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Fish and Seafood Report

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Fishery Products

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Report Highlights:
France is currently the largest seafood market by value in the EU28 with sales at $5.5 billion. French demand for seafood will continue to outpace local production and imports of seafood will grow. With 64 million inhabitants and a per capital annual seafood consumption of 75 pounds, France continues to be a promising market for U.S. seafood exporters. In 2016, the U.S. sold more seafood than any other agricultural, fish or forestry product by value to France with $223 million in sales.

General Information:
France has 64 million inhabitants with a per capital annual seafood consumption of 75 pounds (34.5 kg) much above the European average of 25.5kg according to the European Community, https://ec.europa.eu/fisheries/eu-fish-market-2016-edition_en . France is currently the largest seafood market by value within the EU28 at $5.5 billion.

In spite of an increase in sales of U.S. seafood in recent years, there was a slight decline in the overall sales by volume in France since 2013. However, by value there was an overall increase in value of seafood sales in 2015 and 2016. The share of seafood as a percentage of the French diet has remained stable. France will continue to be a promising market for U.S. seafood exporters.

Top Products - Best Prospects for Growth

Exports of U.S. seafood in France were up 4 percent in value in 2016; at $223 million, the United States sold more seafood than any other agricultural, fish or forestry product by value to France. The country is a net importer of seafood products, as its seafood domestic production represents only twenty percent of total French consumer demand. The share of imports will grow as the French production continues to decline. According to the French statistics, in 2016 the United States was France's sixth largest supplier of seafood products in volume and value after Norway, the United Kingdom, Spain, Ecuador and the Netherlands. The best prospects for growth for U.S. seafood products to France are frozen pollock, cod and salmon, live lobsters, frozen rays, dogfish and scallops.

France (Customs) Import Statistics							
Commodity: Fish & Seafood Products, Group 9							
Year Ending: December							
Partner Country	**United States Dollars**			**Percent Share**			**Percent Change**
	2014	**2015**	**2016**	**2014**	**2015**	**2016**	**2016/2015**
World	6,513,920,165	5,692,384,729	6,093,672,979	100.00	100.00	100.00	7.05
Norway	800,499,411	679,746,128	867,424,342	12.29	11.94	14.23	27.61
United Kingdom	615,498,605	558,399,453	632,170,532	9.45	9.81	10.37	13.21
Spain	441,961,145	412,496,843	449,027,199	6.78	7.25	7.37	8.86
Ecuador	343,152,371	294,103,690	293,019,686	5.27	5.17	4.81	- 0.37
Netherlands	278,925,143	244,734,224	272,723,134	4.28	4.30	4.48	11.44
United States	218,958,167	214,726,198	**223,142,189**	3.36	3.77	3.66	**3.92**

The table below provides a breakdown by commodity for imports of seafood products valued over one million USD. Imports from Alaska were valued at $126 million in 2016, about half of the total French imports of U.S. seafood products. Exports from the northeast made up the vast majority of the other half of U.S. seafood exports to France.

The strongest growth was seen in sales of dogfish and other sharks with an increase of 460 percent in 2016. Sockeye salmon and scallops, with a 64 and 20 percent growth respectively, are also products with strong demand. There was a drop in demand for rock lobster and hake fillets down 73 and 60 percent respectively.

France (Customs) Import Statistics From United States						
Commodity: Fish & Seafood Products, Group 9						
Year Ending: December						
Commodity	**Description**	**United States Dollars**		**percent Share**		**percent Change**
		2015	**2016**	**2015**	**2016**	**2016/2015**
Fish & Seafood Products	Group 9 (2012)	$214,726,198	$223,142,189	100	100	3.92
030494	Alaska Pollock, Frozen, Except Fillets	$33,357,011	$36,305,825	15.53	16.27	8.84
030475	Alaska Pollock Fillets, Frozen	$31,914,549	$32,894,434	14.86	14.74	3.07
030622	Lobsters, Live, Fresh,Ch, Dried, Saltd Or In Brine	$23,538,207	$24,039,065	10.96	10.77	2.13
030729	Scallops Incl Queen, Frozen/Dried/Salted/In Brine	$19,417,607	$23,318,008	9.04	10.45	**20.09**
030363	Cod, Frozen	$16,433,969	$20,903,802	7.65	9.37	27.2
030311	Sockeye Salmon, Excl Fillet, Livers & Roes, Frozen	$11,646,957	$19,108,031	5.42	8.56	**64.06**
030481	Pacific, Atlantic And Danube Salmon Fillets Frozen	$16,393,134	$17,120,254	7.63	7.67	4.44
030721	Scallops Incl Queen Scallops, Live, Fresh, Chilled	$9,908,019	$7,552,412	4.61	3.38	-23.77
160432	Caviar Substitutes Prepared From Fish Eggs	$7,173,059	$6,126,075	3.34	2.75	-14.6
030489	Fish Fillets, Frozen, Nesoi	$4,639,800	$4,914,785	2.16	2.2	5.93
030382	Rays And Skates, Frozen	$4,321,533	$4,589,055	2.01	2.06	6.19
030381	Dogfish And Other Sharks, Frozen	$3,786,802	$3,467,858	1.76	1.55	-8.42
030282	Rays And Skates, Fresh Or Chilled	$2,691,314	$2,989,669	1.25	1.34	**11.09**
030495	Fish Of Families Bregmacerotidae Etc, Frozen Nesoi	$2,194,512	$2,971,675	1.02	1.33	**35.41**
030474	Hake Fillets, Frozen	$5,891,718	$2,318,948	2.74	1.04	-60.64
030390	Fish Livers And Roes, Frozen	$1,930,039	$2,238,632	0.9	1	**15.99**
030389	Fish, Frozen, Nesoi	$1,498,164	$1,833,325	0.7	0.82	**22.37**
030281	Dogfish And Other Sharks, Fresh Or Chilled	$271,369	$1,519,493	0.13	0.68	**459.94**
030611	Rock Lobster And Other Sea Crawfish, Frozen	$4,476,863	$1,178,859	2.08	0.53	-73.67
030341	Albacore/Longfinned Tunas Ex Fillet/Lvr/Roe Frozen	$1,151,747	$1,001,507	0.54	0.45	-13.04

Please note, if we compare French import statistics with US export statistics below, we can observe a strong discrepancy. The difference is due to the transshipments among France and other member states within the EU.

United States (Consumption/Domestic) Export Statistics Commodity: Fish & Seafood Products, Group 9							
Year Ending: December							
Partner Country	**United States Dollars**			**percent Share**			**percent Change**
	2014	**2015**	**2016**	**2014**	**2015**	**2016**	**2016/2015**
World	5,011,053,014	4,816,025,981	4,802,574,309	100.00	100.00	100.00	- 0.28
Canada	941,839,410	901,168,563	1,008,669,890	18.80	18.71	21.00	11.93
China	1,001,203,410	811,548,566	839,701,474	19.98	16.85	17.48	3.47
Japan	736,149,018	822,618,425	660,711,245	14.69	17.08	13.76	- 19.68
Korea South	381,780,788	432,709,933	473,256,596	7.62	8.98	9.85	9.37
Germany	338,232,798	289,348,768	257,304,050	6.75	6.01	5.36	- 11.07
Netherlands	183,057,882	203,500,266	214,464,584	3.65	4.23	4.47	5.39
Hong Kong	132,343,723	140,449,777	187,265,275	2.64	2.92	3.90	33.33
Spain	123,983,954	118,556,821	132,161,435	2.47	2.46	2.75	11.48
France	122,371,474	114,896,310	125,213,885	2.44	2.39	2.61	**8.98**

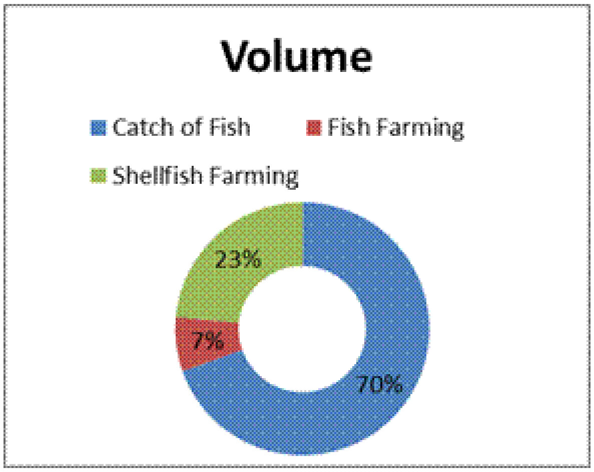
Marketing

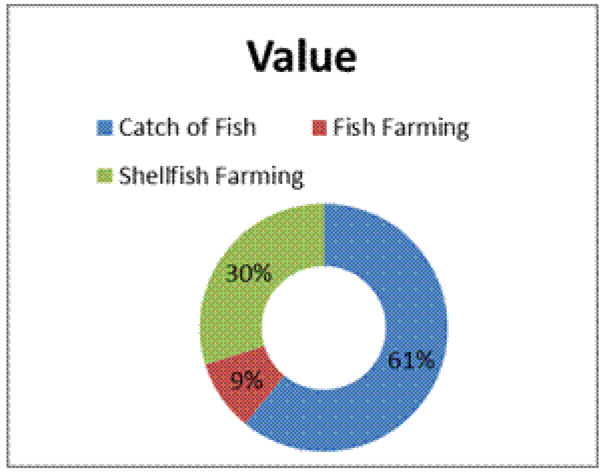
In March 2017 the Office of Agricultural Affairs in conjunction with the Alaska Seafood Marketing Institute (ASMI) and FoodexportUSA Northeast organized a U.S. seafood trade event to promote the image of U.S. seafood products in France. ASMI is a cooperator in USDA's Market Promotion Program, and FoodexportUSA Northeast is a state regional trade association promoting U.S. food and agricultural products. The promotional event showcased U.S. seafood to a targeted audience, including chefs from Michelin star restaurants, seafood trade, and culinary journalists. More information can be seen on our Embassy-linked website: http://www.usda-france.fr/us-seafood-products-promoted-to-the-french-retail-and-food-service-industry.htm

The U.S. Office of Agricultural Affairs continues to partner with the ASMI and FoodExport NE and their regional representatives to support sales in the region. For additional information, please contact us: AgParis@fas.usda.gov.

French Seafood Production

According to the FAO, the EU represents three percent of world fishery production (fresh catch and fish farming) France accounted for 12 percent of the EU production in 2013. The percentage has remained stable over the last several years. According to France Agrimer (French Ministry of Agriculture Statistics Department) France purchased 660,000 tons of seafood valued at $1.9 billion in 2013.





French fish farming was valued at $179 million; shellfish farming was valued at $571 million; and fresh catch was valued at $1.2 billion. Starting in 2000, there was a continuous decrease in volume of fresh catch from 610 to 460 tons, however overall seafood production remains steady.

The four top fish and seafood species sold on the French market are:

- Oysters- $426 million, 77,500 tons;
- Tropical tuna-$146 million, 79,300 tons;
- Mussels-$141 million, 73,000 tons; and
- Trout-$120 million, 31,800 tons.

Consumption Patterns

Seafood consumption rose by 3 percent/year between 1998 and 2011 reaching 37kg per capita (81.5 lbs). Since 2012 the seafood consumption has slightly decreased and stabilized around 34.5kg per capita (75 lbs). This decrease is in part due to:

- The increase in price of key species due to a lower availability on the market, higher demand worldwide and lower domestic catches. As a result, the average consumer price of chilled seafood in France increased 22 percent from $15.46/kg in 2009 to $19/kg in 2014.

- The lower availability of farmed shellfish products on the French market, especially oysters and mussels. France is the main European producer and consumer of these two bivalves. The farmed shellfish consumption went down by nearly 2kg in between 2010 and 2014, dropping from 8.3kg to 6.5kg per capita a decrease of 22 percent.

Based on the most recent consumer survey of seafood consumption in France (AgriMer) in 2015 there are a few notable trends. Sales of **fresh fish** went down 2.6 percent in volume, while prices went up 2.3 percent in 2015. Specific notable movements include the increase in sales of **fresh salmon** that is now the most popular fresh fish consumed by the French. The volume of fresh salmon purchased increased by 10 percent in 2015, while retail prices went down by one percent. A decrease in the purchase of **fresh cod** is also driving the increase in consumption of salmon—approximately a third of fresh salmon purchases can be attributed to consumers switching from cod to salmon. Salmon and cod represent up to 40 percent of retail volume sales for fresh fish, according to France Agrimer. The decrease in **fresh pollock** purchases in 2014 continued in 2015. The volume decreased by 4 percent, while prices were up 4 percent. Spider crab, lobster and, to a lesser extent, crab sales, products with the largest increase in prices also experienced the largest decline in consumption in recent years primarily because consumers are price sensitive. Conversely, purchases of shrimp and king prawns, which are more affordable, increased respectively 9 and 4 percent.

The volume of **fresh shellfish** purchased increased by 1.2 percent in 2015. Shellfish consumption is less sensitive to price changes, and therefore the recent price increases increase did not impact sales. Oyster consumption had the largest increase, up 6.5 percent by volume. Mussel purchases were stable in volume, and purchases of scallops increased by 2.1 percent thanks to an increased catch compared to the previous season. The decline of **frozen seafood product sales** continues, volumes decreased by 5 percent in 2015. All categories of frozen seafood products show moderately declining sales: fish, crustaceans, and processed food products. The quantities purchased per household are decreasing, as are the number of households buying. Frozen fish, including salmon and coated fish, are the most impacted, while lobster and scallops declined less. Only the discount retailers and online sales have shown growth in sales of frozen seafood.
Source for French Seafood Consumption Patterns: Agrimer Report--consumer panel of 20,000 households, 2015.

Seafood consumption per category in France

	Wild		**Farmed**		**Total**	
Seafood Category	Kg	percent	Kg	percent	Kg	percent
Finfish	19.5	81	4.5	19	**24**	100
Crustaceans	3.5	35	6.5	65	**10**	100
Total	**23**	67	**11**	33	**34**	100

Source: FranceAgrimer (2015), modified by CorreardB consulting (2016).

Agrimer provides detailed information about household purchases. The table below focuses on specific products of interest for U.S. suppliers.

2015	**Average Price per $/kg**	**Penetration Rate**	**Average Annual Quantity Purchased in kg**	**Market Share Retail (percent)**
Fresh fish	**14.1**	**71.8**	**6.1**	**74.5**
Cod	15.9	39.2	2	81.7

Salmon	15.7	44	2.1	84.7
Pollock	10.2	20.2	1.3	77.7
Fresh sellfish	**10.9**	**48.9**	**6.2**	**66.3**
Scallop	13.2	12.2	1.9	58
Fresh Crustaceans	**13.6**	**21.7**	**2.4**	**66.2**
Lobster	27.6	1.5	1.2	65.9
Smoked Fish *(1)*	**27.1**	**79.3**	**1.3**	**98.6**
Salmon	30.3	71	1	98.7
Salted/Dried Cod	14.5	4.3	0.9	95.1
Surimi	**7.2**	**63.2**	**2.6**	**99.2**
Frozen Seafood	**10.9**	**85.3**	**5.7**	**68.7**
Nature	12.7	52.9	2.7	60
Cut up	12.8	52.4	2.6	60
Whole	8.1	1.8	1.4	43.8
Coated	6.7	45.9	2.3	81.4
Scallop	25.2	18.5	0.7	76.2

Source: Agrimer's Research on seafood consumption, July 2016

Distribution

The retail sector, valued at $3.3 billion, represents 60 percent of the total seafood sales in France. The food-service sector accounts for 30 percent of total seafood sales, valued at $1.6 billion. The traditional fish shops and fresh fish markets (11 percent market share together) lost market share until 2013. However, traditional fish shops have been responsible for the main market growth since then, as consumers are looking for more information on the products. Consumers reply on point of sales information in terms of origin, traceability, production methods, and preparation advice. In 2015, purchases declined on all distribution channels, with the exception of discount stores, retail stores and especially large supermarkets specializing in fresh products that saw an increase of 42 percent. Discount retailers have benefitted from the development of consumer ready pre-packaged fish.

Share of the Seafood Segments for Each Distribution Channel in France
(finished products, net weight, Metric Tons)

	Retail		**Fresh Fish Outlets**		**Foodservice**		**Total**	
Product Category	MT	%	MT	%	MT	%	MT	%
Chilled	160,272	46	83,620	24	102,685	30	346,577	100
Frozen	121,236	55	0	0	100,260	45	221,496	100
Canned	105,728	89	2,204	2	11,020	9	118,952	100
Other	67,581	75.5	2,278	2.5	19,600	22	89,459	100

Source: CorreardB consulting, FranceAgrimer (2012).

Top 5 Distributors of Chilled Seafood to the Retail Sector in France
(total volumes & value, all channels)

#	Operator	Location	Working Area	Metric Tons	$ Value
1	R&O Seafood Gastronomy	Rungis	Paris	37,000	300,000
2	Mericq Group	South-West	West Coast	35,000	290,000
3	Océalliance Group	Atlantic Coast/Rungis	West Coast	32,000	235,000
4	Demarne Frères	Rungis	Paris	23,000	126,000
5	Vives Eaux	Atlantic Coast	West Coast	13,000	80,000

Source: CorreardB consulting (2016).

Top 6 Distributors of Chilled Seafood to the Integrated Foodservice Sector
(volumes & value, all channels)

#	Operator	Location	Working Area	Metric Tons	$ Value
1	R&O Seafood Gastronomy	Rungis	Paris	37,000	300,000
2	Mericq Group	South-West	West Coast	35,000	290,000
3	Océalliance Group	Atlantic Coast/Rungis	West Coast	32,000	235,000
4	Vivalya	Rungis	Paris	28,000	224,000
5	Metro Marée	Paris area	Paris	23,000	214,000
6	Pomona	Paris area	Paris	27,000	150,000

Source: CorreardB consulting (2016).

The French foodservice sector relies on major distributors (annual turnover > $100 million) for its supplies of chilled seafood products because French foodservice companies usually do not have their own distribution platforms. Therefore, their suppliers must be able to deliver any point of sales in France through their own distribution network.

Frozen Seafood Market per Distribution Network

2015	Market	Share	Evolution	2014/2015
	Volume	Value	Volume	Value
Hypermarkets/Super	53.9 percent	49.2 percent	- 1.0 percent	- 0.9 percent
Discount Stores	15.4 percent	11.1 percent	+ 0.9 percent	+ 0.7 percent
Home delivery	9.6 percent	14.0 percent	- 0.4 percent	- 0.4 percent
Freezer center	11.3 percent	16.7 percent	+ 0.0 percent	+ 0.3 percent

Source: Agrimer's research on seafood consumption, July 2016

All major operators within the different market segments are considered key buyers of seafood:

Hypermarkets/supermarkets: Auchan, Casino, Géant, Carrefour, Cora, Monoprix, SuperU, Intermarché, Lerclerc
Hardiscounters/Discount retailers: Aldi, Lidl, Netto, Costco (new from 2017)
Freezer centers: Picard, Thiriet
Home delivery: Toupargel, Thiriet, Argel

EU Common Fisheries Policy

France's fish and seafood industry follows the EU Common Fisheries Policy (CFP). The CFP is a set of rules for managing European fishing fleets and for conserving fish stocks. Designed to manage a common resource, it gives all European fishing fleets equal access to EU waters and fishing grounds and allows fishermen to compete fairly. Stocks may be renewable, but they are finite. Some of the EU's fishing stocks, however, are being overfished. As a result, EU countries have taken action to ensure the European fishing industry is sustainable and does not threaten the fish population size and productivity over the long term.
The CFP was first introduced in the 1970s and went through successive updates, the most recent of which took effect on 1 January 2014. The CFP aims to ensure that fishing and aquaculture are environmentally, economically and socially sustainable and that they provide a source of healthy food for EU citizens. Its goal is to foster a dynamic fishing industry and ensure a fair standard of living for fishing communities. The CFP has 4 main policy areas:

- Fisheries management
- International policy
- Market and trade policy
- Funding of the policy

For further information on the CFP please see the EU website here.

Labeling

EU legislation requires that all products, including seafood, offered for retail sale in the EU must be properly labeled. The Publications Office of the European Union issued a pocket guide to the EU's new fish and aquaculture consumer labels. It explains what must appear on the labels and what additional information can be displayed. The pocket guide can be accessed through this link. For further information, please consult the legislation listed on page 15 and the provided links.

Import Tariffs

All EU Member States apply the same tariff on goods imported from outside the EU. The import duty rate is determined by the classification of a good in the EU Tariff Schedule (last update published in Official Journal L 312 – Oct. 31, 2014) and by the customs value. For the customs classification of goods, the EU uses the Combined Nomenclature (CN) established by Council Regulation 2658/87. This eight-digit coding system is based on the Harmonized System (HS) which is also the basis for the import and export codes used by the United States

The full list of fish and seafood products duties can be found in Chapter 3 (page 52-73) here.

Third-Country Competition

According to the French statistics, Norway, the United Kingdom, Spain, Ecuador and the Netherlands were the top 5 largest suppliers of seafood products in value in 2016. The United States is ranked 6.

Norway's exports focuses on fresh, chilled or frozen salmon, and a less extent on cod. Norway is definitely the largest competitor for Alaskan products. Spain's exports are also very important in quantity and value but target products that are less in competition with US products such as tuna, mussels, cuttle fish and squid, mollusks, shrimps and seabream. UK's sells in France are also quite diverse but salmon, scallops, lobsters and cod, which are the primary products sold in France do compete with U.S. products. The Netherlands mainly sells shrimps and prawns, mussels, sole and flatfish. Ecuador's exports focus on shrimps, prawns and at a less extent on tuna. China is the fifth largest supplier in volume ahead of the United States and is a direct competitor for US products. China exports Alaska pollock, cod, and salmon.

Canada ranks far after the United States, at the 22nd position, but the new trade agreement between Canada and the European Union, (CETA) entered into force in September 2017. This new trade agreement will likely have a strong impact on U.S exports of seafood to the EU and France, especially on scallops, and lobsters, Canada's top export products.

Additional Information: Please contact the Office of Agricultural Affairs in Paris, France for an updated list of fish and seafood importers or for additional assistance:

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