

# ORANGE ROUGHY IN CHINA

Wholesale, Retail and Consumer Insights

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Ministry for Primary Industries  
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ECONOMIC INTELLIGENCE UNIT

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# Introduction

## Objectives

The purpose of this project is to provide:

- An overview of Chinese consumer interest in Orange Roughy.
- An overview of the pricing and volume of sales for Orange Roughy in China based on e-commerce data.
- A set of examples of Orange Roughy products with examples of consumer feedback.

## Data Sources

To deliver the above objectives we have collected data from three primary sources:

- Wholesale data from the Alibaba wholesaler platform - 55 product lines, 10,184 transactions.
- Product-level e-commerce data from the major Chinese online retailers: Tmall, JD.com, and No.1. - 100+ product lines, 36,326 transactions.
- Consumer search index data from Baidu (the leading Chinese search engine).

## Background Information

- The Chinese name for Orange Roughy is: 长寿鱼
- This means “Longevity Fish”. Most consumers eat the fish marinated and steamed as shown below:



# Key Messages



## Wholesale

- Orange Roughy is sold wholesale online as whole frozen product, sourced mainly from New Zealand and also China and the Philippines.
- Volume-weighted average price for wholesale in March 2018 was \$12.75 (NZD per kg).
- The highest value wholesale brands originating from New Zealand are Yilu and Sealord.

## Online Retail

- The online retail market is dominated by New Zealand product, in line with the wholesale figures.
- Historical data shows that purchasing peaks in February with Chinese New Year. Prices during this time drop by around 10%, but are more than offset by a doubling of sales volume.
- The pricing structure shows that New Zealand product achieves a slight premium over other countries, but in general pricing is comparable between countries.

## Consumer Reviews

- Consumers frequently state they enjoy the taste, texture and size of Orange Roughy.
- A key factor for many consumers is that the fish is suitable for children to eat because it has fewer bones than other similar fish species.
- Consumers are highly engaged on price and logistics when buying online, typical of all online purchasing.

## Consumer Search Interest

- Search interest peaks around Chinese NY, in particular, information on how to prepare.
- Middle-aged (30s to 40s) consumers make the majority of searches.
- The province with the highest search interest is Shandong, a highly-populated area in the North-East of China.

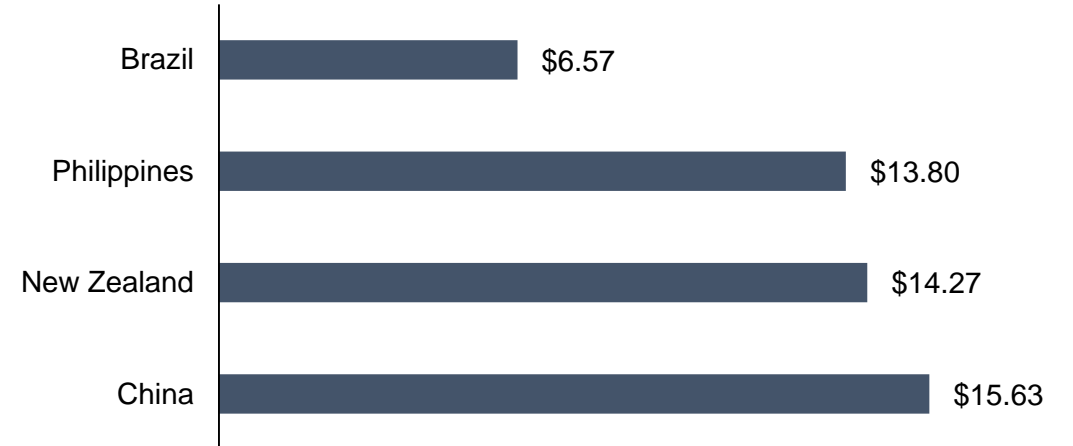
# Wholesale Snapshot

Wholesale data was collected from the Alibaba online wholesaler platform.

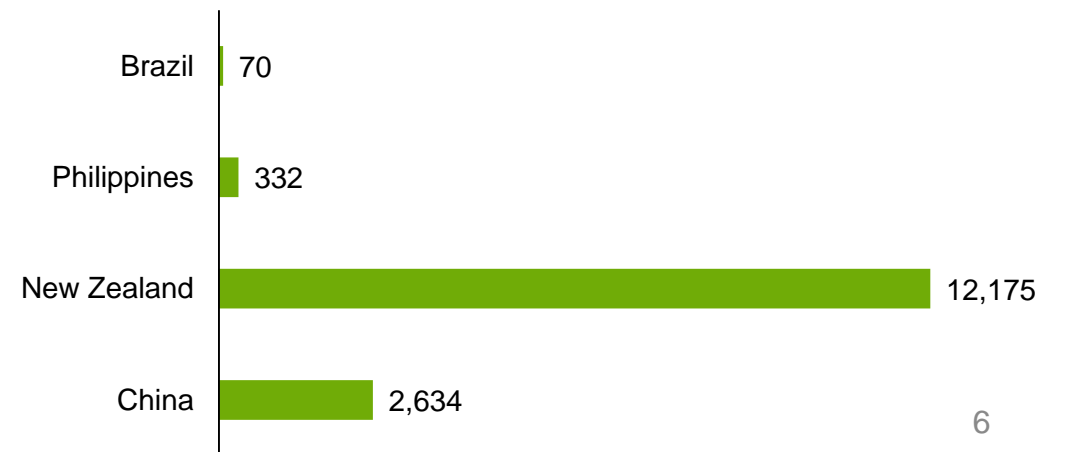
The data represents all online Orange Roughy sales for March 2018, both from domestic and imported sources.

- New Zealand is the largest wholesale importer with a sales volume of 12,175 kg in March 2018.
- Wholesale pricing for NZ, China, and the Philippines is relatively similar (averaging about \$14.50 NZD per kg).
- 100% of wholesale products available through Alibaba are whole frozen fish.

AVG WHOLESALE PRICE (NZD PER KG)



WHOLESALE VOLUME (KG)



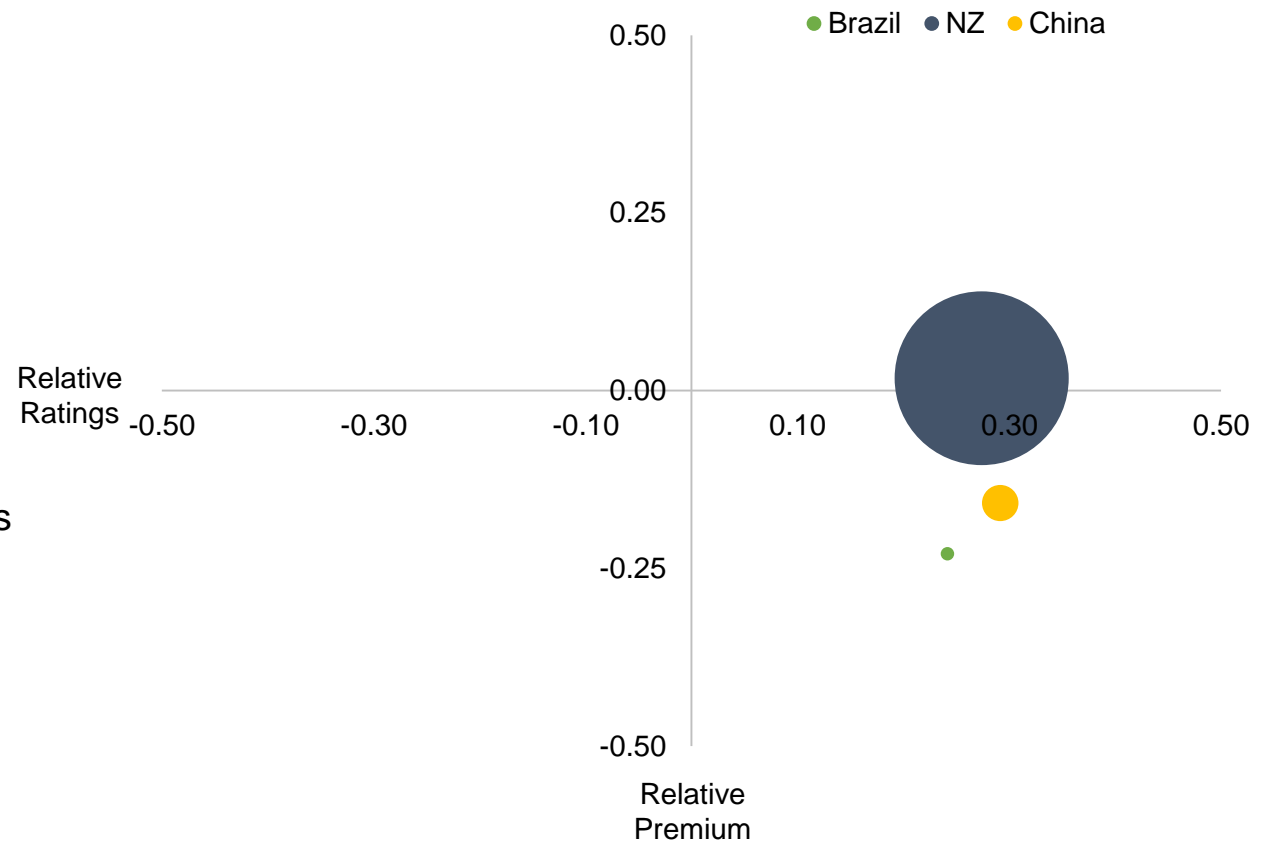
# Retail Snapshot

This snapshot of consumer ratings and pricing was taken from March 2018. All products are available as frozen whole fish, on three major platforms: Tmall, JD.com, and No.1.

The chart opposite shows the relative pricing and consumer ratings of products by country. Bubble size represents the total sales value for each country.

- Sales value of New Zealand imports was \$42,295 for the month.
- The value captured by China and Brazil is considerably less than New Zealand.
- New Zealand product achieves a slight premium over other countries represented.
- Overall consumer ratings are positive and are consistent across countries.

RELATIVE CONSUMER RATINGS, PREMIUMS AND SALES VOLUMES

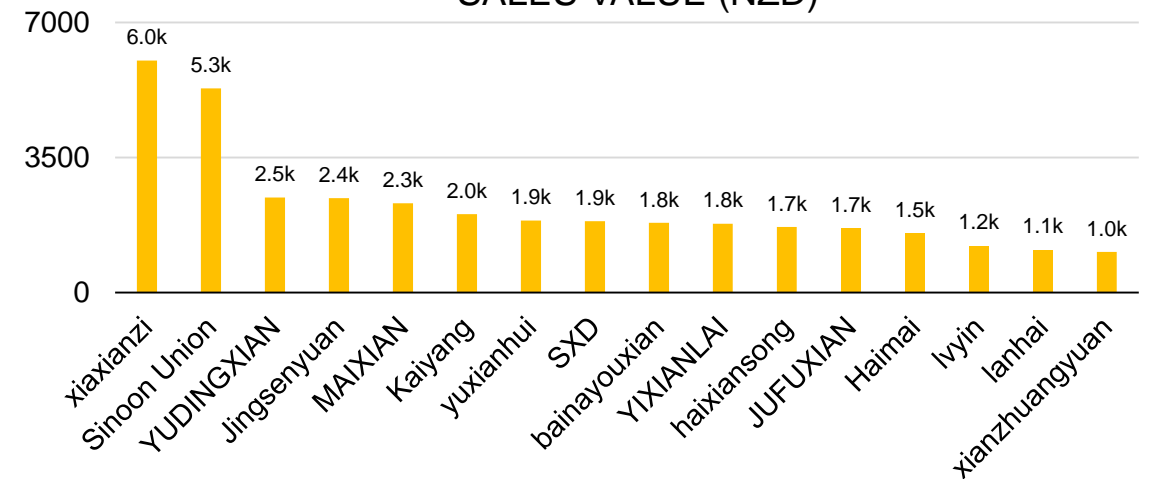


# Retail Snapshot

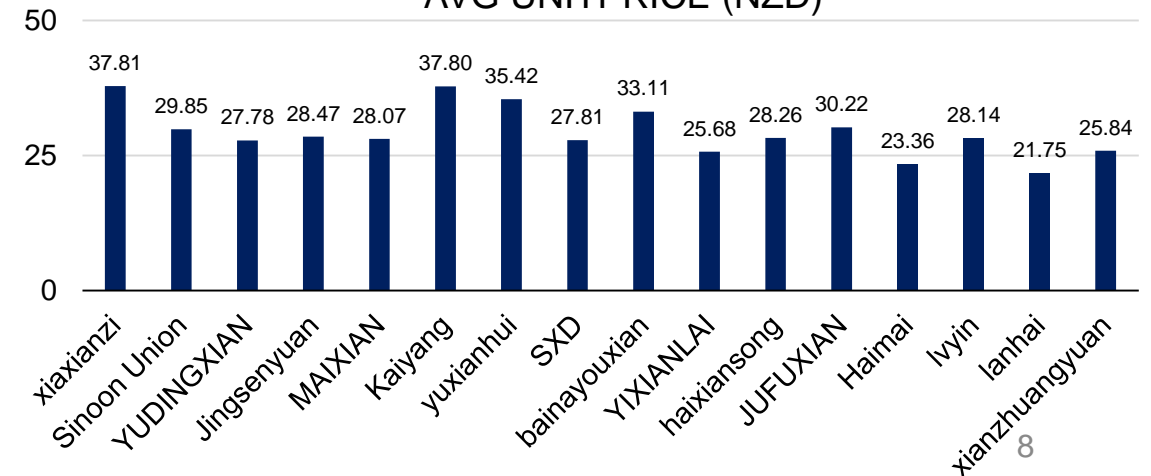
## Leading Retail Brands (March 2018)

- Sales values are lead by two brands: Xiaxianzi and Sinoon Union. Both of these brands sell product mostly sourced from New Zealand, in whole frozen form.
- Other brands are evenly spread in terms of value capture, between \$1k and \$2k.
- Average prices are quite variable, between around \$22 and \$38 (NZD per kg) in March 2018.
- The highest rated brands are Yixianlai (82%) and Yudingzian (81%). Both these brands are sellers of New Zealand sourced product.

SALES VALUE (NZD)



AVG UNITPRICE (NZD)

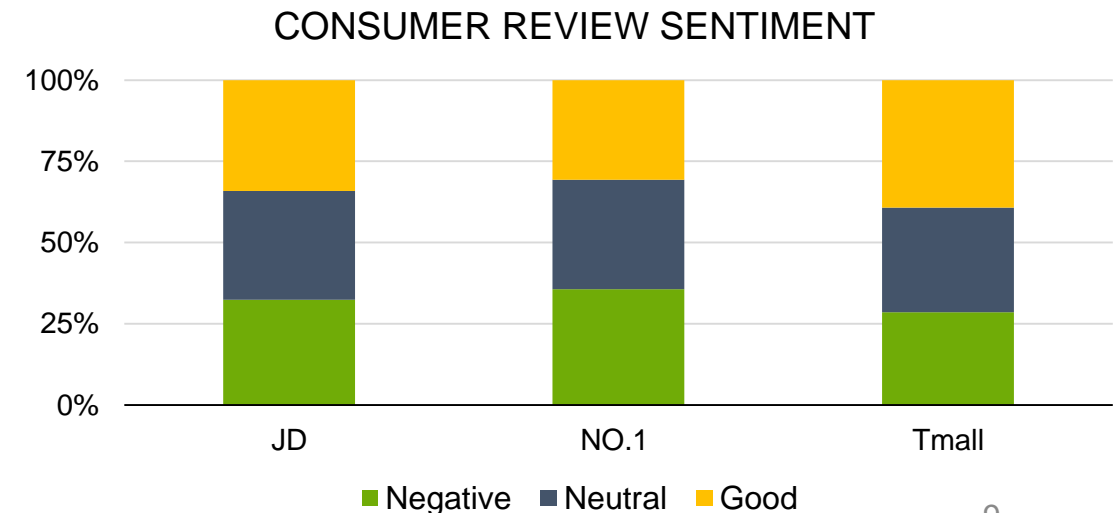
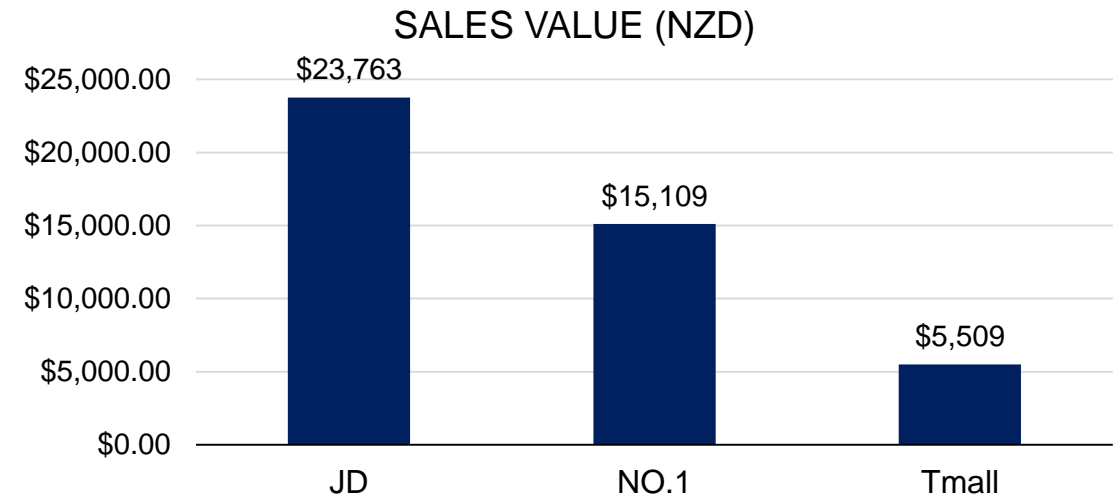




# Retail Snapshot

## E-Commerce Platforms (March 2018)

- JD is the leading outlet for Orange Roughy, with the highest sales and consistently positive consumer reviews.
- Leading retail brands such as Sinoon Union were sold across all three e-commerce platforms.
- Most of the products sold on Tmall are exclusive to that platform, however the sales volume is low compared to JD and No.1.
- Consumer ratings are similar across all three platforms. Tmall has a slightly more positive rating, however this may be an effect of the lower volume of sales.

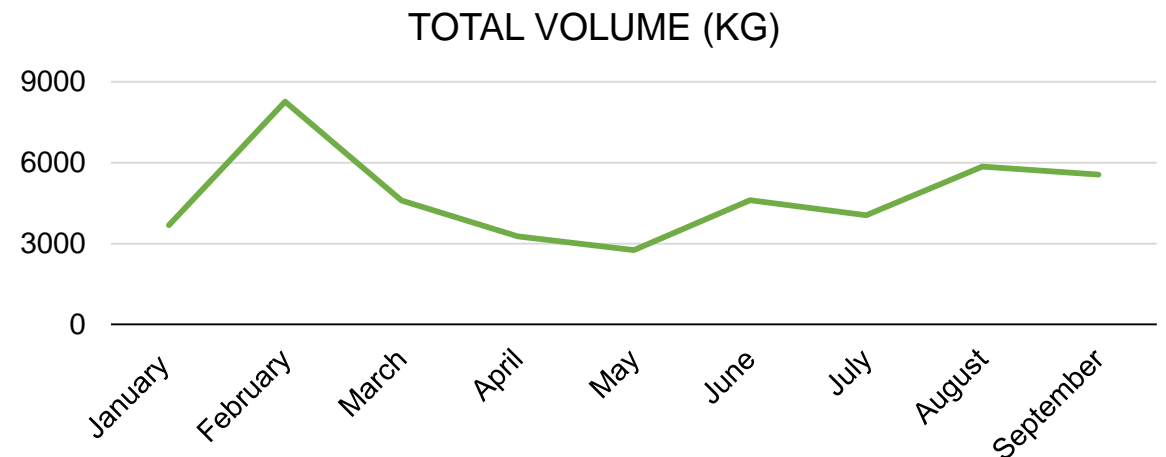
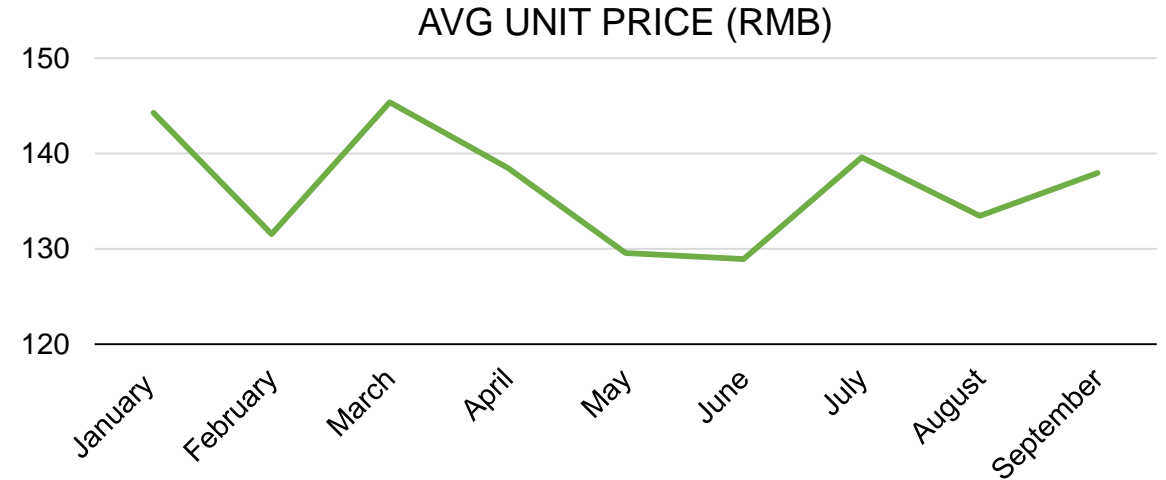


# Retail Snapshot

## Historical Data (Jan – Sep 2017)

Orange Roughy online sales data is available between January and September 2017. Data is kept in RMB to counter any exchange rate effect.

- Sales volume (and value) peaks during February during Chinese New Year. At the same time, the unit price drops by around 10%.
- Fish is often eaten or displayed on the eve of Chinese New Year.
- The pronunciation of fish (yú) is also a homophone for 'surpluses'.
- The name 'Longevity Fish' may also carry positive connotations for Chinese consumers.

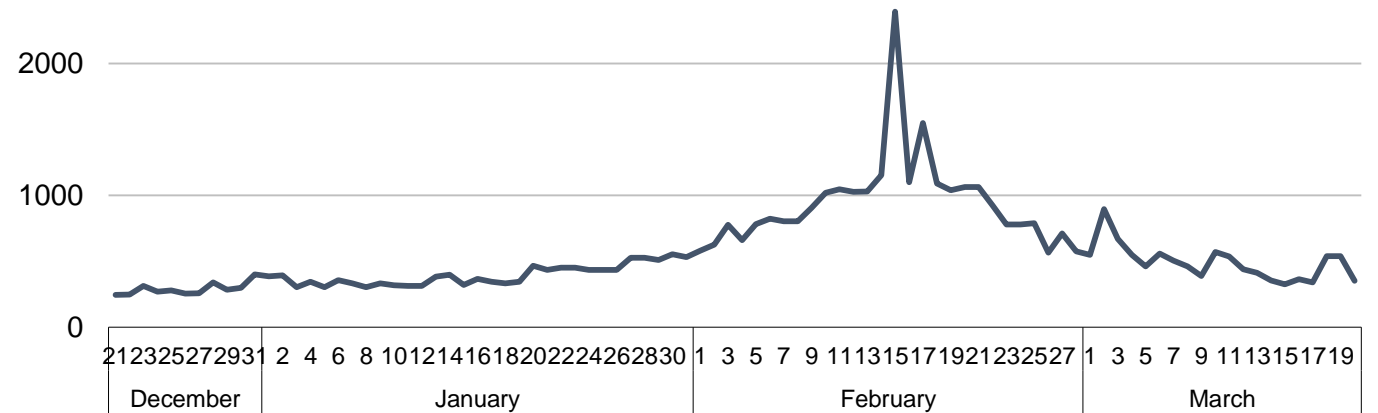


# Consumer Search Interest

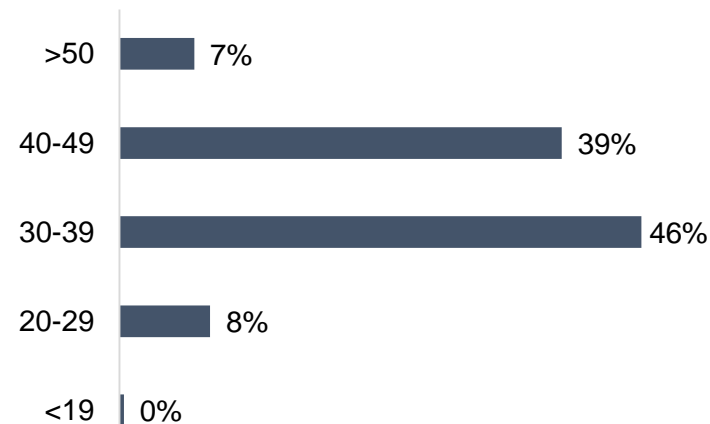
## Baidu Search Index

- Search Index data shows that interest in Orange Roughy rises steadily from mid-January and peaks during Chinese New Year.
- The search trend broadly matches the volume rise seen in online sales.
- The majority of individuals searching for Orange Roughy are:
  - Between 30 and 49.
  - Relatively evenly split between males and females.

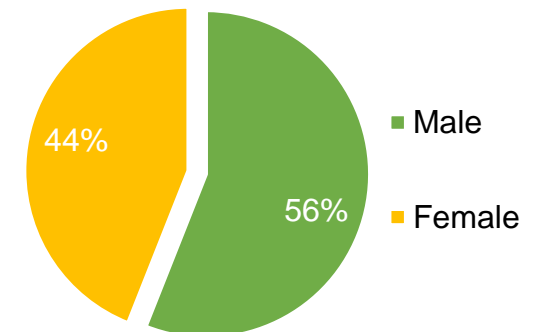
BAIDU SEARCH INDEX (DEC 2017 TO MARCH 2018)



AGE DISTRIBUTION OF SEARCHERS



GENDER MIX OF SEARCHERS

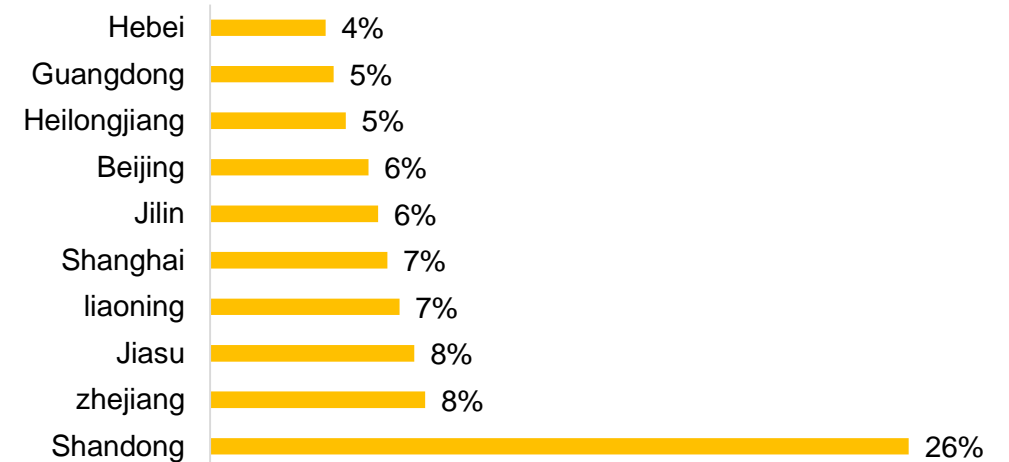


# Consumer Search Interest

## Baidu Related Searches and Geography

- The Shandong province has the highest search interest among all Chinese provinces. The province is on the eastern coast of North China and is the second most populous province after Guangdong. Over 99% of the local population is Han Chinese.
- The related search with the highest correlation is for how to cook Orange Roughy. There are a number of websites which provide traditional style recipes.
- There is a relatively strong connection between Orange Roughy and New Zealand as the country of origin, though this connection is less important to consumers than price and possible allergies.

## RELATIVE SEARCH INTEREST BY PROVINCE



Related topics	Correlation index
How to cook	0.89
Price	0.76
Frozen longevity fish	0.52
Allergy to longevity fish	0.37
New Zealand longevity fish	0.31

# Consumer Review Themes



The following themes are derived from the customer reviews collected from the online retail data. A set of example reviews for various brands can be found in the appendix.

## Customer Experience

Key themes relating to purchasing experience primarily relate to the logistics/delivery of products and the pricing.

### Logistics

- Particularly speed and arrival in time for key occasions such as Chinese New Year.

### Price

- Value for money.

### Customer service

- Mentions of poor customer service.

## Product Attributes

Several themes emerged from analysis of the product attributes mentioned by customers in online reviews:

- Flavour – most report positive flavor.
- Texture/tenderness – satisfactory when prepared (steamed predominant mention) and freshness.
- Size and weight of fish – mentions of it being large and weight as expected.
- Appropriateness for family – mentions of parents (children buying for older parents) and fewer bones making it safer and more suitable for children.

# Appendix – Brand Review Examples

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# Consumer Reviews



## Brand: Sinoon Union

很好吃，包装也都很正规，这个鱼刺少，口感好，鱼肉香，鱼刺少适合孩子吃，而且孩子也很喜欢吃，会回购的，老客户不知道有没有优惠了

The fish is very delicious, has less fish bones and is well packaged. Tastes really good and is suitable for kids to eat. Will definitely buy it again. Hope I can receive a discount with repurchase.

鱼很新鲜，清蒸的，吃着肉嫩、鲜美。又给老妈买了一次，店家直接寄去了，老妈也说很好吃。满意！

The fish is fresh, tender and delicious. I bought it for my mother, and the store sent it quickly. My mother said it was delicious. Very satisfied!

物流很快，年前就到货了。价格公道味道鲜美，不错的一次购物。

The logistics is very fast and it will be delivered before the new year. Fair price, delicious, good shopping experience.

味道不错，已经吃了，肉厚没刺，蒸了很鲜美~

It tastes good. The flesh is thick with not too many bones. It is very good steamed.

好吃。蛮新鲜

Good to eat. Fresh.

还不错，吃完再追评。

Not bad, ate it after following reviews.

买过很多次了，特别鲜，怎么蒸都好吃，强烈推荐！

Have bought many times, especially fresh, steamed is delicious, highly recommended!

够大 够美 不错哟

Big enough, nice enough.



# Consumer Reviews



## Brand: SXD

第二次买，鱼肉还是鲜美，可惜比起春节的那条，个头小了不少  
The second time I bought it, the fish is still delicious, but unfortunately it is a lot smaller than the one for the Spring Festival.

第二次买了，物流发货很快，鱼的包装很好，蒸着吃很嫩  
The second time I bought it, it was delivered quickly, the fish was well packaged, and steamed it was tender.

吃了再来评价，分量足，新鲜！性价比高！之前在\*\*汇买的，是138元一斤！强烈推荐一下！  
Ate again to review, weight is enough, and fresh! Cost-effective! Before, it was 138 yuan a pound! Strongly recommend it!

还没吃 看着不错 以为顺丰第二天就到了 结果等了一天 不过还有冰 还好天气没有太热 不然估计就要臭了  
I haven't eaten yet. I am still waiting for the product to thaw. I waited to the next day but there's still ice. It's not too hot, otherwise it would go bad.

因为以前线上买海鲜有过糟心的经历，所以现在虽然收到货看着很好，但没做之前心里面还是七上八下的，但愿一切顺利吧，先好评，也值此新春佳节来临之际，祝各位好运来 祝你好运来 好运带来了喜和爱 好运来 我们好运来 迎着好运兴旺发达通四海...  
Because my previous experience buying seafood has not been good I have been worried that even though the product I ordered looks good it might not be. I hope everything goes well with this over the new year. Good luck over the holiday season.



# Consumer Reviews



## Brand: YUDINGXIAN

老板服务态度不行。还好最终还是快递给我了。鱼也刚刚达到他的标准2.6斤左右

The store is not reliable. Fortunately, it was finally delivered to me. The fish also just reached the weight of 2.6 pounds or so.

挺好的，看着挺新鲜，服务挺好，快递也不错，很满意。

Very good, looking very fresh, service is good, delivery is also good, very satisfied.

好大一条，准备过年吃的

Big one, ready to eat during the New Year.

挺好，看着就挺新鲜，第二次买了，老板服务挺好，快递特别快，二天就收到了，很满意。

Very good, looking very fresh, the second time to buy, the store's service is very good, delivery very fast, received in two days, very satisfied.

自己蒸着吃，肉还算紧实，吃起来有点像黄鱼的肉感。刺少，适合小朋友

I steamed the fish and the meat is firm and chewy, similar to the taste of yellow croaker. Less fish bones, and suitable for children.

# Consumer Reviews



## Brand: Jingsenyuan

第一次做这种鱼，肉质饱满。本次作为年夜饭的菜品，期望新一年年年有余。

The first time this fish was bought, it was full of flesh. This time, as a dish for New Year's Eve, it is expected that the new year will be more than a year.

长寿鱼不错，个大，外包装盒子碎裂，不影响食用，整体不错

Longevity fish is good and big, but had a broken outer packaging box, although this did not affect the food which was good overall.



还可以质量

Is acceptable, and good quality.

没做呢，看着像化了又冻的鱼

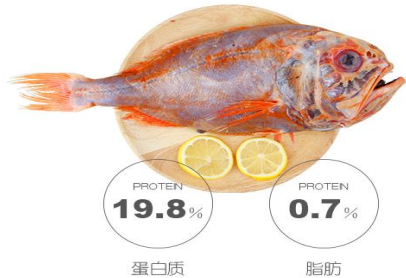
Didn't buy it, it looks like frozen fish.

# Consumer Reviews

BOOTYLICIOUS

珍贵“脑黄金”

长寿鱼还富含20多种微量元素和不饱和脂肪酸。  
鱼头鱼骨内含有珍贵的“脑黄金”成分



Brand: Maixian

之前在新西蘭吃過，昨晚用來清蒸，但味道和之前吃差很多，不過可以吃到也不錯。  
I had eaten in New Zealand and tried it steamed last night, it had a lot of taste and was good to eat.

新西兰的长寿鱼，很好吃而且刺很少，不是当天收到的。发货慢了一天  
New Zealand's longevity fish, which is very tasty and with few fish bones, was not received on the right day. Late delivery by one day.



深海野捕

新西兰野捕船严格遵守渔业当局规定，保护捕捞海域环境，保障海洋资源的持续可利用。

太大了，肉质一般。。。。  
Very big, good quality meat.

安全加工环境

捕捞上岸后立刻进行去头去尾的加工速处理。加工环境通过安全审查



清蒸后 相当的好吃  
It's quite delicious after steaming.



深冻锁鲜

产品加工后立刻进行深透冻结，锁鲜原营养，产品营养无流失。

新鲜·口味非常好  
Fresh, very good taste.