

Alaska Seafood Market Updates

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**COVID-19
contributed to
widespread
harvest value
declines in 2020,
with a
preliminary
estimated drop
in ex-vessel value
of 20-25%.**

Key COVID-caused market disruptions to the Alaska seafood industry:

- Widespread closures in the global foodservice sector
- Shipping disruptions; more difficult and more expensive to get Alaska seafood to market.
- Added costs for harvesters and processors ensuring the safety of their workers on fishing vessels and processing lines, and the Alaska communities where they operate.



Global Consumer Responses to the Pandemic

- Increase in retail sales, especially in ecommerce, direct to consumer sales
 - U.S.: 122% yoy increase in seafood ecommerce sales
- Frozen seafood experiencing banner growth
 - U.S. : 35% yoy sales growth in frozen seafood; 24% in fresh
 - *Retail sales growth did not make up for sales losses at foodservice*
- More people cooking at home more often; unprecedented opportunity for education
- Consumers looking for immune-boosting, sustainable foods



Looking Ahead: Challenges

- Ongoing foodservice closures due to continued outbreaks, slow vaccination distribution
- Farmed salmon, cod and other competing products also redirected to retail – downward price pressure on entire category.
- Continued challenges and significant costs to safely execute fisheries amid COVID-19 pandemic
- Continued shipping disruptions due to COVID-19
- Ongoing trade barriers with key export markets
- Continued volatile harvest projections for Alaska fisheries



Looking Ahead: Opportunities

- U.S. foodservice markets are expected to rebound in late 2021, in line with widespread vaccine distribution; new norms
- Consumers will continue to shop online and cook at home using new skills and recipes tested during the pandemic
- Consumers will continue to look for nutrient-forward, sustainable and traceable proteins



Thank you.

COVID-19 Impact Reports
available at
alaskaseafood.org/covid-19

