salmon, Trouts, Smelts

ISSCAAP Group: Salmon, Trouts, Smelts

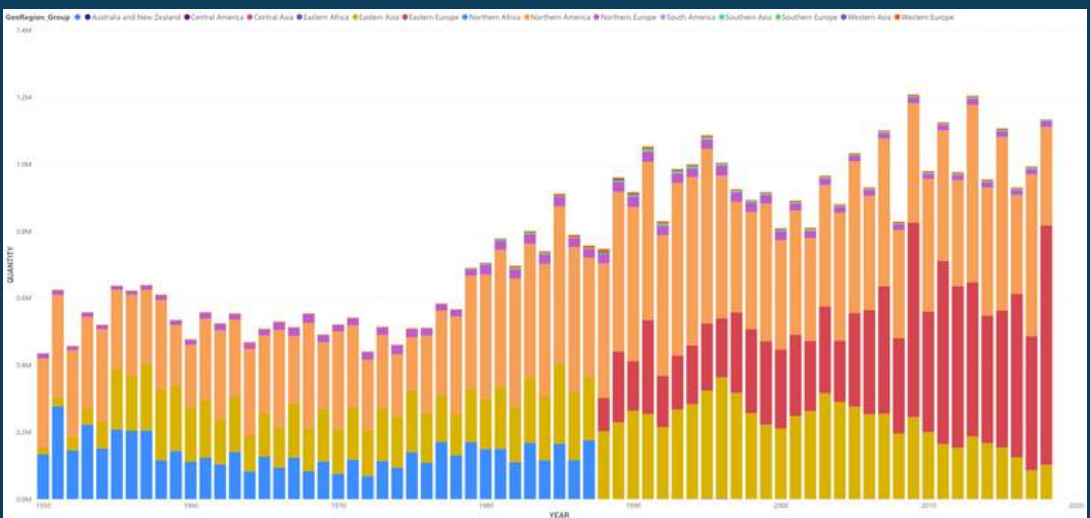
Reporting country Name En	Unit Name	2021	2020	2019
Australia	Tonnes - net product weight	40 255	36 775	24 283
United States of America	Tonnes - net product weight	725 641 E	622 108	665 701 E

Reporting country Name En	Unit Name	2021	2020	2019
Australia	Value (USD 1000)	433 651	332 336	251 977
United States of America	Value (USD 1000)	7 429 779	5 790 416	6 114 371

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 - USA Market Overview](#)

[Austrade - USA Market Profile](#)

[EU Chafea - USA Market Overview](#)

[DFAT - US Country Brief](#)

[DFAT - US Market Insights](#)

[Enterprise Singapore - USA Market Profile](#)

[HKTDC Research - USA Market Profile](#)

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

CONSUMER INSIGHTS

[GWI - US Consumer Snapshot](#)

[Raydiant - The State of Consumer Behaviour in the US](#)

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

CATEGORY & CHANNEL INSIGHTS

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

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

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

[McKinsey & Company - The State of Grocery Retail 2021 - North America](#)

[National Restaurant Association - The State of the Restaurant Industry 2021](#)

[Seafish UK - USA Export Guide](#)

MARKET ACCESS INSIGHTS

[UNCTAD - USA Investment Policy Hub](#)

[USDA - US FDA Guidance & Regulation](#)

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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