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Norwayâ??s seafood exports fall 2% in August, amid U.S. tariff hike, strong growth to China

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Norway exported seafood worth NOK 14.3 billion in August 2025, a decline of NOK 254 million, or 2 per cent, compared with the same month last year, according to the Norwegian Seafood Council.

â??The summer of 2025 has been marked by considerable turmoil in the markets,â?• said Christian Chramer, CEO of the Norwegian Seafood Council. â??Changes in customs duties on exports to the U.S. are affecting Norwegian seafood exports and posing challenges for the global seafood trade. In addition, increased competition for both raw materials and customers has made it particularly demanding for many players in the seafood industry.â?•

U.S. Tariff Hits Salmon Exports

On 7 August, the U.S. raised customs tariffs on seafood from Norway and the EU to 15 per cent, up from 10 per cent. As a result, Norwegian seafood exports to the U.S. fell 3 per cent year-on-year in August, while the value of salmon exports plunged 15 per cent.

â??Salmon is the dominant species exported to the U.S., but Norwegian producers are now facing increased competition,â?• Chramer said. â??A stronger krone against the dollar also lifted prices, making Norwegian seafood less competitive.â?•

The U.S., which had been Norwayâ??s largest single market in the first five months of 2025, slipped behind Poland and China in August.

Growth in China Offsets Declines Elsewhere

While exports to the U.S. faltered, China emerged as the fastest-growing market, with seafood export value surging 47 per cent to NOK 1.1 billion. Salmon exports to China more than doubled in volume, rising 114 per cent, with values up 84 per cent compared to the same month last year.

Overall, Norway exported 145,446 tonnes of salmon worth NOK 10.6 billion, down 1 per cent in value but up 17 per cent in volume from August 2024.

â??In turbulent times, it is a strength that Norwegian salmon is exported to around 100 countries,â?? said seafood analyst Paul T. Aandahl.

Cod, Mackerel and Other Species

Cod and mackerel quotas remain low in 2025, driving up prices. Fresh wild cod exports fell 34 per cent in volume, while farmed cod gained share, making up 44 per cent of fresh cod exports in August.

Mackerel exports rose 7 per cent in value to NOK 460 million, despite a 30 per cent fall in volume, supported by record-high prices for fish under 600 grams.

Clipfish exports grew 18 per cent in value to NOK 509 million, largely driven by Portugal, where demand for cod-based clipfish is at record levels despite high prices.

King crab exports rose 16 per cent to NOK 117 million, with the U.S. showing the strongest growth following a shortage of Russian crab.

Snow crab exports surged more than 700 per cent in value to NOK 53 million, with the U.S. again as the top buyer.

Prawn exports increased slightly in value to NOK 157 million, but volumes declined due to weaker landings.

Norwayâ??s Top Seafood Markets in August

Poland: NOK 1.6 billion (-7 per cent)

United States: NOK 1.1 billion (-3 per cent)

China: NOK 1.1 billion (+47 per cent)

Denmark: NOK 1 billion (-16 per cent)

Netherlands: NOK 917 million (+1 per cent)

United Kingdom: NOK 787 million (0 per cent)

France: NOK 728 million (-7 per cent)

Spain: NOK 643 million (-5 per cent)

Germany: NOK 518 million (-8 per cent)

Lithuania: NOK 497 million (+6 per cent)

Year-to-Date Picture

From January to August, Norway exported seafood worth NOK 113.1 billion, a 5 per cent increase compared to the same period in 2024. However, with tariffs, currency fluctuations, and quota pressures shaping the landscape, the industry continues to face challenges.

â??Norwegian seafood players are highly adaptable and used to seeking new markets when conditions change,â?? Chramer said. â??But for smaller species and companies, the road ahead is more demanding.â??