

LOKAAALISTA



GLOBAALIKSI

AFINNFOREL ORIGINAL





VASTUULLISESTI
KIERTO VESIMENETELMÄLLÄ
KASVATETTUA KIRJALOHTA

TUONTANTOLAITOKSET
VARKAUDESSA JA HOLLOLASSA

ANNOSKOKOINEN FILEE

VUODESTA 2018
SAIMAAN TUORE -
BRÄNDI KAUPPOISSA

2024 VOLYYMI KASVAA
1 M KG -> 2,8 M KG



KOTIMAINEN BRÄNDI





HAVAINTOJA JA HUOMIOITA MARKKINOISTA

- RUOTSI, UK, SAKSA, SVEITSI, JAPANI

KILPAILIJA-ANALYYSI

FINNFOREL
MARKET TRENDS - SWEDEN

Sources:
www.coop.se
www.ica.se



FISKERIET



Findus



ICA



FINNFOREL
MARKET TRENDS - UK

Sources:
www.sainsburys.co.uk
www.tesco.com

MQWI



BUNDESMAN THOMPSON

FINNFOREL
MARKET TRENDS - GERMANY

Sources:
www.rnw.de
www.edeka24.de

followfish



Sainsbu



BUNDESMAN THOMPSON

deutsche see



FINNFOREL
MARKET TRENDS - SWITZERLAND

Sources:
www.migros-shop.de
www.coop.ch

coop



COOP had a good selection of fresh fish (on "the counter" in webstore), but on the packaged fish category most fish was smoked salmon. Very few fresh fish options and narrow selection (only salmon)

Arising observations:
- Mainly private label products. Only two actual brands in the fish category
- Salmon, salmon, salmon

FINNFOREL
MARKET TRENDS - JAPAN

Sources:
www.daisui.com
www.hanamao.co.jp
Euromonitor
Statista

Figure 2: Trade in fish and fish products



FINNFOREL
MARKET TRENDS - JAPAN

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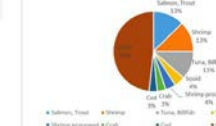
FINNFOREL
MARKET TRENDS - JAPAN

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MARKET TRENDS - JAPAN

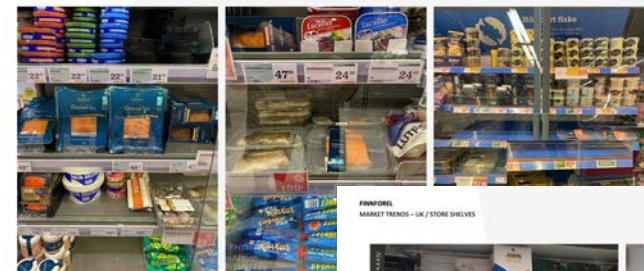
Sources:
www.daisui.com
www.hanamao.co.jp
Euromonitor
Statista

Japan Seafood Import by Species



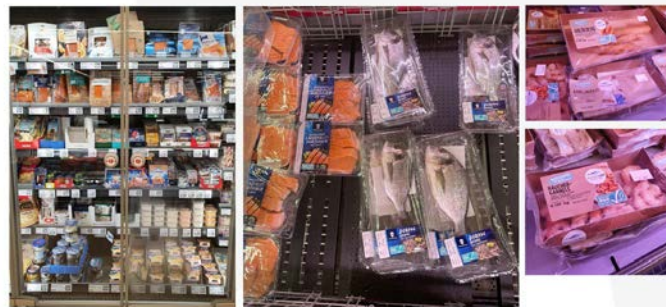
Source: Japan Fisheries Agency, White paper 2015

FINNFOREL
MARKET TRENDS - SWEDEN / STORE SHELVES



BUNDESMAN THOMPSON

FINNFOREL
MARKET TRENDS - GERMANY / STORE SHELVES



BUNDESMAN THOMPSON

FINNFOREL
MARKET TRENDS - JAPAN

Sources:
www.dai-ri.co.jp
www.hanamao.co.jp
Summit.webstore.com

FINNFOREL
MARKET TRENDS - SWITZERLAND / STORE SHELVES



BUNDESMAN THOMPSON

FINNFOREL
MARKET TRENDS - UK / STORE SHELVES



BUNDESMAN THOMPSON



BUNDESMAN THOMPSON

HAVAINTOJA JA HUOMIOITA KALAHYLLYLTÄ

- Tuorekalan kategoriassa ei ole montaa maailmanlaajuisesti tunnettua kalabrändiä
- Heikko erottuminen – Visuaalisesti useimmat paketit näyttävät samalta

MITEN EROTTUA?

What Google Sees



What I See

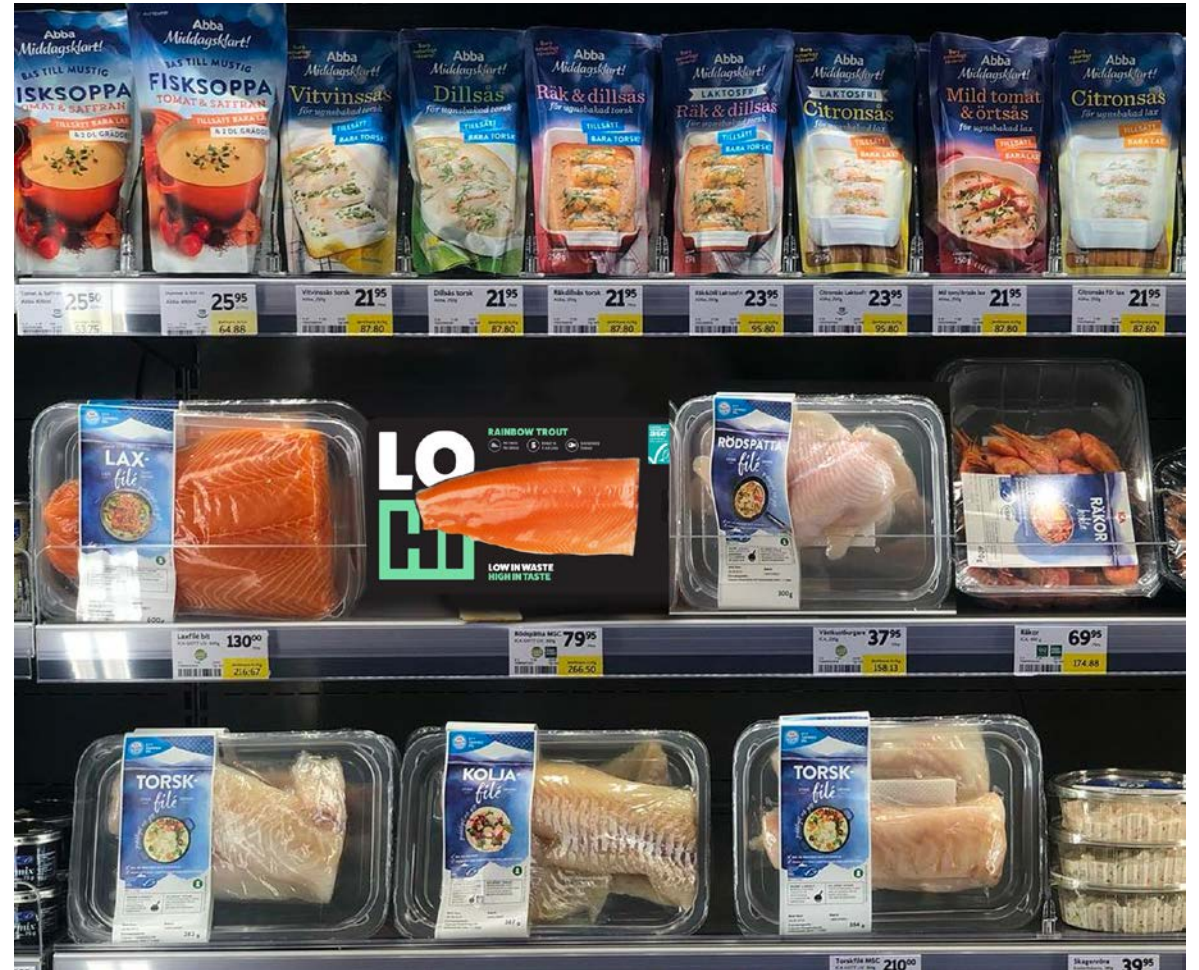


MITEN EROTTUA?

What Google Sees



What I See



NIMI

LO

IN CARBON
IN WASTE
IN EMISSION
IN PHOSPORUS

HI

IN TASTE
IN QUALITY
IN PROTEIN
IN SUSTAINABILITY

LO



LOW IN WASTE
HIGH IN TASTE

LOW EMISSION

FRESH RAINBOW TROUT



No bones,
no mess

5

Ready in
5 minutes

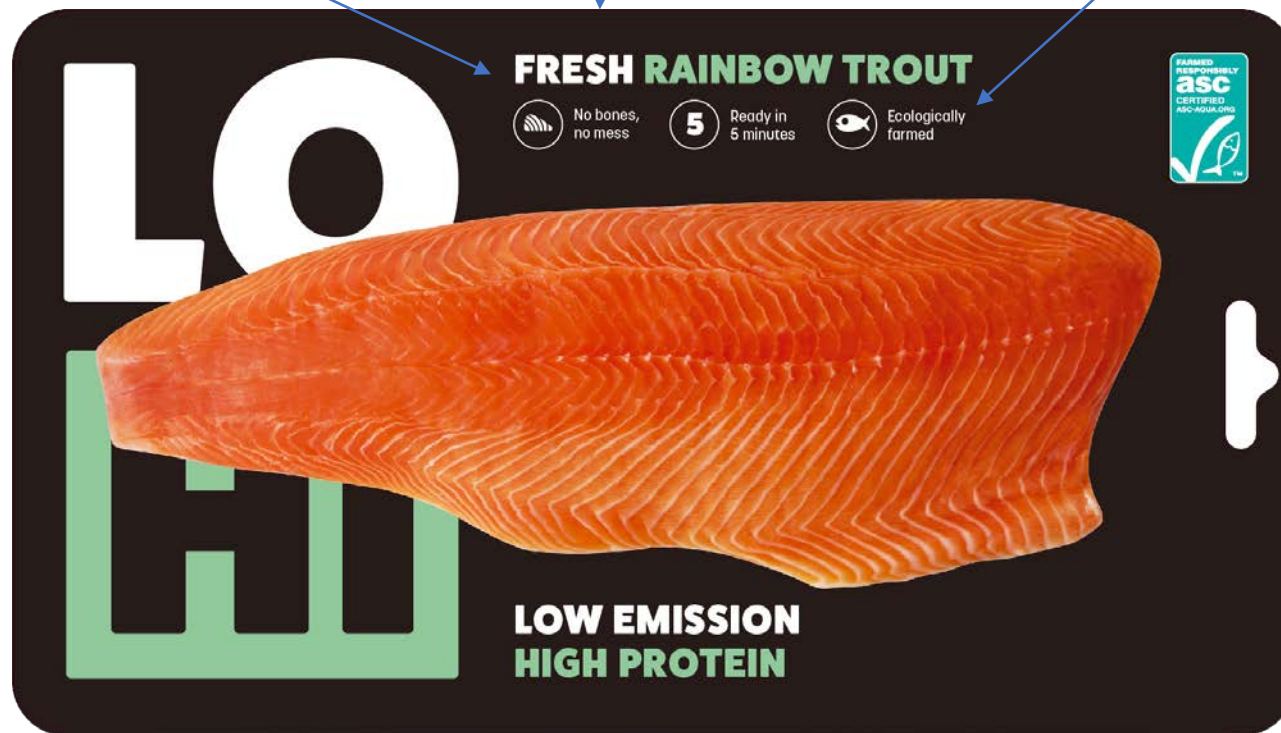


Ecologically
farmed



**LOW EMISSION
HIGH PROTEIN**

No Bones No Mess → No Mess No Stress
Fresh Rainbow Trout → Rainbow Trout
Ecologically farmed → Sustainably farmed



LOW EMISSION HIGH PROTEIN → LOW IN WASTE HIGH IN TASTE

LOW

RAINBOW TROUT



No mess
No stress



Ready in
5 minutes



Sustainably
farmed



LOW IN WASTE
HIGH IN TASTE



LOHI LANSEERAUS

Seafood expo global
BARCELONA 2023



SAIMAAN
TUORE
FINNFOREL OY

TUORE KIRJOLOHIFILEE



LUONTOA
SÄÄSTÄEN
100%
KOTIMAINEN



SAIMAAN
TUORE
FINNFOREL OY

LOW

RAINBOW TROUT



No mess
No stress

5

Ready in
5 minutes



Sustainably
farmed



LOW IN WASTE
HIGH IN TASTE

