



International market of tilapia COMPETITIVENESS OF VIETNAM



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I. OVERVIEW OF INTERNATIONAL TILAPIA MARKETS

TILAPIA

- This is the second popular farmed fish and tends to become the most important fish in this century
- The demand of tilapia is large; the eating of this fish is not relating to culture or religion; its aquaculture does not affect environment.
- High potential of multiplication, diversified production system;
- The supply of tilapia is international market is increasing, including supplies from Asian countries, e.g. Vietnam is expecting to increase its production by 2015.
- The demand for tilapia is still high in both international and domestic markets with stable price.



Development trend

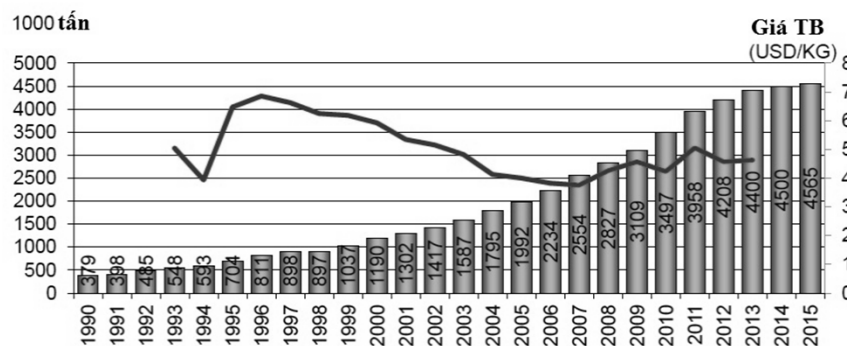
- Bloomed production of tilapia in the last decade;
- The production increases from 830,000 tons in 1990 → 1.6 million tons in 1999. In 2008 : 3.5 million tons → in 2013: more than 4.5 million tons.
- China is the main producer with yield ranging from 1.1 – 1.5 million tons per year in 2008 so far.
- It is noted that the strongest growth comes from the Asia region, except for China. In this region, the farmed tilapia production increased from 340,000 tons in 2000 to 1 million tons in 2013

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Production of international tilapia

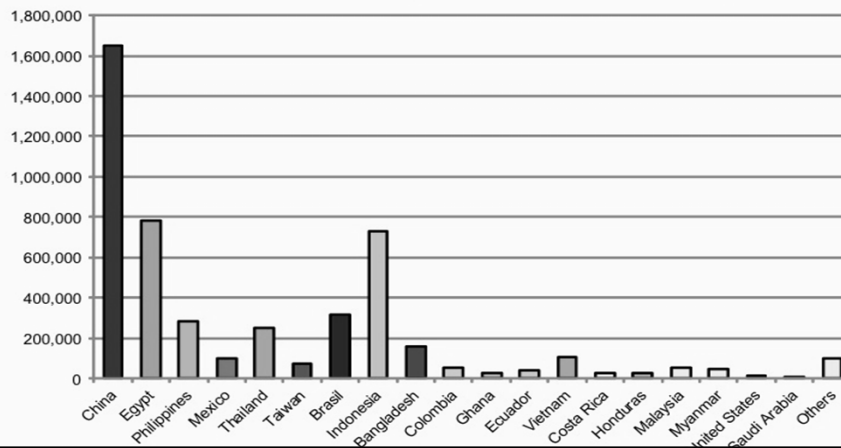
Tilapia is farmed in 140 countries, China is the leading country, then Greece, Philippines, Thailand, Indonesia, America Latin, Mid east and Ghana

The Tilapia production increases stably during 20 years. The price is stable during the last 5 years



Key production in China, Egypt and Indonesia

2011	• 3.500.000 tons
2012	• 3.770.000 tons
2013	• 4.677.613 tons



INTERNATIONAL TRADING OF TILAPIA

Frozen fish makes up majority of transaction : 62 – 74%.

Fresh or Frozen fish Fillets are the most expensive : 6,9 – 7.2 USD/kg.

Frozen fish: 1.8 – 2.1 USD/kg

Quantity of imported tilapia in the world in 2012 – 2014 (quantity: tons, value : USD 1,000)

HS Code	Production	2012		2013		2014	
		Quantity	Value	Quantity	Value	Quantity	Value
	Total tilapia	106.731	357.012	170.671	534.422	201.383	614.829
030323	Frozen tilapia	72.342	127.191	121.294	224.752	158.854	324.569
030431	Fresh or Frozen fish Fillets	26.812	207.041	35.069	274.104	33.591	261.795
030271	Fresh or Frozen fish	7.577	22.780	14.308	35.566	8.938	28.465

INTERNATIONAL TRADING OF TILAPIA

- America is the largest import market: **46-56%** of import value
- China is the largest supplier: **46-68%** of international market
- The import and export ratios of these two countries are reducing in recent years

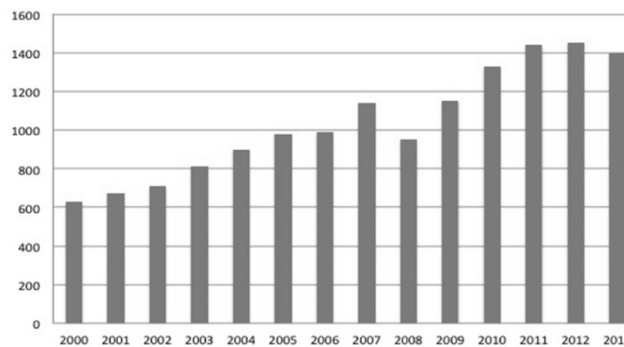
Top 10 import countries of tilapia (value : 1000USD)				Top 10 export countries of tilapia (value : 1000USD)			
Importer	2012	2013	2014	Exporter	2012	2013	2014
The world	357.012	534.422	614.829	The world	302.893	511.962	678.247
America	199.572	276.963	280.690	China	204.690	285.895	310.992
Côte d'Ivoire	0	0	48.900	Honduras	18.206	45.459	65.403
Mexico	9.466	32.164	27.058	Taiwan	0	5.487	50.340
Canada	23.618	21.922	24.555	Costa Rica	535	23.012	45.334
Cameroon	0	16.525	24.385	Colombia	20.142	29.200	37.436
Angola	10.410	9.202	16.710	Mexico	1	10.064	24.334
Netherlands	10.440	21.149	14.591	Indonesia	3.573	8.521	24.224
Congo	6.914	11.577	14.387	Thailand	14.529	9.932	22.099
Saudi Arabia	15.496	19.597	13.707	America	15.628	17.592	21.444
Zambia	6.958	13.009	13.482	Ecuador	302.893	511.962	678.247

INTERNATIONAL TRADING OF TILAPIA

China

Export in 2014: **402,000 tons**, a increase of 4.6% of value as the world price increase. In 2014, the export value of frozen fillet of China increase 4.9% or 4.6 USD/kg. Export of frozen fillet makes up 42% of total tilapia export of China, or a reduction of 6.5% - mainly to America. Export of floured tilapia and frozen tilapia production increase as they are exported to African market

SẢN LƯỢNG CÁ RÔ PHI TRUNG QUỐC (nghìn tấn)



China

- The tilapia demands of China increases yet quality has not been improved
- The balancing of quality and quantity and sustainability is such a challenge to tilapia sector of China
- America is the main import market of tilapia from China phi however Russia and Mexico are two important markets.
- The export of tilapia from China is reducing and its exporters are seeking to diversify and expand their markets.
- The NDT currency increases from 24% from 2005 to 6.14 NDT/USD in 2014=> which explain the reduced competitiveness of China . The limited Fresh water, polluted environment, competitiveness of farmed ponds with other species as shrimps and rice. Food safety is one challenge to China's tilapia in American market.

China

- China: export of **100%** of Frozen tilapia
- America is the largest market: **18-22%**
- Codivova: **14-15%**

TILAPIA EXPORT OF CHINA						
MARKET	2012		2013		2014	
	Quantity (tons)	Value (1000 USD)	Quantity (tons)	Value (1000 USD)	Quantity (tons)	Value (1000 USD)
The World	111.442	204.690	134.702	285.895	139.073	310.992
America	22.044	45.966	24.438	51.621	26.910	57.911
Côte d'Ivoire	15.460	28.807	17.356	38.669	20.072	47.752
Zambia	3.046	5.132	9.140	17.199	12.036	22.888
Mexico	10.271	18.772	14.865	31.029	11.518	26.778
Cameroon	5.735	7.936	7.486	15.973	10.056	22.214
Angola	5.373	10.387	4.487	9.026	7.260	16.220
Congo	4.487	6.504	5.515	10.228	7.144	14.355
Burkina Faso	264	950	4.112	14.776	6.405	19.857
Benin	1.795	3.640	2.099	4.484	4.806	12.379
Ghana	5.003	6.167	2.546	4.866	3.163	5.374

China - Trends

China is adopting trend of consuming more tilapia domestically, yet the export of China still increase in 2014. The export of China tilapia to African markets increase sharply, mainly with Frozen tilapia.

At present, China tilapia is in competition with tilapia from Egypt, **Indonesia, Philippines, Thailand and Brazil.**

Export of Frozen whole tilapia of China is increasing, especially to African markets

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America

Consumption of tilapia

Tilapia continues to be one of most popular tropical fish in America.

In 2012, America spent USD 986.1 million USD for tilapia export, whereas the domestic consumption is only USD 84

In 2013, the consumption of tilapia is ranked 4th with the average consumption of 1.43 pound per person. Cash fish is only 6th ranked with the consumption of 0.771 pound per person per year.

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Consumption of tilapia in America

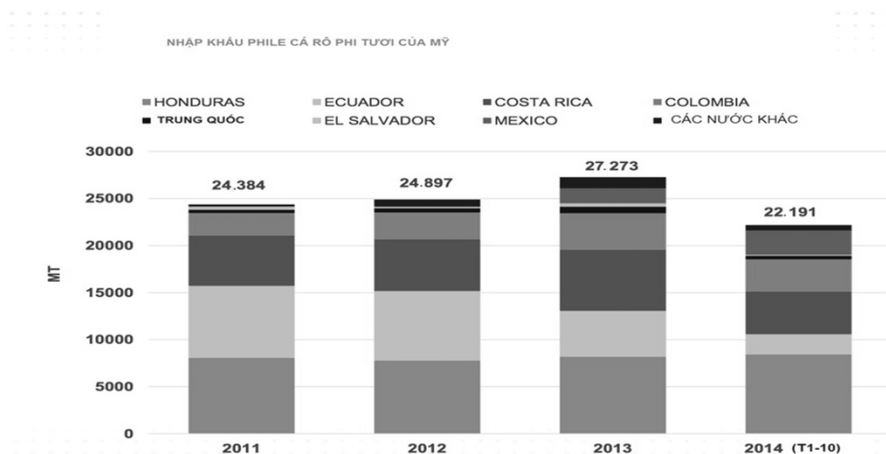
The average export price of tilapia into America market during the first 10 months in 2014 is USD 4,89 USD/kg, which is an increase of 8.67% compared to USD 4.5 USD/kg in 2013.

Among white flesh fish priced USD 2.50 – 5, the price of tilapia is only USD 4 USD for 1 pound of fresh fish fillets which is the highest. The price of cod fish reduces recently instead of the fact that they are similar in the past.

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Consumption of tilapia in America

✓ North America countries are the main supply of fresh tilapia fish



America:

- Total import quantity increases by 0.7% in 2014.
- Frozen tilapia fillet makes up largest quantity: an increase of 3.2%.
- **Reason:** due to the supply of fresh tilapia fillet and Frozen whole fish reduces. Taiwan reduces Frozen tilapia exported to America due to the supply is only enough for domestic market.
- Fresh import production by 5.6% while the import value is reduced by 1%. Honduras is the largest supplier of 19.5%. After Honduras is Costa Rica and Colombia.
- The import of Frozen whole tilapia is reduced by 2,000 tons while the import value increases by 8.6 million USD.
- Reason: supply from Taiwan is reduced by 30% and from Philippines by 90 tons. New suppliers as Myanmar and Bangladesh supply small quantities. Tilapia export from China to America increase in 2014. The Frozen tilapia fillet quantity from Myanmar, Mexico and Vietnam into America increases.

America

- America import most the fresh tilapia fillet, making up 78 – 80% in terms of value
- The imported fish is mainly from America countries
- The largest Frozen tilapia fillet import is from China: 72%; Taiwan: 18% and Vietnam 6% .
- Average price: 2,0 – 2.4 USD/kg

Tilapia imports into America							
HS code	Products	2012		2013		2014	
		Quantity	Value	Quantity	Value	Quantity	Value
	Total tilapia	36.195	199.572	50.877	276.963	50.679	280.690
030431	Frozen or Fresh tilapia fillets	20.595	167.770	26.690	223.893	25.332	218.351
030323	Frozen tilapia	15.310	30.420	23.730	50.504	24.900	60.079
030271	Frozen or Fresh tilapia	290	1.382	457	2.566	447	2.260

II) SPECIES TRENDS – TILAPIA

Average price of tilapia export to America

Year	Average price	Average price	Average price
2000	2,51	2008	4,09
2001	2,27	2009	3,80
2002	2,59	2010	3,91
2003	2,67	2011	4,40
2004	2,63	2012	4,27
2005	2,91	2013	4,50
2006	3,05	2014	4,89
2007	3,22		

EU:

- In 2014, EU imported **31,126 tons of tilapia**, which is a reduction of 8,2%. 58% are Frozen fillet and 42% as whole tilapias and a small quantity of fresh fillets.
- China is the largest supplier: reducing Frozen fish and increasing fresh fish by 15%
- Other suppliers: (Vietnam, India, Indonesia, Thailand, Taiwan and Bangladesh- making up 32% of Frozen fillet supply to EU) higher supply to EU.
- The average import price of Frozen tilapia fillet from Taiwan and Indonesia is higher than those from other suppliers of higher quality.
- For producers, EU markets are not as attractive as American market in both terms of quantity and value. Tilapias make up less than 1% among white meat fish markets in EU with cod, Lates calcarifer, Serranidae, cat fish are more popular
- The import of tilapia of the Europe will increase while the price will be stable; however for higher price and large market, suppliers should diversify their products. High quality product will be distinguished from cheap ones.
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Asian countries

- The farmed tilapia production is as much as 3.3 million tons in 2012 and increased sharply in 2013 due to reasonable price and higher demands.
- The import of tilapia into Asian countries makes up small portion as they can meet domestic market demands.
- **Taiwan** ranks the 2nd after China in terms of whole tilapia import with a total export increased quantity of 26,233 tons in 2014 compared to 2013. Taiwan supplies 55% of Frozen tilapia to America and increases Frozen whole tilapia to Middle East, Canada and Australia.
- **Malaysia** is having plan to double the annual tilapia production to 100,000 tons in 2020, which is an increase of 44,000 tons in 2014. This country is aimed at reducing pressure on natural catching.
- **Philippine:** the expansion of fresh water tilapia farming is still limited., Philippines can expand tilapia farming on the sea and in rice field. More than 80% of tilapia production are consumed domestically where domestic demands of this country are ever increasing.
- Tilapia producers of India, Thailand and Malaysia also have export potentials. Indonesia is the large exporter to America with 11,000 tons in 2013 and is the only exporter in Asia with higher value and quality.

America Latin

- The tilapia production of this region is expected to increase by 1.3 million tons in the next decade, exceeding 200,000 tons compared to African countries – the emerging market.
- During 2007-2012, the tilapia yield is 453,000 tons, making up 10% of the world production. America Latin is expected to increase rapidly with more than half of production coming from Brazil.
- Brazil is the largest tilapia producer in America Latin while others as Mexico and Colombia are expected to increase their yield.
- The tilapia products of America Latin are sold as fresh fish in America which is USD 1 higher than Frozen ones. Export from south to north of America is increasing; China is still the largest exporter to America – the largest tilapia import market in the world with total import value of USD 1 billion per year.
- America Latin producers have such convenient conditions compared to China, such as cheap feeds, competitive labor costs. The area is near America (the main market). The fresh and brackish water is suitable for tilapia farming.

Production trend in some countries

In some tilapia production countries as **Malaysia, Bangladesh, Brazil, Mexico...** farmers are receiving support from the Government and strong investments from private sector.

Farming production of these countries is still low, only **20,000 – 100,000 tons per year**. However, these countries have potential of water resources, land, human resources and aquaculture feed for investment and strong development of tilapia in the future.

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Consumption trend

In general, the consumption of tilapia is increasing not only in America but in the world as a whole

The consumption and import of tilapia in many non-tilapia production countries also increase

The demands for domestically consumed tilapia will be higher which will stimulate tilapia production in many countries in the Asian regions, Africa and America Latin.

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International tilapia consumption trend

America continues to be the key importer market of tilapia. Tilapia demands in this market is expected to increase, yet mainly increased import from countries in Central and South America.

Producers in central and south America will pay more attention to tilapia products of higher values for export to America market, and more choices to American consumers.

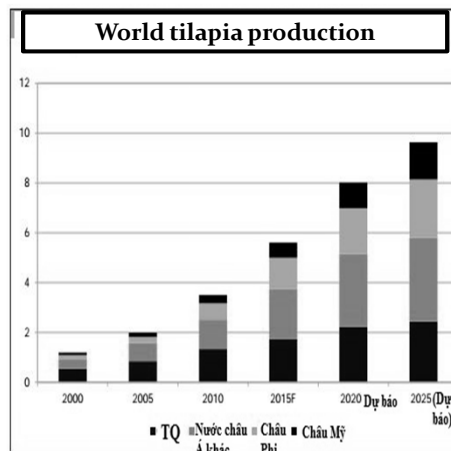
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Forecast of world tilapia production in 2015

- The international tilapia production increasing from 1,000,000 tons in 1980 to 4,5 million tons in 2012, valued at 6.7 billion USD. If without plague, the production can be doubled to 9 million tons in 2025.
- The production can be as much as **5 million tons in 2015**, increasing from 4.8 million tons in 2014 and 4.5 million tons in 2012. Even with an increased production of 30 million tons per year cannot saturate the market.
- America Latin is expected to become the most rapidly tilapia producer in the world while the competitiveness of China in this field has been reduced, only concentrating in domestic market.
- The tilapia production of America Latin is expected to increase by 2 million tons in 2025 thanks to its geographical locations near the natural source of tilapia

Forecast of world tilapia production

- Rabobank estimate the tilapia quantity of emerging markets:
- **America Latin**
- 2015: estimated quantity is expected to reach **600 – 650,000 tons**
- 2020: estimated quantity is expected to reach **1 – 1,2 million tons**
- 2025: estimated quantity is expected to reach **1,5 – 2 million tons**
- **Africa**
- 2015: estimated quantity is expected to reach **1 – 1,2 million tons**
- 2020: estimated quantity is expected to reach **1,6 – 1,8 million tons**
- 2025: estimated quantity is expected to reach **2,1 – 2,3 million tons**



VIETNAM: TILAPIA EXPORT ADVANTAGES AND CHALLENGES

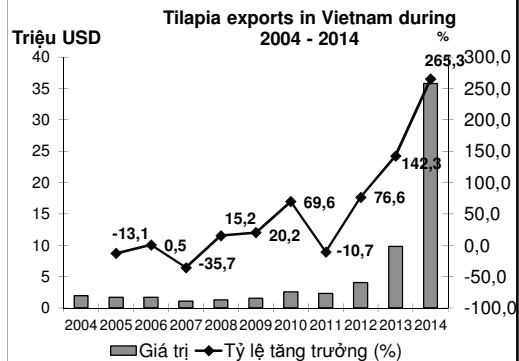
- In 2014, the country has **236 tilapia breed establishments including** 44 raising parent tilapias with 940,000 tilapia parents with 455 million breeds.
- Up to November 2014, the tilapia farming area in ponds is 15,992ha, in raft 410,732m³, and an yield of 118,800 tons. It is estimated the farmed tilapia in 2014 in the country is **125,000 tons, which is an** increase of 25% compared to 2013.
- **Advantage:**
- With available infrastructure, knowledge, technologies, market linkages to process a large quantity of tilapia based on catfish aquaculture industry .
- The popular method relating to the treatment of waste have been well developed so catfish production will be beneficial to that of tilapia.
- **Challenge**
- Fish diseases and pond water quality
- Vietnam's breed production capacity is not good and cannot produce high quality breeds
- Vietnam does not have standard farming procedures; product quality and quantity are not stable.

VIETNAM: TILAPIA EXPORT

Tilapia export increases sharply during the last 3 years : **76 - 265%**

Tilapia exports in Vietnam (2004 – 2014)

Year	Tons	USD	Growth rate (%)
2004	974	1.946.196	
2005	827	1.691.555	-13,1
2006	812	1.699.994	0,5
2007	412	1.092.550	-35,7
2008	480	1.258.179	15,2
2009	536	1.511.940	20,2
2010	848	2.563.928	69,6
2011		2.289.512	-10,7
2012		4.043.158	76,6
2013		9.794.643	142,3
2014		35.784.642	265,3

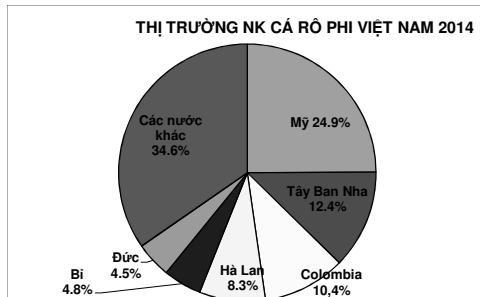


VIETNAM: TILAPIA EXPORT

- Vietnam mainly exports Frozen tilapia products
- The largest market is America: 25%

Vietnam Tilapia exports 2014

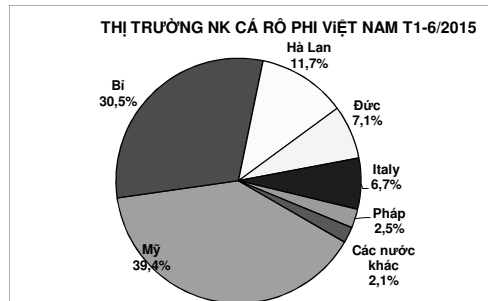
Country	Value (USD)
America	8.911.672
Belgium	4.450.093
Netherland	3.718.744
Germany	2.974.238
Italy	1.717.745
French	1.614.374
Other countries	12.397.777
Total	35.784.642



VIETNAM: TILAPIA EXPORT

- Tilapia of Vietnam is having export potential to America as imports from China and Taiwan are being reduced.
- In America: tilapia of Vietnam is averagely sold at 2.7 USD/kg, which is higher than in China (2.3 USD) and in Taiwan (2.5 USD) thanks to higher quality.

Tilapia exports in Jan – June 2015	
Country	Value (USD)
America	666.752
Belgium	515.418
Netherland	197.880
Germany	119.723
Italy	114.107
French	42.346
Other countries	35.330
Total	1.691.555



Orientations

2015

- Farming area: 21,000ha
- Yield: 140,000 tons.
- Export tilapia: 50,000 tons
- XK: 30,000 tons

2020

- Farming area: 25,000ha
- Yield: 200,000 tons
- Export tilapia: 100.00 tons
- XK: 80,000 tons

- Directorate of fisheries planning in 2015: the farming area of tilapia is 21,000ha – production 140.000 tons
- Qualified for export: 50,000 tons and import 30,000 tons. By 2020, the national tilapia farming area is 25,000ha with a total quantity of 200,000 tons, including qualified quantity of 100,000 tons and export products of 80,000 tons

Reference



Vietnam Export report
Quarterly issue



E-portal
vasep.com.vn



WEBSITES of FISHERIES – MARD
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