

ROMANIAN SEAFOOD MARKET 2016

a DEMO sector brief by
FRD Center





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Sources consulted for this report: business mass media, the companies, official sources

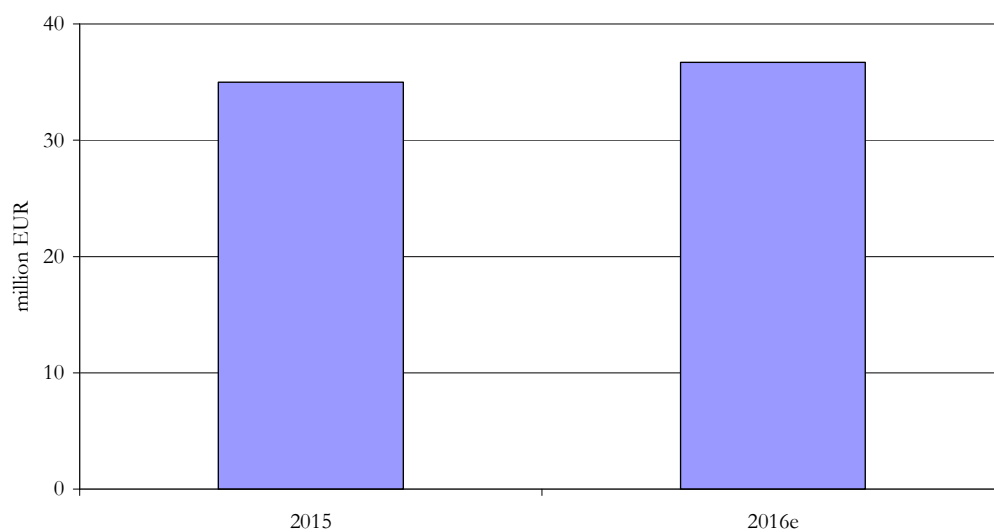
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After a y-t-y growth of 19.1% in 2015, in H1 2016, the Romanian retail trade of food, drinks and tobacco registered an increase of 24.1% compared to the same period of 2015, according to data published by the National Institute of Statistics.

The Romanian seafood market has recorded approximately 35 million EUR in 2015 and could increase by 5% in 2016, reaching 36.7 million EUR, according to a study by Romfood Trading, one of the main seafood and fish importers in Romania.

Dynamics of Romanian seafood market



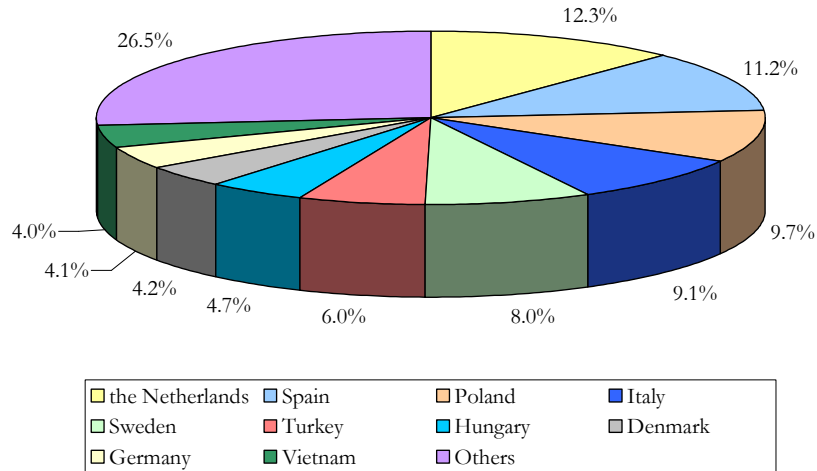
Source: FRD Center based on Romfood Trading study

Imported fish and seafood - Main countries of origin

According to research made by FRD Center based on official statistic data, Romania has imported fish and seafood (crustaceans, molluscs and other aquatic invertebrates) in 2014 mainly from:

- the Netherlands: 16.6 million EUR
- Spain: 15.1 million EUR
- Poland: 13 million EUR
- Italy: 12.3 million EUR
- Sweden: 10.8 million EUR
- Turkey: 8.1 million EUR
- Hungary: 6.4 million EUR
- Denmark: 5.7 million EUR
- Germany: 5.6 million EUR
- Vietnam: 5.4 million EUR

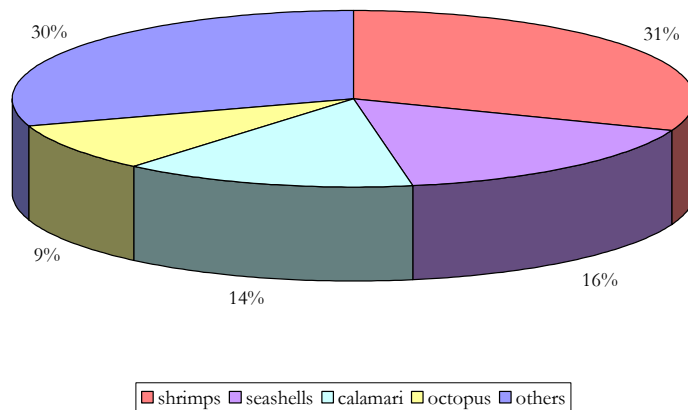
Imports of fish, crustaceans, molluscs and other aquatic invertebrates in Romania in 2014, per countries of origin



Source: FRD Center based on data from Eurostat

According to the Romfood Trading study, the shrimps rank first in the seafood sales volume in Romania in 2015 (with 30.9%), followed by seashells (16.4%), calamari (13.8%) and octopus (8.8%).

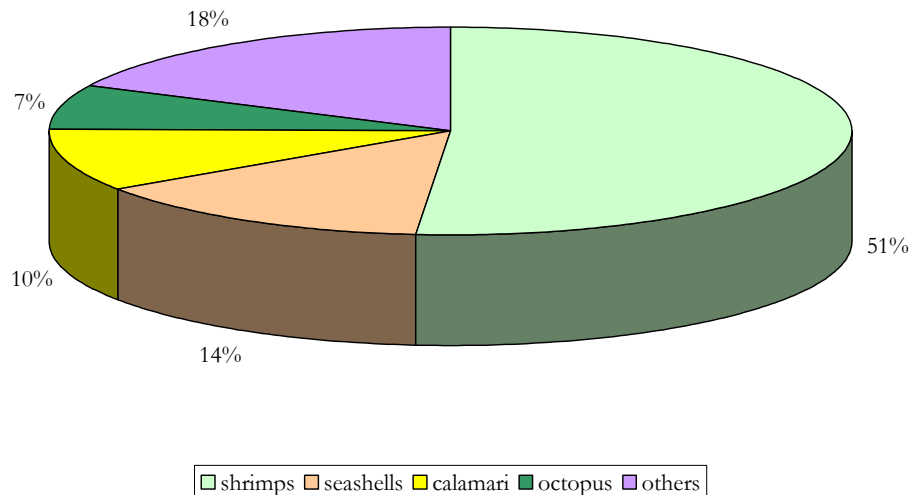
Seafood sales volume in Romania in 2015



Source: FRD Center based on Romfood Trading study

In terms of the sales value in 2015, the shrimps count for 51.4% of the Romanian seafood market, followed by seashells (14.2%), calamari (9.7%) and octopus (6.9%), according to Romfood Trading study.

Seafood sales value in Romania in 2015



Source: FRD Center based on Romfood Trading study

The main source of seafood in Romania is the tropical shrimp brought from Vietnam, India and China.

“Romanians have become interested in seafood, although these products can still be considered a delicatessen and they are found increasingly more in the Romanians’ consumption habits. The clear preference for shrimps can be explained by the fact that, on the one hand, Romanians are travelling a lot especially in Mediterranean countries where seafood is compulsory in all menus, but also because the Romanian Chefs promote the shrimps in restaurants, on television programs, in culinary and social media”, according to the CEO of Romfood Trading.

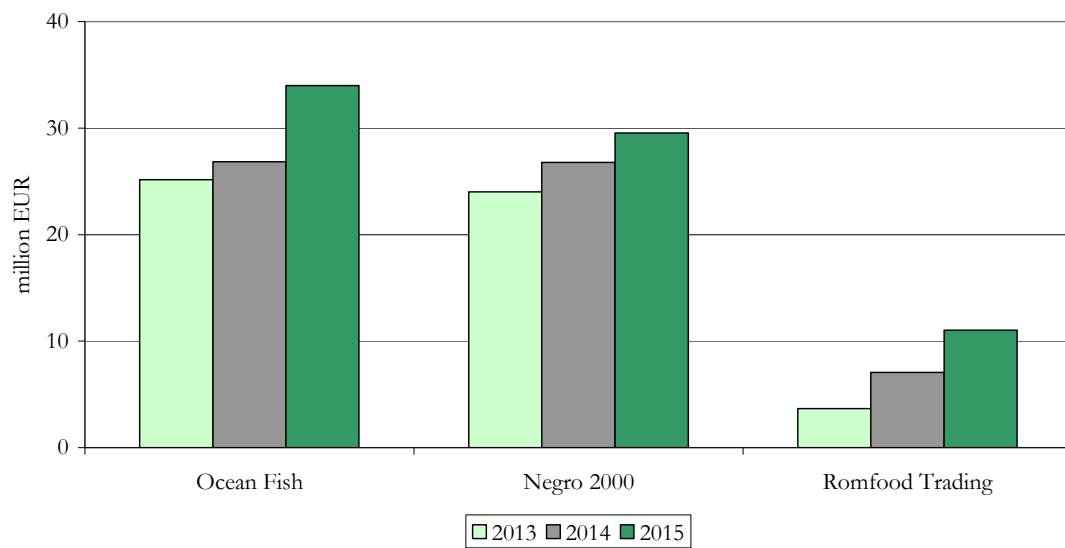
500 tonnes of seafood have been sold on the Romanian market in 2015. The bulk and private-label seafood sales are dominant in volume on the domestic market.

According to an FRD Center analysis, **Romfood Trading** has recorded a net turnover of 11 million EUR in 2015, up by 56% compared to 2014. Romfood Trading imports and processes seafood, fresh fish, frozen fish, smoked fish and marinated fish. The company produces the Alfredo Seafood brand in its two production facilities located in Bucharest and Constanta. Romfood Trading distributes its products to traditional market (a network of over 300 stores all over the country), to international key accounts (Metro, Billa, Cora, Auchan, Penny, Mega Image, Kaufland etc) and to HoReCa sector (Ana Hotels, Marriot Hotel, Hilton Hotel, CityGrill Restaurant etc). According to the company

representatives, the Alfredo Seafood brand represents 23% of the Romanian branded seafood market.

According to a FRD Center analysis of the players on the domestic seafood market, other major importer-distributors and processors of seafood and fish in Romania are Ocean Fish and Negro 2000, with a cumulated net turnover of 64 million EUR in 2015.

Net turnover dynamics of major importer-distributors and processors of seafood and fish in Romania

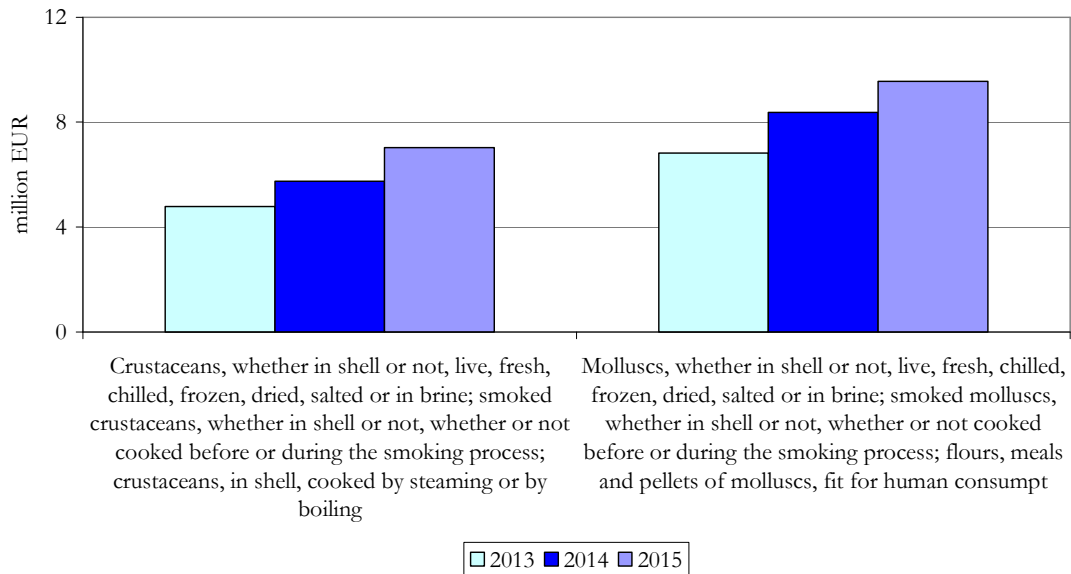


Source: FRD Center based on Ministry of Finance data

According to FRD Center research, the imports of seafood in Romania in 2015 have recorded the following values:

- crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; smoked crustaceans, whether in shell or not, whether or not cooked before or during the smoking process; crustaceans, in shell, cooked by steaming or by boiling in water, whether or not chilled, frozen, dried, salted or in brine; flours, meals and pellets of crustaceans, fit for human consumption: approximately 7 million EUR (**up by around 22% compared to 2014**)
- molluscs, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine; smoked molluscs, whether in shell or not, whether or not cooked before or during the smoking process; flours, meals and pellets of molluscs, fit for human consumption: approximately 9.6 million EUR (**up by some 14% compared to 2014**)

Imports of seafood in Romania, 2013 - 2015



Source: FRD Center based on Comtrade data

Main retail chains directly importing fish and seafood - brief profiles

The main retail chains directly importing fish and seafood in Romania are:

- Kaufland
- Carrefour
- Metro Cash & Carry
- Auchan
- Lidl
- Selgros Cash & Carry
- Mega Image
- Profi
- Cora
- Billa
- Real
- Penny Market
- XXL Mega Discount

Some retailers with which FRD Center has direct contact with are briefly profiled below.

Retailer	Kaufland
Website	www.kaufland.ro
HQ location	Str. Barbu Vacarescu 120 - 144, Bucharest
Ownership	Kaufland Group
Year of set up	2003

Net turnover	1.8 billion EUR (in 2014)
No. employees	12,180 (in 2014)
Chain	103 hypermarkets
Products imported	An extensive selection of food products (including fish and seafood)
Relevant contact person	Ms. Oana Lungu, Purchasing Director Food

Retailer	Metro Cash & Carry
Website	www.metro.ro
HQ location	Bd. Theodor Pallady 51N, Bucharest
Ownership	Metro Group
Year of set up	1996
Net turnover	1 billion EUR (in 2014)
No. employees	5,125 (in 2014)
Chain	32 stores
Products imported	A wide range of food products (including fish and seafood)
Relevant contact person	Ms. Laura Ramboiu, Category Manager - Food Procurement and Merchandising Department

Retailer	Mega Image
Website	www.mega-image.ro
HQ location	Str. Siret 95, Bucharest
Ownership	Delhaize Group
Year of set up	1995
Net turnover	634 million EUR (in 2014)
No. employees	7,161 (in 2014)
Chain	Approximately 420 stores (under the brands Mega Image, Shop&Go, AB Cool Food, Mega Drive)
Products imported	An extensive variety of food products (including fish and seafood)
Relevant contact person	Mr. Mihai Stancescu, Buyer Fresh & Frozen Fish

Retailer	Auchan
Website	www.auchan.ro
HQ location	Str. Brasov 25, Bucharest



Ownership	Auchan Group
Year of set up	2005
Net turnover	848 million EUR (in 2014)
No. employees	9,344 (in 2014)
Chain	33 hypermarkets
Products imported	A wide range of food products (including food & seafood)
Relevant contact person	Mr. Cristi Palihovici, Buyer - Fish and Fish Products

Source: FRD Center 2015 research using also data from the Ministry of Finance

For tailored market research and B2B matchmaking in Romania and the region, please feel free to contact us directly.

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