The Chinese Market
A Changing Market for Seafood

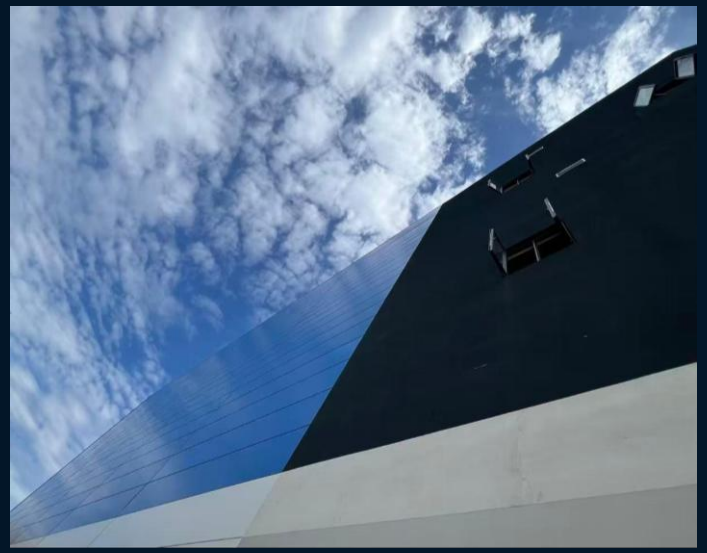
Will We Be Able to Meet the Demand from China?

From price-driven growth to sustainable consumption growth

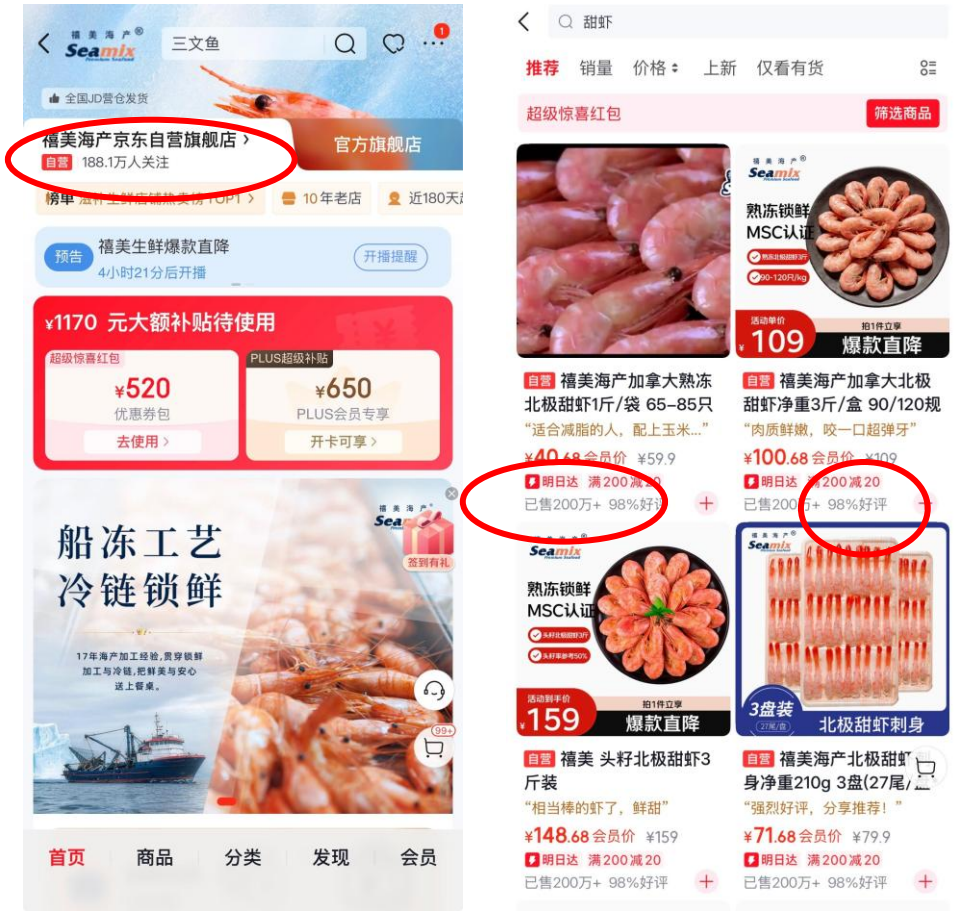
Peng Song | CEO, Beiyang Jiamei Seafood Co., Ltd

禧 美 海 产®
Seamix
Premium Seafood

Beiyang Jiamei Seafood Co., Ltd



1,300 Employee	**2** Plants
10 Workshops	**40,000** MTS
RMB 1 Billion Export	**RMB 1.3 Billion** Local Sales



- **1.88Million+** Followers
- **2Million+** Units Sold
- **1Million+** Positive Reviews (**98%+** Approval Rate)

禧 美 海 产®
Seamix
Premium Seafood

China: An Established Growth Engine

A major market and a force shaping global trade and pricing.

- **MARKET SCALE**

  Import growth has established China as a major destination for Cold-water Prawn.

- **MARKET INFLUENCE**

  Chinese buying decisions increasingly affect trade flows, product allocation and price formation.

- **MARKET EVOLUTION**

  Retail, product innovation and raw-frozen sashimi Prawn are changing the demand mix.





China is no longer simply an emerging market. It is a major force in the global industry.

禧 美 海 产®
Seamix
Premium Seafood

China Is Not One Single Market

Different products, channels and consumers require different supply solutions.

COOKED PRAWN

Established consumption base
Retail and food-service channels



RAW-FROZEN / SASHIMI

A developing segment
Processing capability and product specifications matter



RETAIL & PACKAGING

Convenience, consistency and price points shape repeat purchase



Market growth is not only about volume—it is also about product form and consumer access.

Record Prices: Opportunity or Warning?

A first-hand market observation—not a substitute for official statistics.

- **RECORD-HIGH PRICES**

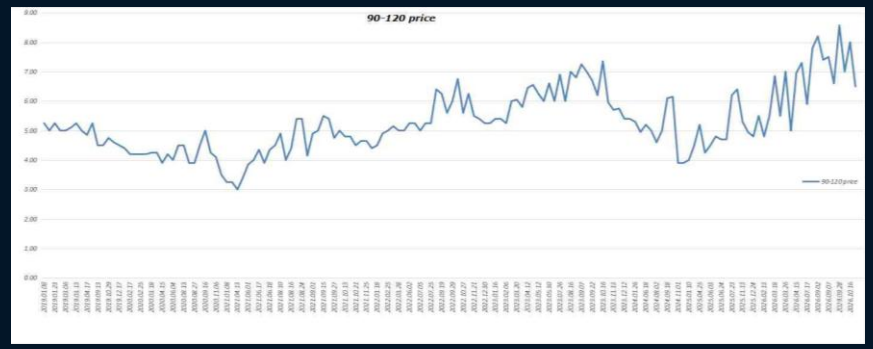
  Prices reached historic highs across cooked and raw Prawn.

- **WEAKER SALES MOMENTUM**

  Volumes are flat or declining in parts of the market.

- **MARGIN PRESSURE**

  Importers and processors are most exposed; some sales are at zero or negative gross margin.





A higher price does not necessarily mean a stronger or healthier market.

Short-Term Supply Pressure Meets Structural Friction

Quota change was not the main explanation in the market view shared with us.

- **EUROPEAN PROCESSING**

  Strong prawn-meat demand and raw-material shortages pulled supply toward processing.

- **CHINA RAW PRAWN**

  Growth in raw-frozen / sashimi demand added another source of competition.

- **TRADE CONDITIONS**

  Canada’s additional 25% tariff on prawn exports to China altered cooked-Prawn competitiveness.





The result: supply reallocation and tighter availability—not necessarily a large change in total quota.

禧 美 海 产®
Seamix
Premium Seafood

The Price Ceiling: When Higher Prices Limit Growth

Retail price rigidity makes rapid cost pass-through difficult.

Higher raw-material costs

↓

Importer & processor margins squeezed

↓

Limited cost pass-through to retail

↓

Retail prices rise—or suppliers absorb losses

↓

Consumer demand and market growth constrained

The cost of volatility is often absorbed upstream of the consumer.

禧 美 海 产®
Seamix
Premium Seafood

Retail Needs Predictability—not Perfectly Fixed Prices

Price predictability supports planning, stable retail offers and consumer development.

- **RETAIL EXPECTATION**

  Stable price points · Consistent supply · Planned promotions.

- **SUPPLIER REALITY**

  Volatile raw-material costs · Inventory risk · Limited pass-through

- **THE GAP**

  Suppliers may absorb losses to protect retail prices and maintain sales.





The market does not need fixed prices. It needs more predictable prices.

禧 美 海 产®
Seamix
Premium Seafood

Can Global Supply Meet China's Demand?

The challenge is allocation and sustainable growth—not volume alone.

- **GLOBAL SUPPLY**

  A finite resource serves multiple markets and uses.

- **REALLOCATION**

  Price signals can redirect product between China, Europe and other markets.

- **SHARED IMPACT**

  China's growth should create opportunities—not simply reduce supply to other markets.





The goal: serve China and other markets sustainably.

禧 美 海 产®
Seamix
Premium Seafood

From Price-Driven Growth to Sustainable Consumption Growth

A more durable growth model for China—and for the global industry.

- **RIGHT PRODUCTS**

  Specifications, quality and formats aligned with real consumer needs.

- **COMPETITIVE PRICES**

  Prices that support access, repeat purchase and a healthy value chain.

- **PREDICTABLE SUPPLY**

  Greater visibility and long-term commercial relationships.



More supply to China does not automatically translate into sustainable consumption growth.

WILL WE BE ABLE TO MEET THE DEMAND FROM CHINA?

YES—but sustainable growth requires more than additional supply.

RIGHT PRODUCTS
What China actually needs

COMPETITIVE & PREDICTABLE PRICES
How to serve China and other markets

SUSTAINABLE GLOBAL SUPPLY
How to serve China and other markets









China should remain a growth engine—not merely a high-price destination.

禧 美 海 产®
Seamix
Premium Seafood



Thank you!