



**CASE STUDIES FOR DEVELOPING A MARKETING CONCEPT FOR FISH PRODUCTS (2005)**

**CASE STUDY 7**

**Salmon – The trendsetter with maturity?**

Nearly everyone has come in contact with salmon products, and as such salmon is the worlds’ leading aquaculture product which is distributed worldwide and the products are found from Africa to Asia in almost every product form available from fish – fresh, frozen, smoked, ready meals, soups, canned – the list is endless. Salmon is also a product that has received extensive market promotion (Norwegian Seafood Export Council – NSEC has reported spent US\$ 8.0 million – 200 – 2003 on promoting salmon), and the Norwegian and Chilean producers have benefited from the action as salmon is now a generic.

	1984	1990	1995	1998	2000	2002
<b>World Aqua. Prod.</b>	8.0	16.0	31.0	40.0	45.7	52.0?
<b>World Sal. Aqua. Prod.</b>	0,048	0,278	0,537	0,788	0,830	1,0?
<b>% of world prod.</b>	0,6%	1,7%	1,7%	1,9%	1,8%	1,9%?
<b>Irish Prod. Salmon</b>	<b>0,007</b>	<b>0,013</b>	<b>0,012</b>	<b>0,015</b>	<b>0,023</b>	<b>0,025?</b>
<b>Irish Prod. As % total</b>	14,5%	4,7%	2,2%	1,9%	2,7%	2,5%
<b>Price 3-4kg</b>		<b>6,80</b>	<b>5,50</b>	<b>4,10</b>	<b>4,30</b>	<b>3,55</b>
<b>pce €/kg</b>			<b>*3,20</b>	<b>*3,30</b>	<b>*3,50</b>	

**The World of Salmon (tonnes – million)**  
**Sources – FAO, FishStat, Eurofish, Aquamedia, BIM**

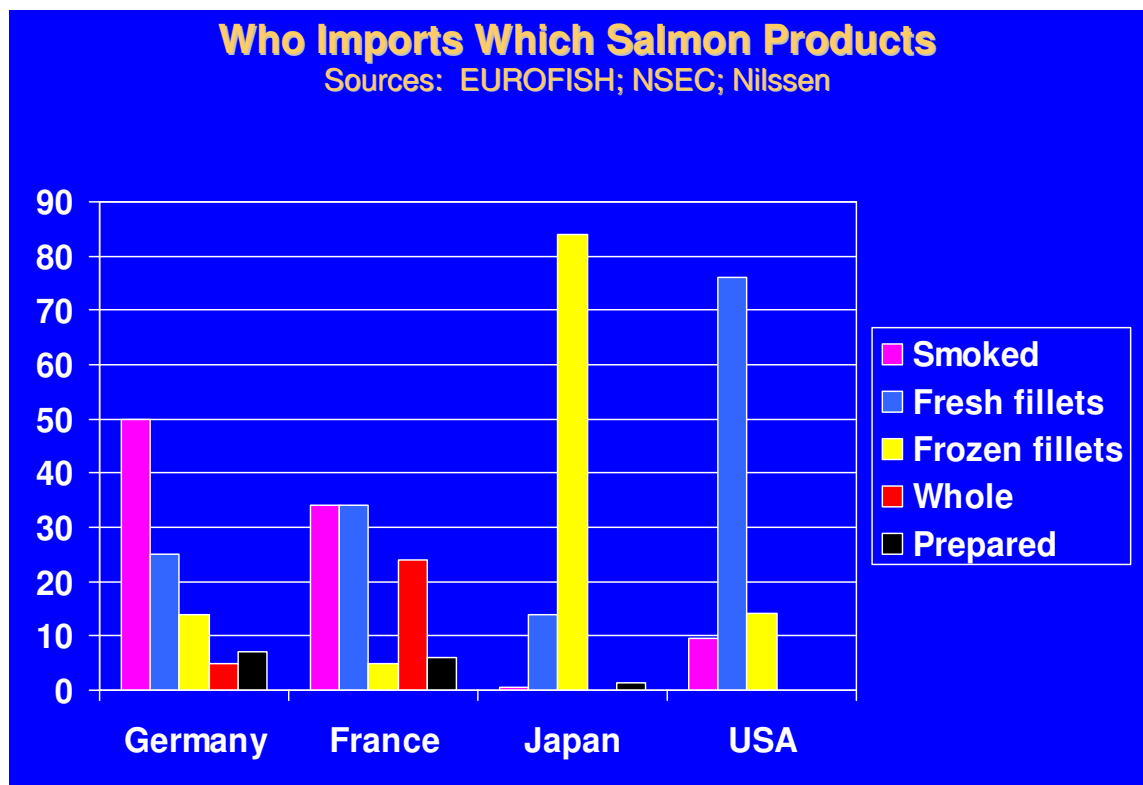
*Prices in Euro/kg – Whole fresh cif Germany and \* whole dressed delivered duty paid Germany.*

This study was aimed at the Irish producers, and in particular to demonstrate the very small percentage of Irish salmon available to the market. Ireland cannot compete with Norway or Chile, but due to its’ “green image” what opportunities are there for Irish producers to create a niche in such a global



market. It was concluded that an Irish brand and separate image would be a solution to this, and that this brand should be linked to the tourist market – not only in supplying visitors to Ireland, though through promotional activities, e.g. tasting, fish farm tours, etc. this could be encouraged, but to follow up the activity by targeting the visitors home markets with Irish salmon so they could relive their holiday experience at home. Niche markets like this have been shown to have potentially better margins than losing the product identity in mass markets.

It is also necessary to consider which products consumers require in their home markets.



*All percentages express volume of total imports*

This demonstrates that although it is possible to identify total tonnages of product received in a consuming market, it is also essential to understand which product groups are imported into a market, and also which are consumed in the same market. In the case of Germany, there is a tradition of smoking fish, and not all of the finished product is consumed in Germany, although smoked salmon is very popular with local consumers.



Analysis of markets, products, prices leads to the understanding of trends, and when planning an aquaculture business, trends are important to understand, especially those of mature markets. Even a new product will not be novel for long, and maturity will see prices decrease and volumes increase and the business plan must allow for these developments.