

Norway's seafood exports hit record NOK 181.5 Bn despite trade turbulence

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Norway exported a total of 2.8 million tonnes of seafood worth NOK 181.5 billion last year. This is a record in value and corresponds to 38 million meals every single day - all year round.

This is an increase of NOK 6.4 billion, or 4 per cent, compared with 2024.

"2025 was a demanding year for seafood, with lower quotas and catches at record prices for all our most important wild-caught species. The year was also characterised by strong volume growth for salmon. Despite a significantly lower salmon price, it was a record year for Norwegian seafood exports in terms of value," says Christian Chramer, CEO of the Norwegian Seafood Council.

"The value record is impressive in a year characterised by increased turmoil in world trade. It says a lot about the seafood industry's strong international competitiveness. The government is committed to strengthening market access for the seafood industry and will continue to prioritise this work in the new year," says Marianne Sivertsen Næss, Minister of Fisheries and Ocean Policy.

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In 2025, 9 per cent of Norwegian seafood exports went to the US. This has been the highest share since 1989. However, in April and August, the US increased its tariffs on Norwegian seafood, which are now 15 per cent or higher on all products.

"Last year, Norway sold seafood to more than 150 countries, so we are completely dependent on good market access and an efficient flow of goods. The USA's new tariffs created a lot of noise and turmoil for Norwegian seafood exports. From being a market with record growth and an almost insatiable appetite for salmon and crab from Norway in the first half of 2025, US trade throughout the year was characterised by tariffs, a weaker dollar and weaker development," says Chramer.

The first quarter started with an increase in export value of 55 per cent compared with the first quarter of the previous year.

In the second quarter, the value of exports to the USA grew by 20 per cent compared with the previous year. After the first half of the year, the country was poised to become our largest seafood market for the very first time.

In the third quarter, growth slowed to 6 per cent compared with the previous year.

In the fourth quarter, the value of exports to the USA fell by 1 per cent compared with the previous year.

“The USA is by far the world's largest market for salmon consumption and has been one of our largest growth markets over time, also in 2025. It is very important for Norwegian seafood, and the potential for further growth remains high,” says Christian Chrømer.

The European market bought the most Norwegian seafood last year. For the 12th consecutive year, Poland was the largest market, but the total value share that we exported to Europe fell from 67 per cent to 63 per cent.

“Poland is an important processing market, but we see that consumption of Norwegian salmon has increased significantly there in recent years,” says Christian Chrømer.

China had the highest value growth in 2025, with an increase in export value of NOK 2.9 billion, or 31 per cent, compared with the previous year. The country bought Norwegian seafood for a total of NOK 12.3 billion and went from being our sixth largest market in 2024 to our third largest market in 2025.

“Thanks to increased e-commerce, better distribution channels and strong growth in salmon consumption, China became a growth engine for Norwegian seafood exports in 2025,” says Chrømer.

“Norway has never exported more seafood to China, measured in value, than last year. Growth was particularly strong for salmon, prawns, redfish and Greenland halibut.

“Last year, the volume of salmon to China was twice as high as the year before. This is due to strong growth in demand, falling prices and the fact that the Chinese no longer just buy large salmon over six kilos, but also smaller sizes,” explains Christian Chrømer.

“In recent years, the Norwegian krone has been weak against our most important trading currencies, such as the euro and the dollar. This has made Norwegian seafood cheaper to buy in the markets. In 2025, the Norwegian krone strengthened against the dollar and several important Asian currencies, while the euro remained unchanged compared with the previous year. As a result, we had no currency support in 2025,” says Christian Chrømer.