




daxueconsulting
beijing shanghai

SEAFOOD MARKET IN CHINA

Key findings of seafood market in China



Market drivers for international brands in China

1.

The rising middle class means more Chinese people can afford to buy a variety of seafood.

2.

Increasing cooperation between international brands and local distributors/ sales platforms.

3.

E-commerce makes imported seafood more accessible.

4.

Rising social media platforms are helping international brands reach consumers in China.

5.

Mobile apps are becoming the good way of seafood promotion in China

CONSUMPTION ANALYSIS

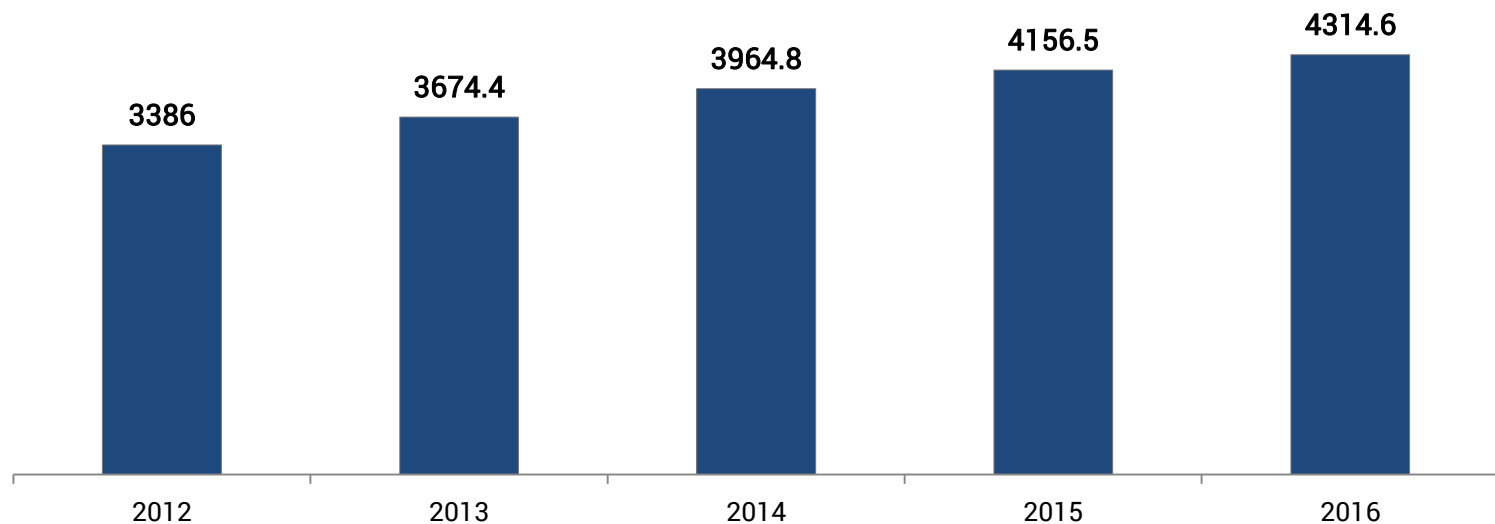
Besides pork and egg, seafood became an important sources of protein for Chinese consumers, which influences the consumption structure in China

—Mike Vinkenburg, Project leader of Daxue consulting

Consumption and market size in China

Processed seafood, including chilled, frozen and shelf stable seafood, shows a steady growth in last 5 years. In 2016, among processed seafood, frozen seafood accounts for the largest proportion with sales value of 1,498 million USD (9,848 million RMB).

Sales of processed seafood in China (*tonnes – 2012-2016*)

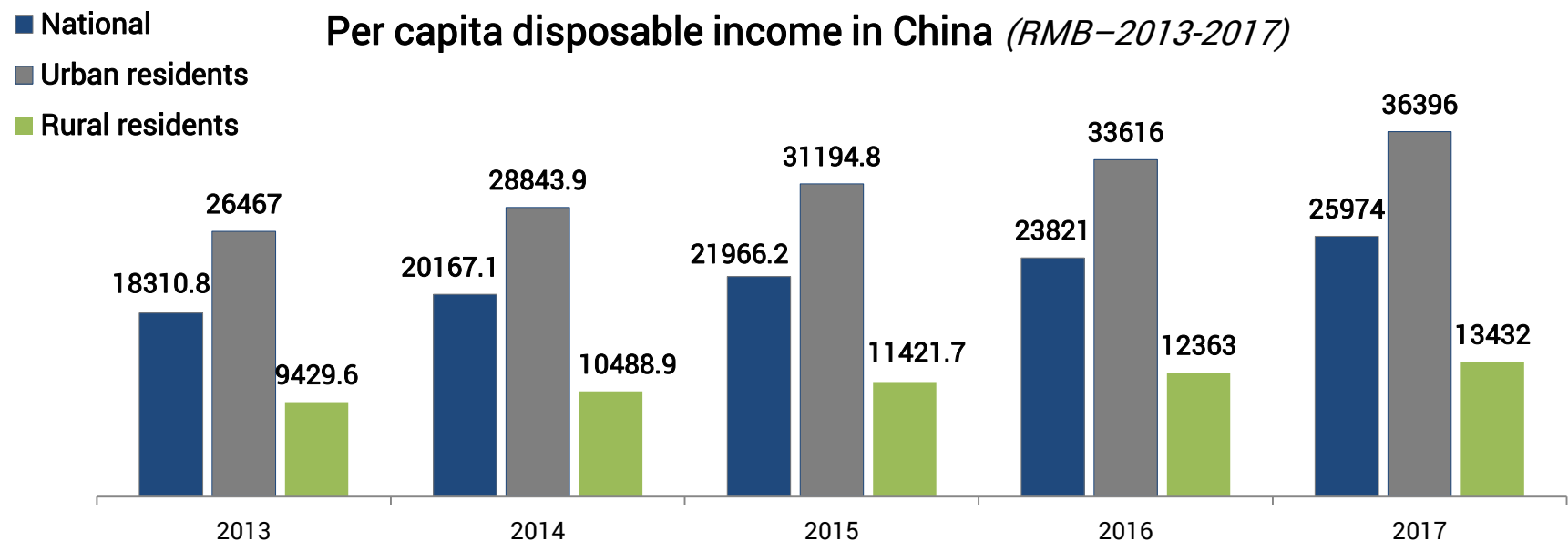


Source: Euromonitor, Meituan

Consumer analysis: rising income showed potential of seafood consumption in China

In 2017, disposable income of national residents has achieved a 7.3% year-on-year growth.

The gap of consumption level between urban residents and rural residents has shrunk, which means seafood is becoming affordable for more families, even in rural areas in China.



Source: National Statistics Bureau

Consumer analysis: where, when and feedback

The growing fresh food e-commerce platforms provide a new option for seafood consumption in China, trade sizes on those platforms have had rapidly increasing, especially during Chinese festivals.

Safety, fresh and taste keep appearing in the comments from consumers, they can be considered as the key factors of seafood purchasing.

E-commerce platforms

- Many fresh food platforms have been developed, they are new options for purchasing seafood, for instance, the sales value of seafood has entered the top 3 on Fresh.jd.com in 2017.

Safety, fresh and tasting

- Based on comments from main social media and e-commerce platforms, positive feedback mainly focuses on delicious and fresh, negative feedback usually comes from safety issues.

Main festivals in China

- During important festivals, seafood has been one of the main products purchased online. For example, 38% of food sales on Fresh.jd.com came from seafood in 2018 Chinese new year.

Source: JD data research institute

Baidu Index – Interest trends toward the segments (1/2)

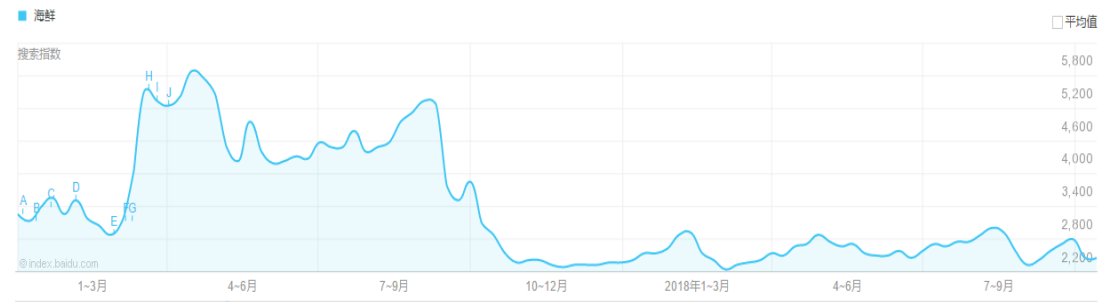
The search frequency of 'seafood' was high between March and early September 2017, during spring and summer (good seasons for seafood).

During the spring festival, spring and summer, the search frequency of 'shrimp' sharply grew.

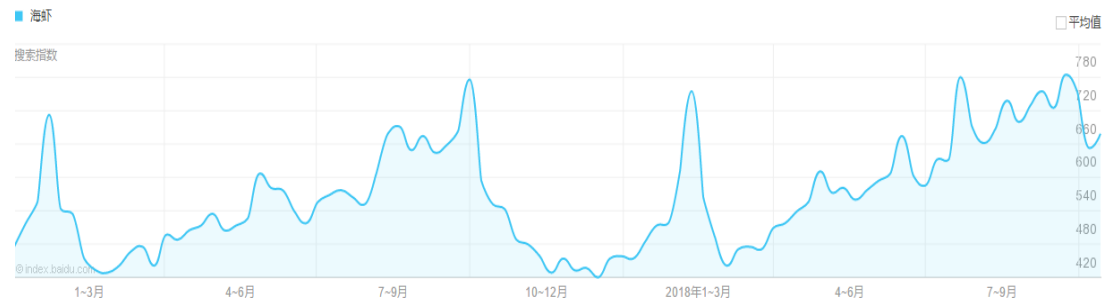


Baidu is the #1 search engine in China. The volume of search (more than ¾ of the total search made on Chinese Internet) exhibits the market digital trends

The search keyword is
“seafood” on Baidu index



The search keyword is “sea
shrimp” on Baidu index



Baidu Index – Interest trends toward the segments (2/2)

The search frequency of ‘saltwater fish’ was significantly high during the beginning of the Chinese new year.

The search index of ‘clam’ kept high from February to early October 2017, when it’s the spring, summer and national holiday.



Baidu is the #1 search engine in China. The volume of search (more than ¾ of the total search made on Chinese Internet) exhibits the market digital trends

The search keyword is
“saltwater fish” on Baidu index

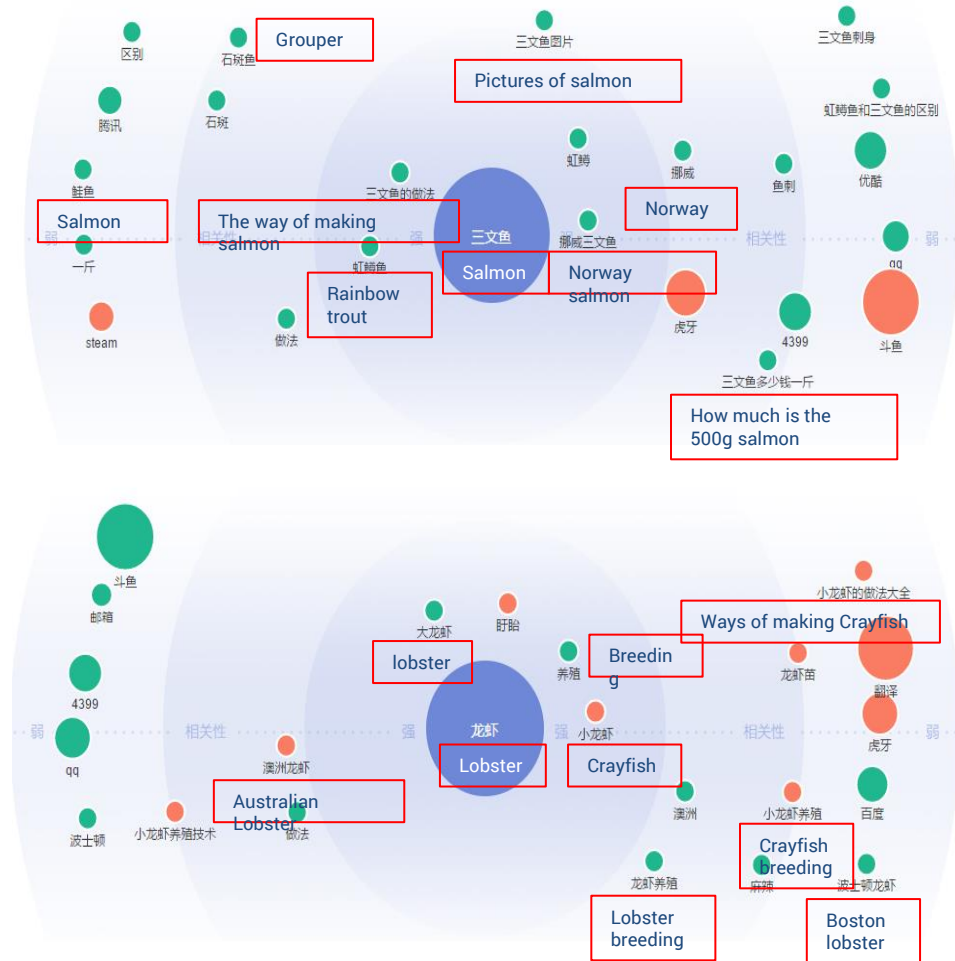


The search keyword is “Clam”
on Baidu index



The most related keywords of “salmon” are mainly consist of “the way of making salmon”, “Norway salmon”, “price” and different kinds of fish like trout and grouper.

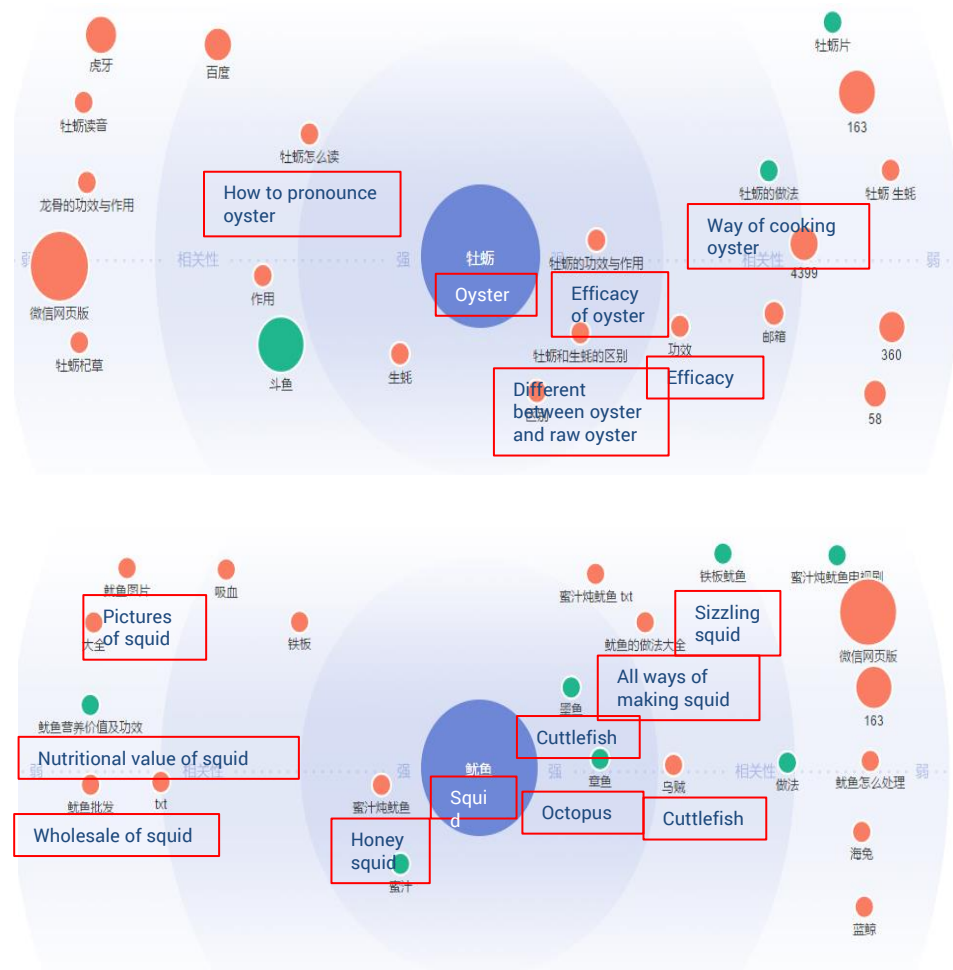
The most related keywords of “lobster” are “crayfish”, “lobster breeding”, “crayfish breeding”, “Australian Lobster” and “ways of cooking crayfish”.



Baidu Index – Semantic analysis (2/2)

The most related keywords of “oyster” are “efficacy of oyster”, “ way of cooking oyster” and “how to pronounce oyster”.

The most related keywords of “squid” mainly consist of ways of cooking squid and similar fish, such as cuttlefish and octopus.



Zhihu questions – consumer concerns & need of information

Around half of the questions on Zhihu about seafood are product recommendations based on the ways of picking, different places and seasons.

Imported seafood is popular among consumers.

Freshness and safety are the main elements that are mentioned in answers.

知乎

Zhihu is the first Q&A website. in China, and has transitioned to a social media sharing platform gathering more than 100 million answers on various topics. The platform is especially relevant to reach higher-, well-educated social classes

再逢鱼季，如何挑选新鲜美味的海鲜



山东参当家，海鲜美食爱好者

选鱿鱼可是要准备好一双会挑选的眼睛哦！记住三大挑选原则，看体型、体表和肉质

1看体型，质量好的鱿鱼一般体型完整坚实。鲜鱼的头与身体连接紧密，不易扯断。

2看体表，好的鱿鱼体表面略现白霜。

3看肉质，鱿鱼肉肥厚，呈粉红色半透明的就是好鱿鱼啦 ~

国内的海鲜和进口的海鲜有何区别？



海边人2018，东山岛鱼宝宝海鲜

国内的海鲜和进口的海鲜有何区别？

优势：

1、正规的海鲜产品必须经过检验检疫部门审核后才能在市场上销售，而进口海鲜均要执行更高的国际检验检疫标准，于是进口海鲜更加规范，安全更有保障。

劣势：

1、价格比贵，进口海鲜需要通过几个渠道转手，再加上远程运输和关税，价格相比国内要贵很多。

How to pick delicious seafood?

There are 3 principles to pick squid: Size, good squid owns complete body, its head and body tightly connect together. Surface, good squid has white frost on its surface. Meat, it shows pink and translucent.

Difference between domestics seafood and imported seafood?

Advantages: seafood must be checked by quarantine department, imported seafood has higher level quarantine standards.

Disadvantages: imported seafood has higher price.

Social media analysis - Wechat

Around 70% posts and questions on WeChat are about ways of cooking and eating different kinds of seafood. Seasonal seafood is another important topic among posts, comments and feedback.



Wechat is the #1 social media in China and an absolute must-have for a market entry promotion. It accounts for over 1 billion active users

龙虾超豪华吃法，味美多汁还不贵，夏天聚会就吃它

原创：哈妹 香哈菜谱 2017-04-24



This article is about the people who are suitable for sea cucumber, mainly focused on people who has anemia, old people and etc. The post has 17,050 views and 78 likes.

This post is the introduction of several ways for lobster cooking during the summer.

The post has 13,095 views and 19 likes

海参适合什么样的人吃 ???

海参资讯 2017-06-23





Sina Weibo is a microblogging site with nearly 400 million monthly users, and is a well leveraged platform to spread marketing campaign on Chinese Internet

Social media analysis - Weibo

Seasonal seafood (during autumn and winter) is one of important topics among relevant posts on Weibo recently.
Most posts about seafood related to the topic of tourism in coastal areas.



月刊勇者KuMa君

今天吃寿司，三文鱼寿司，鸭胸寿司，军舰寿司，军舰寿司，没错，都是我在意大利餐厅萨莉亚亲手捏的 🍣 🍣 🍣 萨莉亚隐藏菜单第二弹，🍣 萨莉亚desu!!



This post is about salmon sushi in a Italian restaurant.

The post has 267 shares, 107 likes and 28 comments.

This post is about seafood from the East China Sea, mainly about crabs in the autumn from the East China Sea.

This post has 94 shares, 109 likes and 119 comments.



新浪上海

【东海海鲜大量上市:琳琅满目物美价廉 你馋了吗? 🍤】漫长的东海禁渔期结束，吃货们终于熬过了海鲜美食“空窗期”，新鲜透骨的东海海鲜已大量上市，味美价不贵，你馋了吗？立秋过后，正值东海梭子蟹集中上市，梭子蟹肉质细嫩、结实，膏黄丰满鲜美，是上海市民餐桌上的“常客”。而其他多种东海海鲜 展开全文



Context of consumption in China

On the main social media platforms in China, posts about seafood mainly consist of travelling, restaurants and different ways of seafood cooking. Among them, more than 60% posts connected with travelling.

Crab, lobster, shrimp oyster and salmon are the main topics of those posts about seafood on social media platforms.



This picture has been shared on Baidu Teiba (百度贴吧). Baidu Teiba is a popular online community that heavily integrates Baidu's search engine



This picture was taken by “行走40国” (Xingzou 40 nations) in Thailand and shared on his Weibo account. He is a well-known traveller and writer, who owns 315,292,8 followers on Weibo.

Online trends : consumer perception

The positive feedback mainly focused on products' good tasting, size and look fresh.

Negative feedback focused on small size, bad taste and high price.

The number of positive comments is far more than negative comments for most products on those platforms

收货当天追加： 这个虾真的很不错，个头大，做出味道也好，就是我不太会处理哈哈。会回购(。·ω·。)ノ≡



The shrimp is very nice, size is big and it tastes good, will buy it again.



东西不错,很新鲜,干净没有杂质,而且价格也便宜,吃完还会再来光顾的

2018年10月12日 19:12



The good is nice, very fresh, clean and cheap, will buy it again after finish the products.



k***n

PLUS会员



都活的，真心不错，很大，值得，继续回购。



All crabs alive, very nice, size is big, will buy again.

不是很满意，吃完肚子不是很舒服。

口味：烧烤味500g

n***9 (匿名)
超级会员

Not satisfied with it, feeling unwell in the stomach after had it.



非常差，味道不好，

2018年05月24日 14:50 口味：泡椒味

好***天 (匿名)



Very bad, it tastes not good



东西数量少，个头小，质量差，比在超市买价格还高，不值得购买。再也不会买了！！

2015-03-03 11:36

Fewer number, size is small, price is higher than supermarket, won't buy it again



COMPETITION ANALYSIS



Fish dominates the seafood consumption in China for its rich variety and affordable price

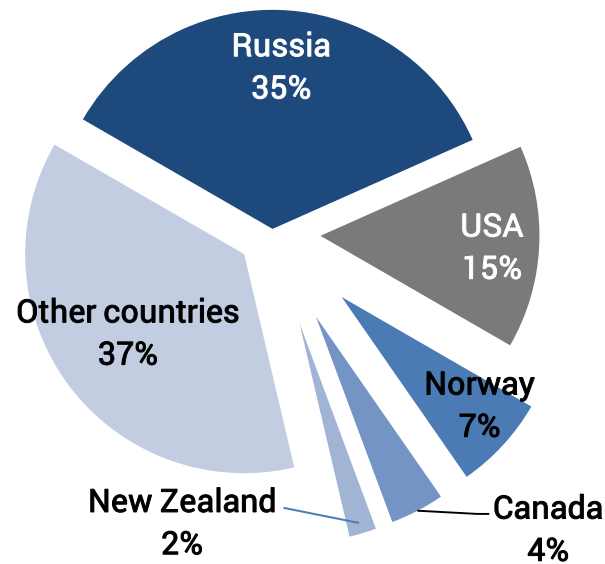
—Mike Vinkenburg, Project leader of Daxue consulting

Market shares in China

China has been one of the most important seafood markets in the world, its market demands of imported seafood has reached 7.6 million tons in 2017.

In 2017, Russia is the largest importing countries of seafood in China. USA, Canada, New Zealand and Norway are also important sources for importing seafood in China. Imported products mainly include shrimp, salmon, crab and so forth.

Main importing countries by tons (percentage – 2017)



Source: China Customs

Competition analysis: popular imported seafood by different segments

Based on the information from e-commerce platforms, most popular imported seafood are all frozen products. The top sellers' price is relatively low and middle among all imported seafood by different segments on JD.

JD top imported seafood sales online by segments 2018

Segments	Top seller products on JD	Top seller price on JD
Shrimp	Argentine frozen red shrimp	139 RMB
Fish	Chilean frozen salmon	49 RMB
Crabs	Irish frozen brown crab	188 RMB
Shellfish	South Korean frozen oyster	55 RMB
Squid	American frozen squid	39 RMB

E-commerce landscape of the processed seafood

The price range of processed seafood is very large on Tmall/Taobao. The most expensive SKU's price isn't extremely high.

The top seller price is relatively low among all products.

Top selling SKU

•Dried squid
•12.8 RMB

Price range of the category

•0.99 RMB
•573 RMB

Average price

•27.5 RMB

Ratio top selling price vs average price

•0.47
•Market still driven by price

Most expensive SKU



Cheapest SKU



Top seller SKU



百草味手撕鱿鱼条80g 海味即食鱿鱼丝海鲜零食小吃



E-commerce landscape of fish

The price range of fish is very large on Tmall/Taobao. The most expensive SKU can be considered as luxury products.

The top seller is high cost-effective products.

Top selling SKU

- Frozen Basa fish
- 10.8 RMB

Price range of the category

- 9.9 RMB
- 2,600 RMB

Average price

- 77.2 RMB

Ratio top selling price vs average price

- 0.13
- Market is still driven by price

Most expensive SKU

刘清海鲜礼盒 大连特产渤海湾刀鱼10斤/7条
大连特产 正品保障 海鲜鲜冻

天猫 购物 全天猫实物商品通用

价格 **¥2600.00** 2800.00元/500g

运费 辽宁大连 至 上海 快递 0.00
24.00前付款, 预计10月19日(周五)送达

净含量 5000g

月销量 **1** 累计评价 **5**

数量 件 库存171件

Cheapest SKU

浙江舟山带鱼段200g 带鱼 新鲜 鲜活 海鲜 水产

天猫 购物 全天猫实物商品通用

价格 **¥9.90** 24.75元/500g

运费 上海 至 上海 黄浦区 满88(10kg内)包邮 配送规则

月销量 **7233** 累计评价 **194778** 送天猫积分 **4**

数量 件 X 2 件 库存5008件 (每人限购10件)

加入超市购物车

Top seller SKU



越南冷冻巴沙鱼片280g 海鲜 水产 鱼片 鱼肉 2件起售

肉质细腻 嫩滑不老

天猫 购物 全天猫实物商品通用

去领券

价格 **¥10.80** 商家促销

运费 上海 至 上海 黄浦区 满88(10kg内)包邮 配送规则

月销量 **66558**

累计评价 **406587**

送天猫积分 **5**

数量 件 X 2 件 库存3688件 (每人限购10件)

加入超市购物车



E-commerce landscape of the frozen shrimp

The price range of frozen shrimp is very large on Tmall/Taobao. The most expensive SKU is imported product.

The top seller price is in middle level among all products.

Top selling SKU

- Frozen shrimp from Qidao (青岛)
- 129 RMB

Price range of the category

- 14.9 RMB
- 2,680 RMB

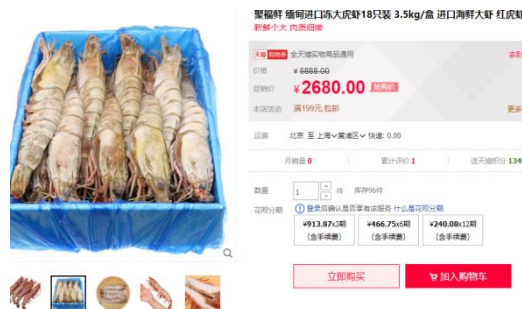
Average price

- 137.1 RMB

Ratio top selling price vs average price

- 0.94
- Market is still driven by price

Most expensive SKU



Cheapest SKU



Top seller SKU



E-commerce landscape of shellfish

The price range of shellfish is extremely large on Tmall/Taobao. The most expensive SKU is processed abalone with exquisite packing.

The top seller price is relatively low.

Top selling SKU

- Frozen abalone
- 29.9 RMB

Price range of the category

- 17.9 RMB
- 2,860 RMB

Average price

- 62 RMB

Ratio top selling price vs average price

- 0.48
- Market still driven by price

Most expensive SKU



Cheapest SKU



Top seller SKU



E-commerce landscape of crab

The price range of crab is not large on Tmall/Taobao. The most expensive SKU is the living crab. The cheapest SKU is processed crab.

The top seller price is relatively high.

Top selling SKU

- Live crab
- 128 RMB

Price range of the category

- 29.9 RMB
- 888 RMB

Average price

- 166.5 RMB

Ratio top selling price vs average price

- 0.76
- Market is still driven by price

Most expensive SKU



Cheapest SKU



Top seller SKU



E-commerce landscape of octopus

The price range of octopus isn't very large on Tmall/Taobao. The most expensive SKU is frozen small octopus.

The top seller price is relatively low.

Top selling SKU

- Processed octopus
- 19.9 RMB

Price range of the category

- 12.8 RMB
- 299 RMB

Average price

- 51 RMB

Ratio top selling price vs average price

- 0.39
- Market is still driven by price

Most expensive SKU



Cheapest SKU



Top seller SKU



Business cases – *Yiguo.com*

Digital activity

Seafood of Yiguo.com (易果生鲜) mainly sold on Tmall, Taobao and its official website.

Based on the comments from Tmall, most consumers gave positive feedback about the seafood from Yiguo.com.



http://www.yiguo.com/products/04_channelhome.html

Platform	Presence	Official account	Volume (sales, product reviews or traffic)
Yiguo.com	Yes	Yes	273,930 monthly visits
Tmall	Yes	Yes	Monthly sales volume is 858,600 items
JD.com	No	No	The brand isn't selling on JD
Kaola	No	No	The brand isn't selling on Kaola
Pinduoduo	Yes	No	Daily sales is 0 on Pinduoduo

Business cases – *Zhangzi island*

Digital activity

Zhangzi island Group (獐子岛集团) is one of largest seafood companies in China, the brand mostly sells fresh, frozen and processed seafood products.

Seafood of the brand has been sold on the most popular e-commerce platforms in China (Tmall/Taobao and JD).

The top seller product of Zhangzi island on Tmall is abalone, its price is 99 RMB.



<https://www.zhangzidao.cn/?lang=cn>

Platform	Presence	Official account	Volume (sales, product reviews or traffic)
Zhangzi.com	No	Yes	35,350 monthly visits
Tmall	Yes	Yes	Monthly sales volume is 63,120 items
JD.com	Yes	Yes	More than 12 million comments
Kaola	No	No	The brand isn't selling on Kaola
Pinduoduo	Yes	No	Sales is 0 on Pinduoduo

Business cases – *Vipbcw.com*

Digital activity

Vipbcw.com (百草味) is an well-known snack food brand in China, processed seafood is one of its main products.

The processed seafood of Vipbcw.com mainly consists of squid, scallop, fish and shrimp.

The brand has been sold on main popular e-commerce platforms in China (Tmall/Taobao, JD, Kaola and Pinduoduo).



<http://www.vipbcw.com/index/brand.html>

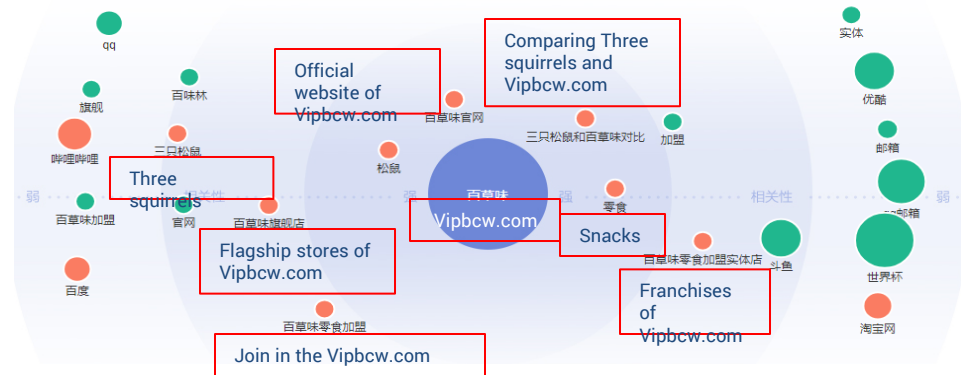
Platform	Presence	Official account	Volume (sales, product reviews or traffic)
Vipbcw.com.cn	No	Yes	15,929 monthly visits
Tmall	Yes	Yes	Monthly sales volume are 293,070 items
JD.com	Yes	Yes	About 310,000 comments
Kaola	Yes	Yes	13,045 followers on Kaola
Pinduoduo	Yes	Yes	Daily sales are 569 items

Business cases – Vipbcw.com

E-reputation in China

The most related keywords of “Vipbcw.com” are “official website of vipbcw.com”, “flagship store of vipbcw.com”, “franchise store” and its competitor “Three squirrels”.

Weibo and Wechat are both important advertising platforms for Vipbcw.com, the brand frequently introduces products and activities.



Platform	Presence	Followers	Posting frequency
Wechat	Yes	384,500	5 posts last week
Weibo	Yes	596,968	8,356 posts

Comparing online interest for leading brands

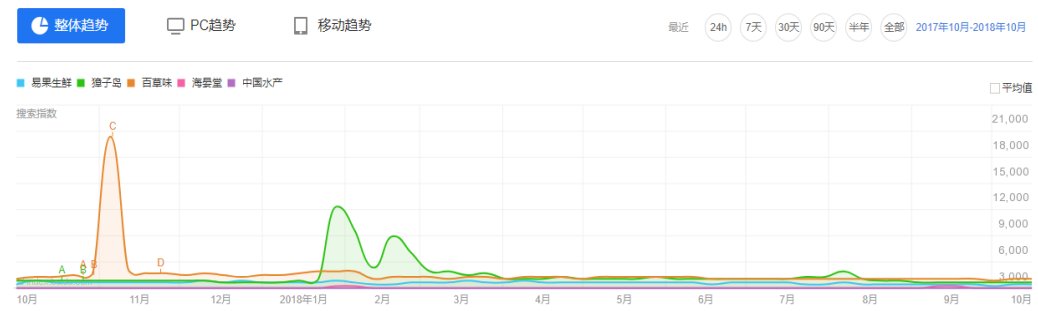
On Baidu index, Vipbcw.com showed the highest index and Zhangzi island achieve the second highest index during 1 year from October 2017.

On WeChat index, Vipbcw.com showed the highest index and Zhangzi island achieve the second highest index in last 90 days.

The two brands showed much higher search index than other brands on both platforms.

The search brands are

- Yiguo.com
- Zhangzi island
- Vipbcw.com
- Haiyan Tang
- CNFC



The search brands are

- Yiguo.com
- Zhangzi island
- Vipbcw.com
- Haiyan Tang



Advertising – case study

Fresh.jd.com is a fresh food purchase platform launched by JD.com. Seafood, especially fresh seafood, is one of the main products provided by the platform.

During a very short time (15 seconds), the video ad highlighted the good quality of (sea)food provided by Fresh.jd.com.



https://v.youku.com/v_show/id_XMjUzMTA5MTI2MA==.html?spm=a2h0k.11417342.soreults.dtitle

This ad (15 seconds) is launched by Fresh.jd.com, the famous Chinese actor 谢霆锋 (Xietingfeng) is the spokesman of this advertising.

The main part of the video is cooking by different food/seafood materials. At the meantime, the advertising mentioned those materials can be found on Fresh.jd.com.

Brand naming – case studies

The names of China's brand (seafood) usually show three key elements: “fresh” by Chinese words “鲜” and “生”, “good range of products” by Chinese words “百” and etc., “tasting/delicious” by Chinese words “味”, “香” and etc.

Part of Chinese seafood companies are using some locations' names as brands names, mainly around islands and coast places in China.

易果生鲜
(Yiguo.com)

- About the brand's name, “易” means easy, “果” means fruit, “生” means living and “鲜” means fresh.
- The name indicates that consumers can easily purchase fresh food/fruit from the brand.

獐子岛
(zhangzi island)

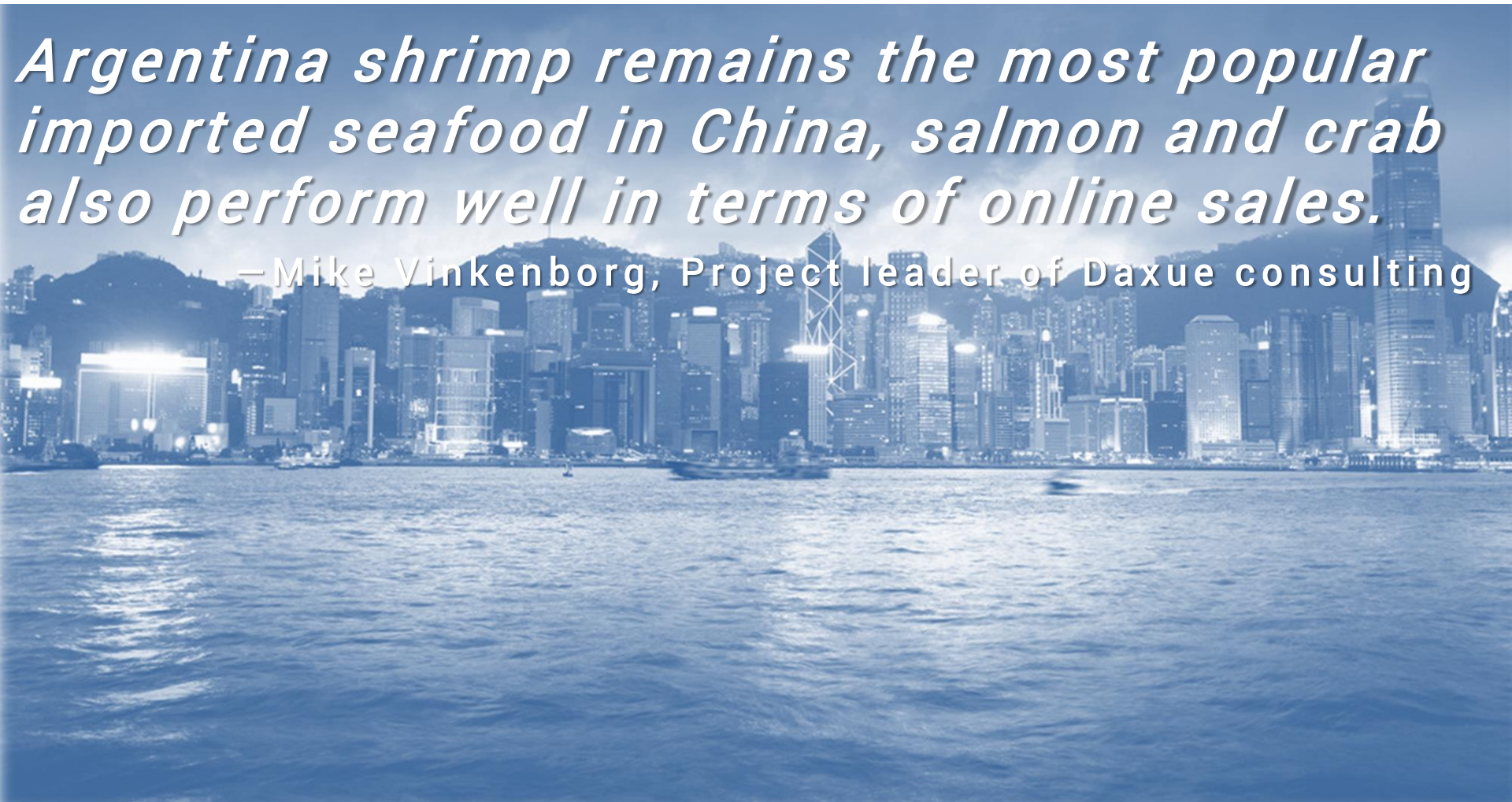
- The brand's name is the name of an island in Liaoning province, where is also the company address and it's well-known by farming and catching sea animals.

百草味
(Vipbcw.com)

- About the brand's name, “百” means hundred, “草” means grass, “味” means flavors.
- The brand's name highlights that consumers can get varied kinds of products from it.

Argentina shrimp remains the most popular imported seafood in China, salmon and crab also perform well in terms of online sales.

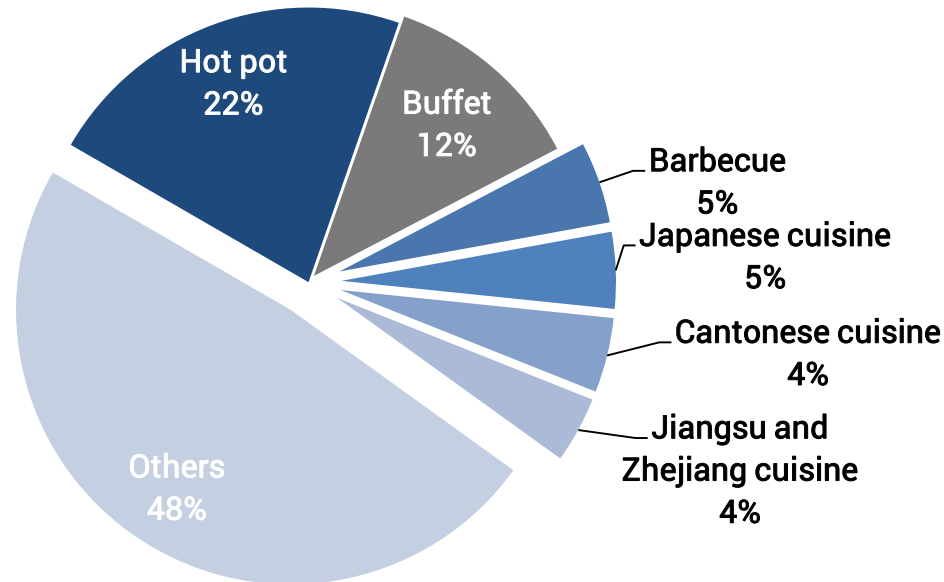
—Mike Vinkenburg, Project leader of Daxue consulting



Distribution and promotion in China: Restaurants are significant distribution channels for seafood

In 2017, Hot pot as the most popular cuisine contributes to 22% of the total revenue of China's catering industry. Hot pot and buffet as two of the most popular types of cuisines in China provide good opportunities for the distribution of chilled/frozen seafood in China.

Sales revenue of popular cuisines in China (percentage –2017)

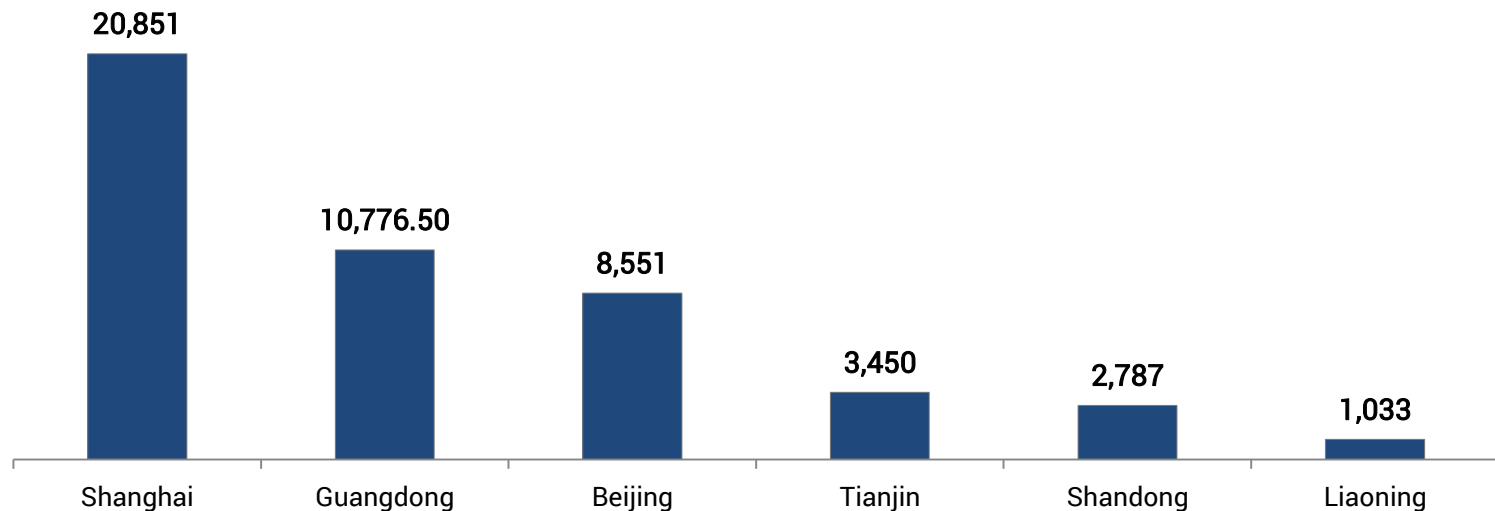


Source: 2018 China catering industry structure and development analysis, Euromonitor

Distribution and promotion in China: Coastal regions are main places for importing salmon

Guangdong and Shandong provinces are the two most important provinces for importing salmon to China. Shanghai and Beijing as two first-tier cities also rank within the top 10 of imported salmon, Shanghai is the most important city for importing salmon, whose imported volume greatly exceed other regions.

Imported volume of salmon per key location (*ton – 2017*)



Source: China trade analysis

Online retail Coverage in China

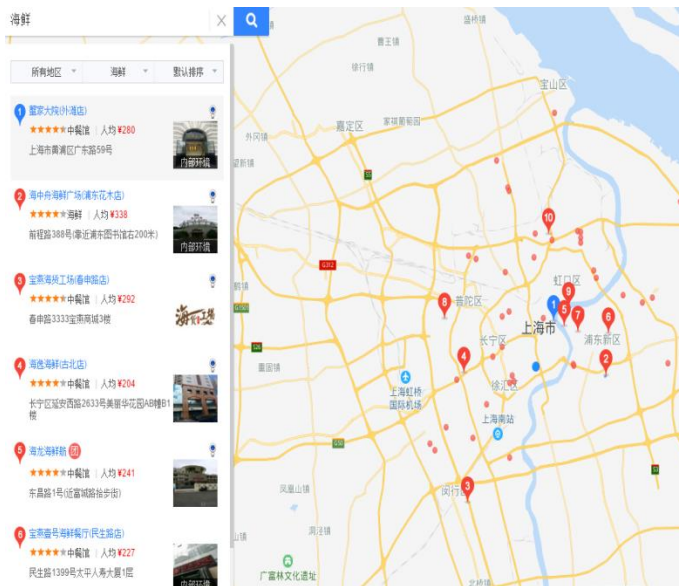
The most popular seafood brands are selling their products on main e-commerce platforms (Tmall, Taobao and JD).

For domestics and international seafood brands, dedicated websites are also important distribution channels.

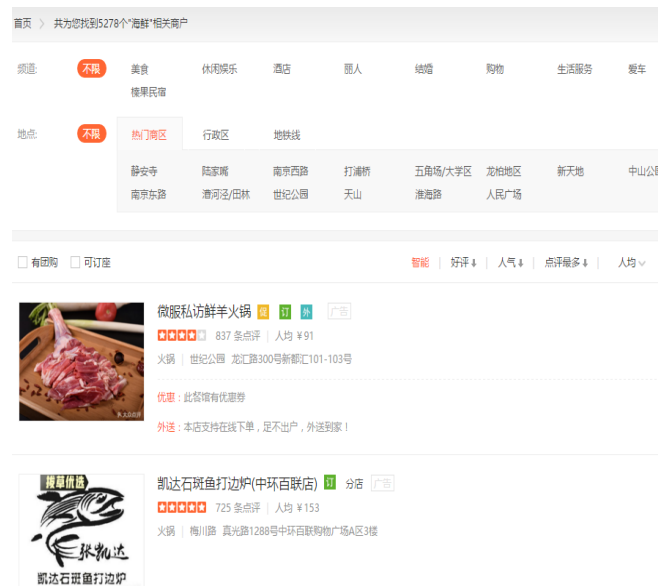
Market Segments	Number of brands are selling on Tmall	Dedicated platforms
Saltwater fish	203	Yuye360.com (购鱼网) SeafoodChina.com (海鲜猫)
Shrimps from sea	170	Yuye360.com (购鱼网) SeafoodChina.com (海鲜猫)
Crabs from sea	177	Yuye360.com (购鱼网) SeafoodChina.com (海鲜猫)
Shellfish	199	Yuye360.com (购鱼网) SeafoodChina.com (海鲜猫)
Octopus	120	SeafoodChina.com (海鲜猫)

Offline retail: Coverage in Shanghai

Search results consist of restaurants and offline stores, among relevant results, less than 10% are offline dedicated stores, more than 90% of them are restaurants. Thus, seafood restaurants can be considered as the most important offline distribution channels.



Baidu Map: 4,596 results



Dianping: 5,278 results

Stores	Coverage in Shanghai
Shrimps from sea	90
Crabs from sea	315
Shellfish	2
Sea cucumber	45

On-the-shelf: representation of the category in stores

The imported seafood were all frozen and packaged, there are also live sea animals in the tanks, ranging from fish to crabs to turtles.

The seafood gift box is a special package for holidays gift in China, which is not common product in western countries.

Products like sea cucumber, fish balls, turtle, eel and crabs are less common in the west.



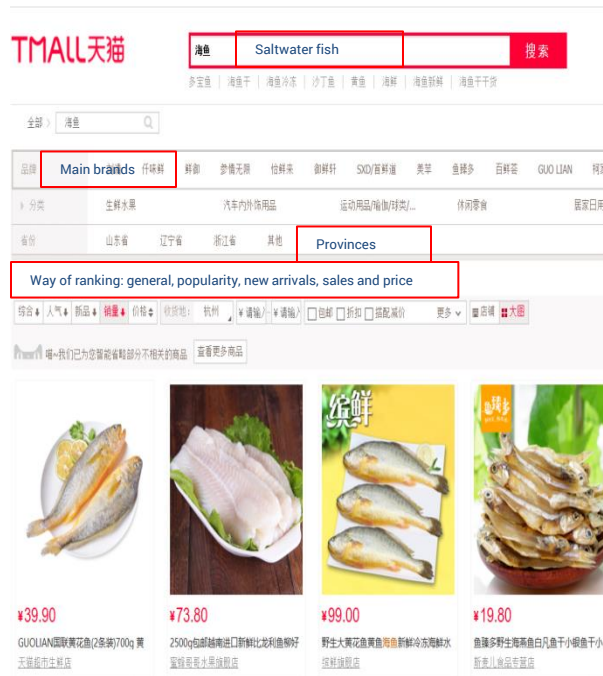
Online sales: volume assessment

淘宝网
Taobao.com

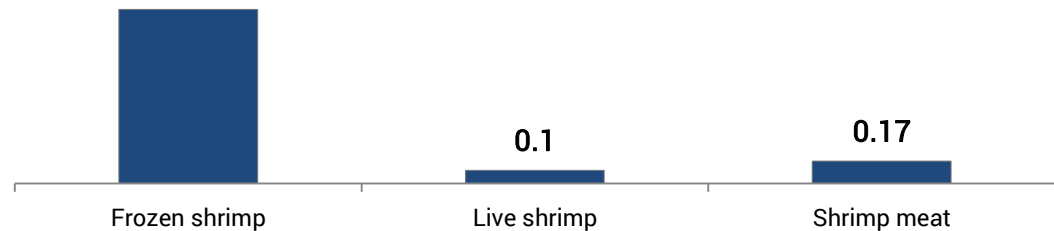


On Tmall/Taobao, frozen shrimp is the most popular product among all categories of sea shrimp. Top seller price is 129 RMB, which is a common price.

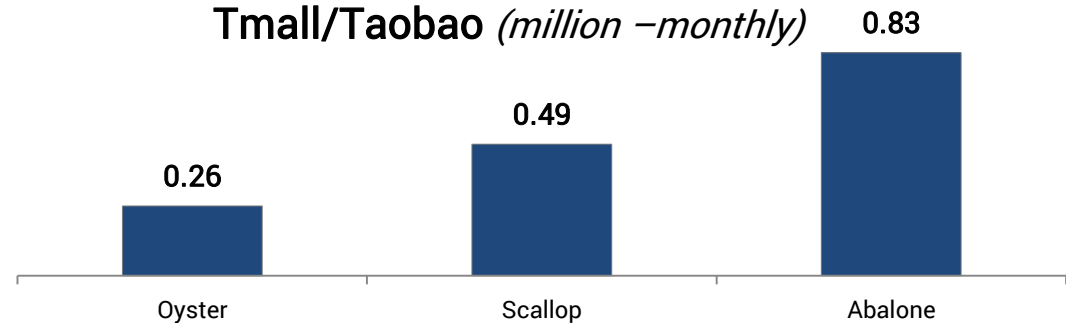
On Tmall/Taobao, abalone is the most popular products among all categories of shellfish. Top seller price is 29.9 RMB, which is a low price.



Monthly sold items of sea shrimp on Tmall/Taobao (million-monthly)



Monthly sold items of shellfish on Tmall/Taobao (million-monthly)



Promotion channels to leverage for international brands in China

Dedicated Websites:

Yuye360.com (购鱼网)

SeafoodChina.com (海鲜猫)

686hy.com (686海鲜网)

Dedicated mobile apps:

Haixiangou (海鲜购)

Chuntianran seafood(纯天然海鲜)

Hiaxiancun (海鲜村)



Seafoodchina.com is a specialized website seafood purchasing. This website mainly provide domestics and imported seafood to consumers.



Haixiangou (海鲜购) is a o2o mobile shopping app focuses on seafood retail and wholesales in China.

KOL landscape in China

For international brands, Chinese KOLs (with large amount of followers) are good ways to introduce/ promote their products to Chinese consumers, since many food KOLs like sharing their experience on seafood eating, cooking and purchasing.

The Key Opinion Leader (KOL), or influencers, are a major part of the Chinese online journey, and therefore of the online marketing funnels for international brands in China. KOL will especially be as relevant to target niche audience (micro-KOL) and mainstream consumers (mass-market)



This is a well-known food Kol, who focusing on seafood market. One of his posts about swimming crab received 284 comments, 76 likes and 30 shares.



Seafood is the main topic of this Kol's posts on his Weibo account. One of his videos about clam received 138 shares and 71 likes.

MARKET TREND ANALYSIS

Rising health awareness and increasing consumption levels boost the demand for premium, luxury and organic seafood (farmed, not wild-caught) in China

—Mike Vinkenburg, Project leader of Daxue consulting

Restaurants and fresh food e-commerce are favored by seafood consumers

E-commerce platforms (such as Tmall, JD) and seafood mobile apps (such as Haixiangou) have been channels of online engagement and sales for all international and domestics seafood brands.

Seafood has been the one of the main consumption food in restaurants like hot pot, buffet and barbecue.

1. Seafood restaurants

Seafood has been one of the most popular food provided by most restaurants in China, especially in hot pot and buffet restaurants.

2. Seafood offline stores

Fresh and frozen seafood have been the essential products in (fresh) food stores, they are also a good places to buy imported seafood.

3. Fresh food e-commerce

The top e-commerce in China, like Tmall/Taobao and JD have built specialized fresh food platforms and seafood is one of the main products on those platforms.

4. Mobile app for seafood

More seafood mobile app has been developed since consumers increasingly use mobile devices to compare prices and purchase food.

ABOUT US

Daxue Consulting is a market research Company dedicated to providing the best specially tailored, high quality, customer-specific data in one of the most challenging markets in the world; China.

We leverage our unique network of university organizations and professors, business associates, industry experts and foreign and local consultants to find the information you need efficiently, reliably and in a manner that addresses your specific needs. We excel because we're reliable, resourceful and flexible, everything that the Chinese market demands.



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