Asian Tuna Trade and Markets

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Current Tuna Market Trends

• Demand for non-canned tuna including sashimi products remains relatively low throughout East Asia.
• Consumer demand in the main market Japan is on a declining trend and there has been no significant improvement in China or in other East Asian markets either, although imports of high value seafood increased in many regional markets.
• Japan and Australia are remained large and stable regional markets for canned tuna although imports declined into Australia in 2015 - weaker Australia dollar
• Regional exports of canned tuna increased to West Asian markets.
CANNED TUNA
Asian Dominance Continues in Global Supply

• Thailand, Philippines and Indonesia traditionally are the main producers and exporters of canned tuna

• China, Vietnam and PNG have emerged as suppliers and making an impact on global supply of canned tuna...increased exports in the recent years
Thailand – the leading producer

- Despite lower raw material prices, exports of canned tuna in 2015 decreased in volume.
- Due to stagnant demand from the traditional import markets, the EU and USA.
- Lower prices turned to be an advantage for non-traditional markets, there were significantly higher exports to the Middle East and North African markets namely: Egypt, Saudi Arabia, UAE, Israel, Kuwait and Qatar.
- In Latin America, Peru, Chile and Argentina were the important markets.
- Thailand also exported more canned tuna to small and new markets in Asia and Africa.
- Imports of frozen tuna declined.
- Imports of semi-processed loins increased.
Philippines

• Exports of processed and canned tuna declined in 2015 due to stagnant traditional markets
• Major export destinations include the U.S., Germany, UK and Japan – supplies declined
• Increased to emerging Middle East markets- UAE, Oman, Qatar
Canned tuna: Exports from Indonesia

- Export trend was positive in 2015

- The main markets were Saudi Arabia, Japan, UK

- Exports increased also to Australia, Libya, Mexico, UAE, SA, Morocco, Oman
Emerging Suppliers Making An Impact on Global Supplies
China exported more processed tuna and less raw material

Exports

- During 2010-2015, processed tuna exports more than doubled reaching 83,000 MT last year --- dominated with cooked loins exports to USA, Thailand and Spain
- Market expansion for canned tuna was prominent in the Africa region
- In volume, China is almost equal to Indonesia as canned tuna exporter

Imports

- Domestic demand for canned tuna did not improve much
- More processing done in the domestic market
• Frozen tuna exports totaled 118,684 MT in 2015
• Main markets – Thailand, Philippines, Japan, Vietnam, Iran – increasing trend
• Exports of sashimi grade tuna, including loins increased to Japan +134%, the leading market
Frozen Tuna Imports in the Three Large non-Japanese Markets

- **China**
- **Philippines**
- **Thailand**


Graph showing the trend in imports from each country over the years.
Vietnam

• Growing in importance as a supplier of frozen tuna
• Largest importers: Philippines, USA, Japan and China
• Total exports to these destinations doubled over a three period to more than 9000 MT
Japan and Australia are the largest markets with strong preference for high value products

- Japan – imports annually 42,000 MT of canned tuna
- Australia – 40,000 MT – however weak dollar discouraged imports into Australia in 2015
- Besides Taiwan, Malaysia and Sri Lanka where canned tuna imports increased, imports of canned tuna were lower in most of Asia
JAPAN CANNED TUNA MARKET

- Imports of canned tuna rising slowly due to the weak yen
- Importing more raw material to process canned tuna domestically with lower raw material prices
Canned tuna imports in other markets

- India
- Indonesia
- Sri Lanka
- South Korea
- Singapore
- Iran
- China
- Hong Kong
- Malaysia
- Taiwan
## Iran – Emerging Market

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<th>2013</th>
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<td>Frozen Tuna</td>
<td>21,931</td>
<td>38,897</td>
<td>40,441</td>
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Imported more raw materials – taking advantage of the low price of skipjack

Sourced from: South Korea, India, China, Thailand and Indonesia

These were for local processing and some for exports

Hence imports of canned tuna declined to almost nil
Widespread Japanese cuisine across most of Asia

Isetan organizes Japanese festival linked promotions regularly where tuna cutting is an attraction

Eating sushi and sashimi is an on-going fad
However, it is linked more with salmon and shrimp compared with tuna

Thailand is possibly the largest in the region with tuna servings through Japanese style restaurants

The number of Japanese style restaurants eg in Thailand increased 2.2 times over 5 years

According to the Organization to Promote Japanese Restaurants Abroad (JRO) – Japanese style restaurants take a 8.3% share of all restaurants in Thailand
Sashimi tuna is offered widely in mixed packs with salmon
Conclusion

• In Asia, there were mixed trends in canned tuna imports with some positive growth into Southeast Asia

• The decline in canned tuna imports in some markets-linked to higher imports of cooked loins/frozen tuna – local processing

• However, major producers continue to target the Middle East, Africa and Latin America