



# Demand in reopened markets - UK

Fish Pool webinar

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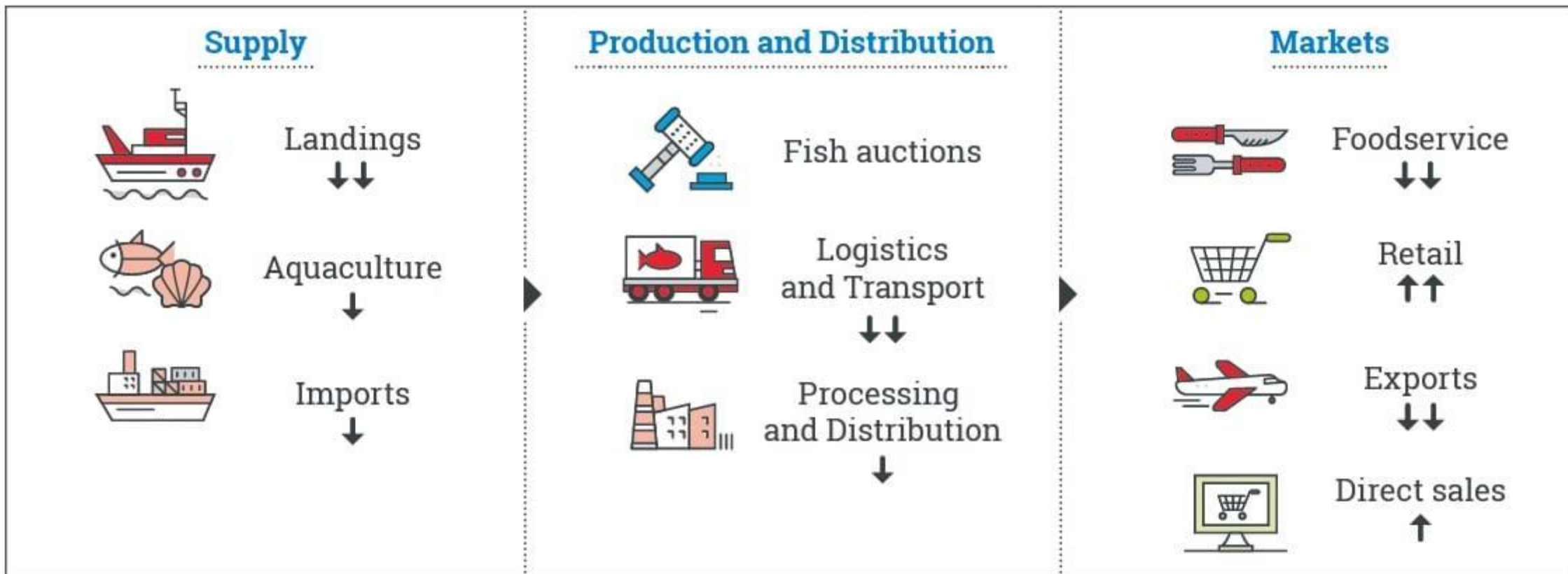
UK Director Norwegian Seafood Council

# Background

- UK has been hard hit by both Covid and Brexit
- Country more or less closed down main parts of 2020 and Q1 2021
- High rate of infections and deaths
- Brexit has given challenges on exports/imports
- The high street hard hit
- Labour shortages, chefs, lorry drivers
- Shortages of petrol, some essential products
- Seafood sales in Retail has been very good through the pandemic, especially family friendly products
- Challenging times for many UK seafood businesses



Source: Seafish





# Seafood in UK Retail – Covid-19

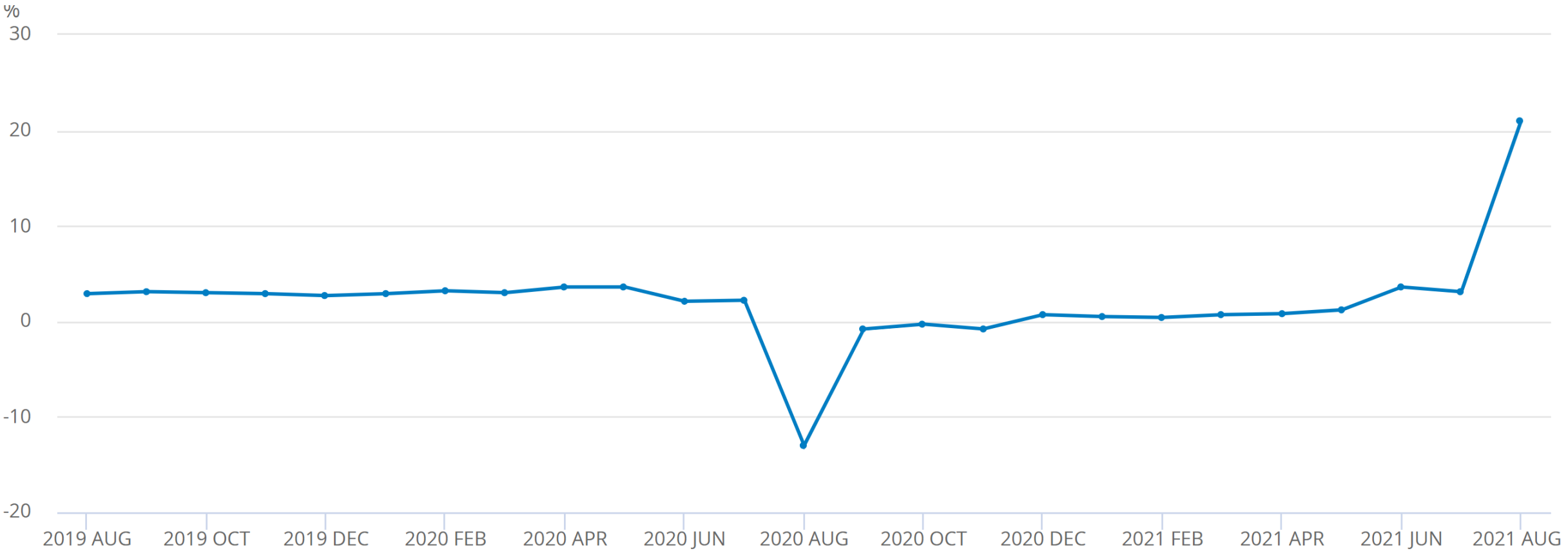
- Seafood has done well in UK Retail with growth in the chilled and frozen categories. Salmon is mainly sold in the chilled category. Seafood counters has been mainly closed, due to labour shortage.
- Frozen family products has been doing well, especially breaded filets and fish fingers.
- Food service and Restaurants has been a challenge.
  
- Seafood sales in Retail passing £ 4 billion (2020) for the first time, increased from £ 3,3 billion.
  
- Salmon sales passed 1,1 billion pounds, with good growth during pandemic.

# Post re-opening

- No restrictions in the UK at present
- Daily life is open again, but some still follow personal restrictions
- Workers back to work, but many will still work much from home
- Local restaurants sees good bookings, but still slow for many in business areas and town centers.
- Tourist industry still not back
- Christmas season will define much of how well recovery has come







— RPI:Percentage change over 12 months - Restaurant meals



- -12 % in Norwegian Salmon sales to the UK YTD 2020/2021
- Scottish Salmon production has increased and is strongly branded in UK Retail and restaurants
- More focus on “buy British”
- Salmon more branded “British” than other seafood species



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