NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Norwegian Salmon Finds Growing Demand in Chinaâ??s at-Home Sashimi Market

25 August 2026 | News

Chinaâ??s imported salmon category grew 50 per cent in 2025, with salmon sashimi emerging as a major driver of consumption



China’s rapidly expanding salmon market is creating new opportunities for sashimi, driven by rising at-home consumption, fast delivery services and the growth of facilities supplying sashimi-grade salmon, according to the Norwegian Seafood Council (NSC).

Ahead of World Seafood Shanghai, taking place from August 26-28, NSC highlighted findings from its Seafood Trends 2026: The China Report, which examines changing seafood consumption, purchasing and discovery patterns in the country.

China’s imported salmon category grew 50 per cent in 2025, with salmon sashimi emerging as a major driver of consumption. Around 25 per cent of seafood consumers in Tier 1 Chinese cities report eating salmon sashimi at least once a week, compared with a global average of 13 per cent, according to NSC data.

The post-Covid shift towards home consumption has helped move sashimi beyond restaurants and into consumers’ homes. Online retail platforms, rapid delivery services, fresh-cut stores and certified sashimi preparation facilities are enabling consumers to order freshly sliced salmon for delivery. The availability of these services is also expanding beyond major cities into tier-two and tier-three markets.

“In China, salmon equals sashimi – full stop. There isn’t even much focus on sushi. That is a small slice of the salmon category; it really is mainly sashimi,” said Sigmund Bjørgo, Country Director for China, NSC.

Salmon is increasingly positioned as an affordable luxury, combining premium quality with the convenience of an at-home meal. NSC said China’s expanding middle class is supporting demand for higher-value seafood, while freshness remains a key purchasing consideration.

China became the fastest-growing market by value for Norwegian seafood in 2025, with imports reaching NOK 12.3 billion, up NOK 2.9 billion or 31 per cent from the previous year. China also became Norway’s third-largest seafood market, up from sixth place in 2024.

The momentum has continued into 2026, with Chinese salmon imports increasing 43 per cent in the first half of the year, following the 50 per cent growth recorded in 2025.

With consumers increasingly seeking freshness, quality and convenience, NSC expects demand for premium Norwegian salmon sashimi in China to continue expanding.