

# SUSHI

## -national adaptations to an international trend

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**Jiro dreams of sushi - so do we!**

# The project – Increased consumption of raw seafood

- Financed by FHF- The Norwegian Seafood Research Fund
- Project period 2012-2013
- Interviews with key market actors in Norway, Germany and France
  - Sushi producers
  - Seafood traders
  - Retail chains
  - Shop-in- shop concept owners
  - Restaurants

# Sushi – an international trend with national adaptations

- Sushi is growing fast in most western markets.
- Sushi is reported to recruit new seafood consumers
- Sushi is trendy with young people
- Cultural factors are visible in
  - the supply chain
  - the product range
  - The reported future challenges
- Usually there is a consumer preference for national food

# Sushi in Germany

- Hygiene, distribution, volume and price

- A mature market for sushi, but still growing slowly
- Many varieties, but simple pieces
- Focus on quality, longer shelf life and efficient distribution to cover the German market
- Local adaptations of recipes:
  - In the south and the east of Germany sushi recipes contain more smoked and spiced seafood
  - Cities with more Asian and American residents will have different offerings



# Sushi in France

- Quality, freshness, recipes and packaging
- Sushi consumption still growing
- 1400 sushi restaurants in Paris only
- The trend is spreading to the rest of the country as well
- Several species used, large variety of pieces and boxes
- Focus on
  - Quality
  - Eating experience
- Local specialities
  - Sushi foie gras
  - Onion rolls (see picture)





# Sushi in Norway

The Norwegian Seafood Council reports that:

- 3 out of 10 norwegians eat sushi 2 times a month or more.
- Last year norwegians ate sushi from restaurants, kiosks and retailers for almost 600 mill NOK (74 mill €)
- Sushi turnover are increasing rapidly in many sectors, with 25% from 2010-2011 and 28 % from 2011-2012



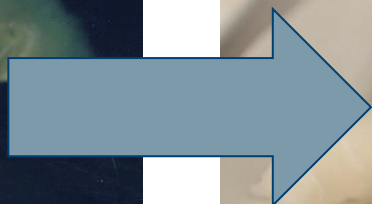
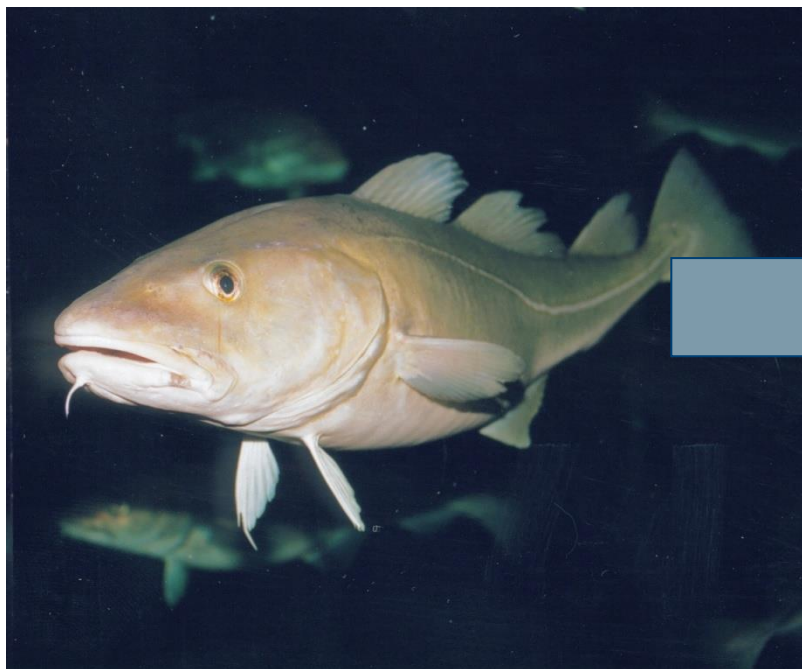
# Sushi in Norway

-Lokal production, price, conservative

- From luxury to everyday
- High availability
- Luxury restaurants - innovative and explorative
- Others are conservative!
  - Little variation in retail
  - A few signs of focus on eating experience
  - Few norwegian species



We want to go from here.....to here





# Norway

## Advantages

- Known culture and language
- Known species
- Preference for Norwegian origin
- Smaller actors
- Innovation possibilities cooperating through the value chain
- Known laws and regulations

## Challenges

- Product development
- Product portfolio
- Seasonal variations
- Volume
- Price
- Quality

# Opportunities

- Retail:
  - Freshness, eating experience
- HoReCa:
  - Local species
- Restaurants:
  - Local species
  - Origin



*Cod is king!*



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