



OCEAN MARKET FACTS

The Ocean 2020

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Ocean industries in Norway: Size and growth

Norway is an ocean based economy

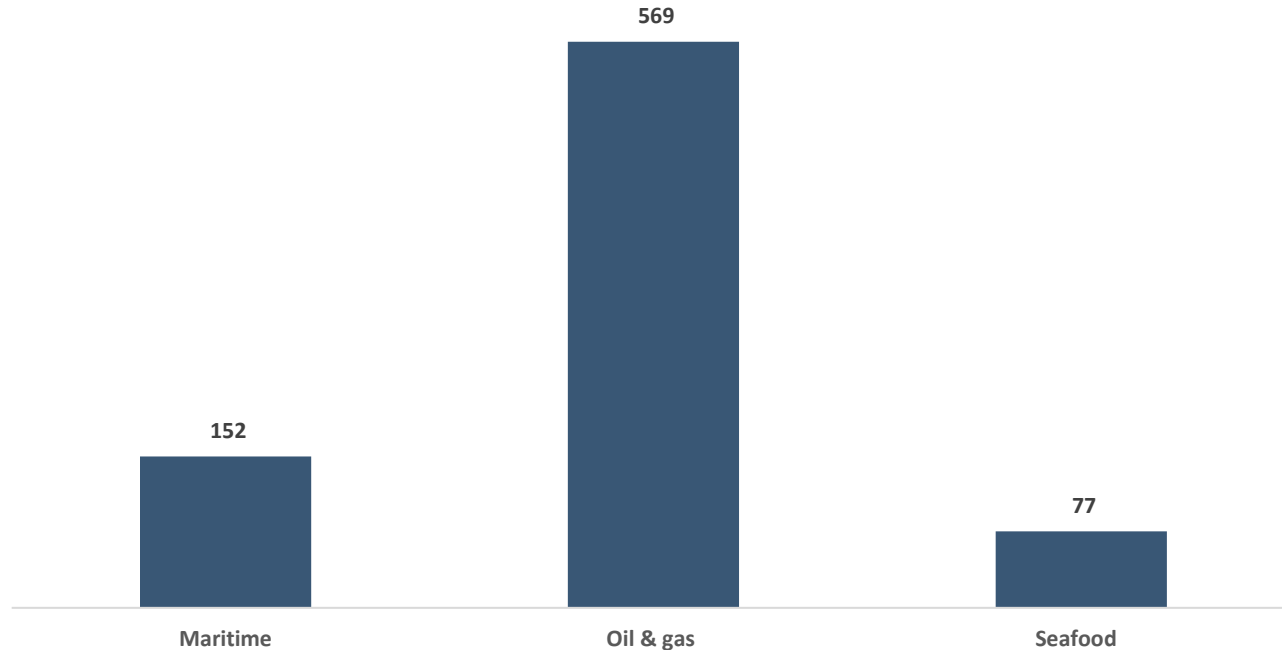
Hard facts 2019:

- Total value added (Gross Industry product) = 712 Bill NOK
- Share of GDP = 20%
- Share of export value = 66%

But it's all oil&gas, right?

- Maritime exports: 222 billion NOK
 - Seafood exports: 107 billion NOK
- ▶ 40% of non-petroleum exports

Measured in **value added** oil & gas is the largest of the three ocean industries

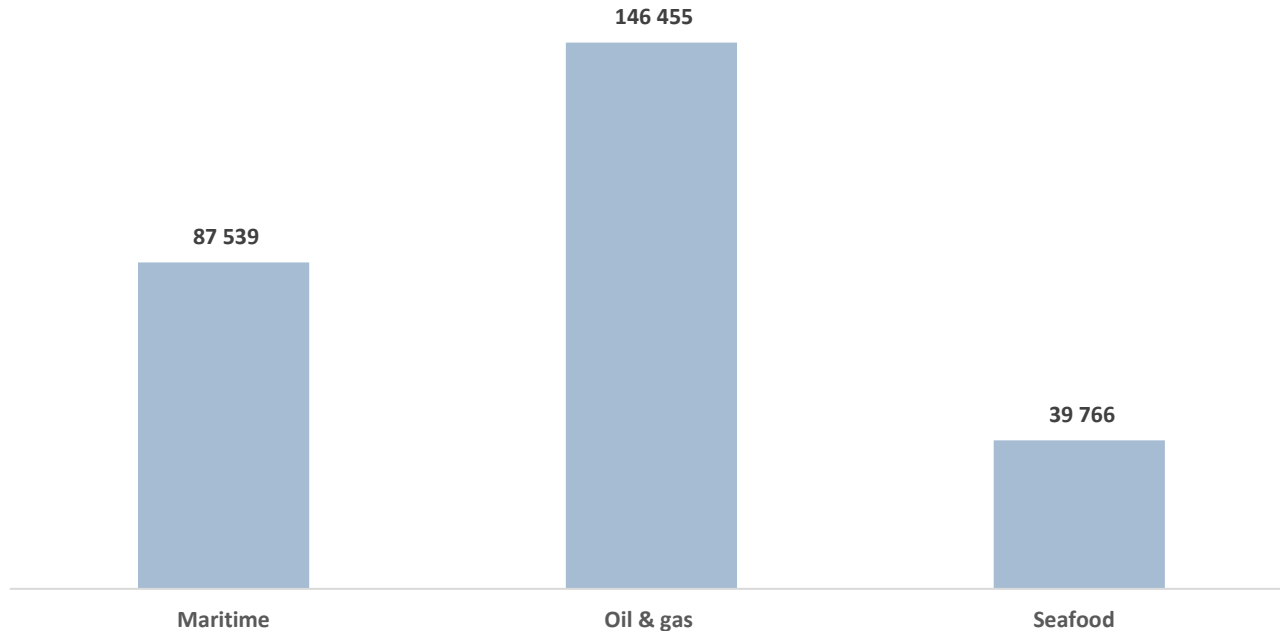


Value added (gross industry product) in the three main ocean industries in Norway in 2019.

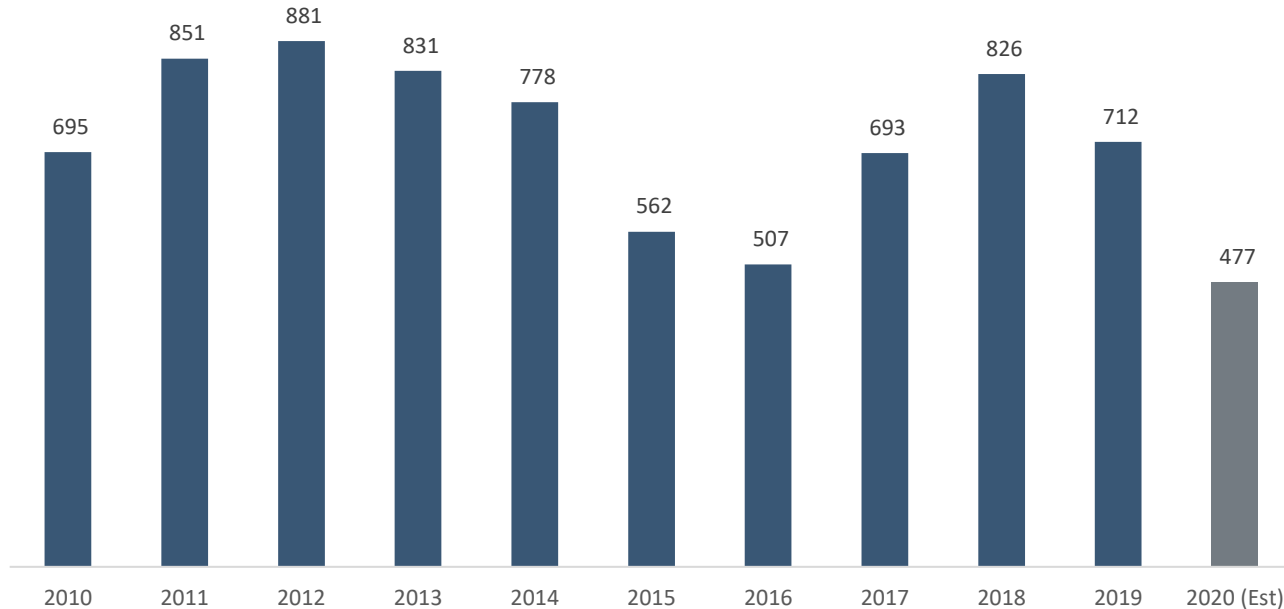
Source: Menon Economics

In number of employees the difference is smaller

Number of employees in the three main ocean industries in 2019. Source: Menon Economics

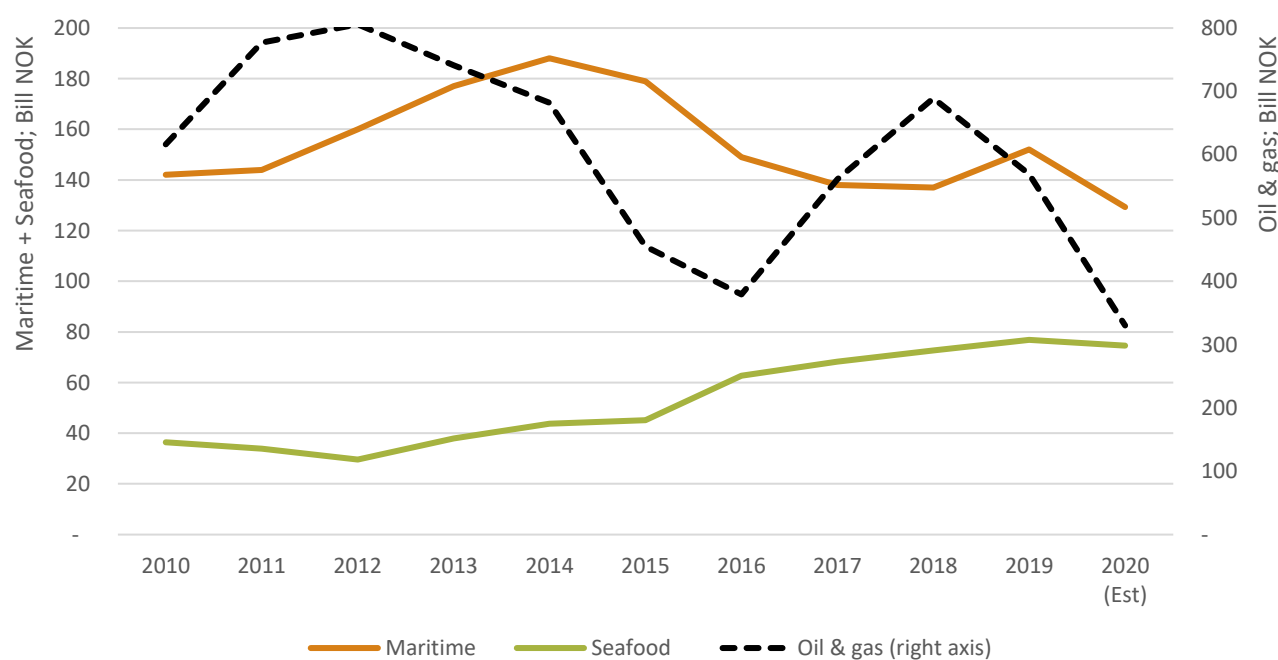


Value created in the ocean industry peaked in 2012 – steep fall in 2020



Gross Industry Product (value added) in Norwegian Ocean industries. Sources: Menon Economics; Norwegian Seafood Council; Norwegian Petroleum; SSB

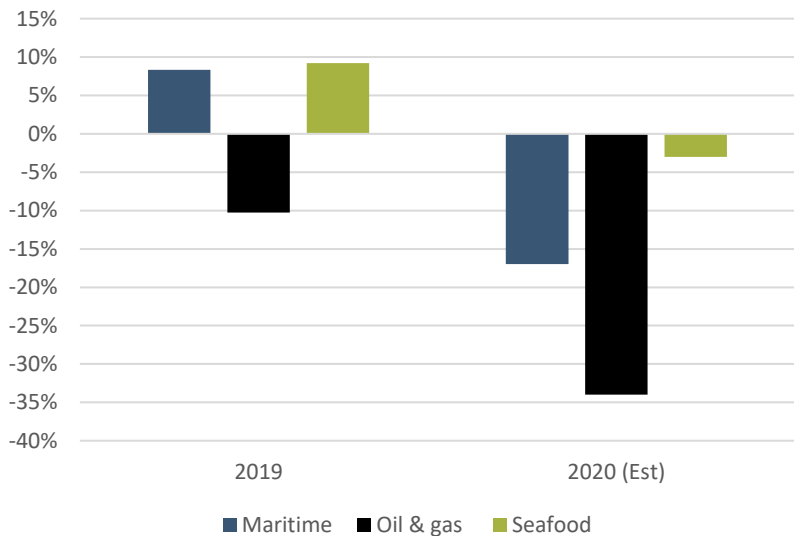
Large differences between the ocean industries – Oil & gas drives the fall



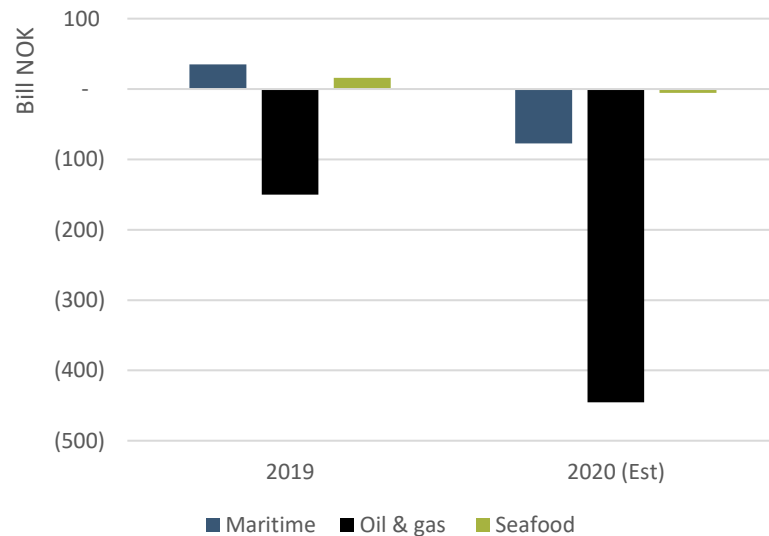
Value added (Gross Industry Product) in the three main ocean industries in Norway from 2010 to 2020. Sources: Menon Economics; Norwegian Seafood Council; Norwegian Petroleum; SSB

Revenues lost in 2020 – approx 500 bill NOK

Annual change in revenues in three main ocean industries in Norway – % of former year. Source: Menon Economics

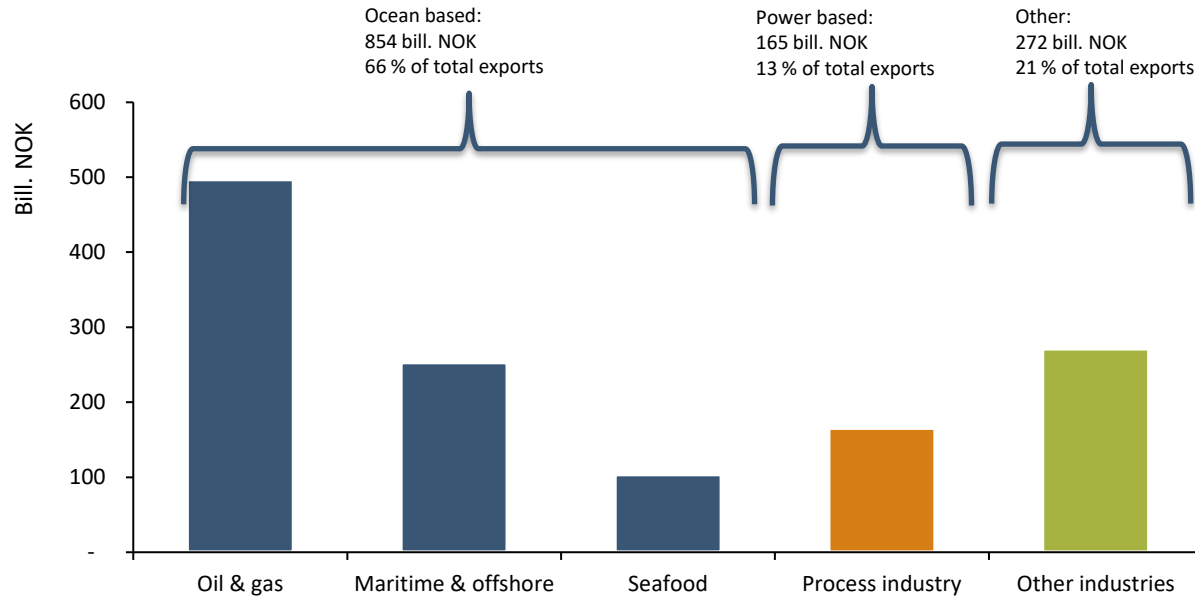


Annual change in revenues in three main ocean industries in Norway – bill NOK change from former year. Source: Menon Economics



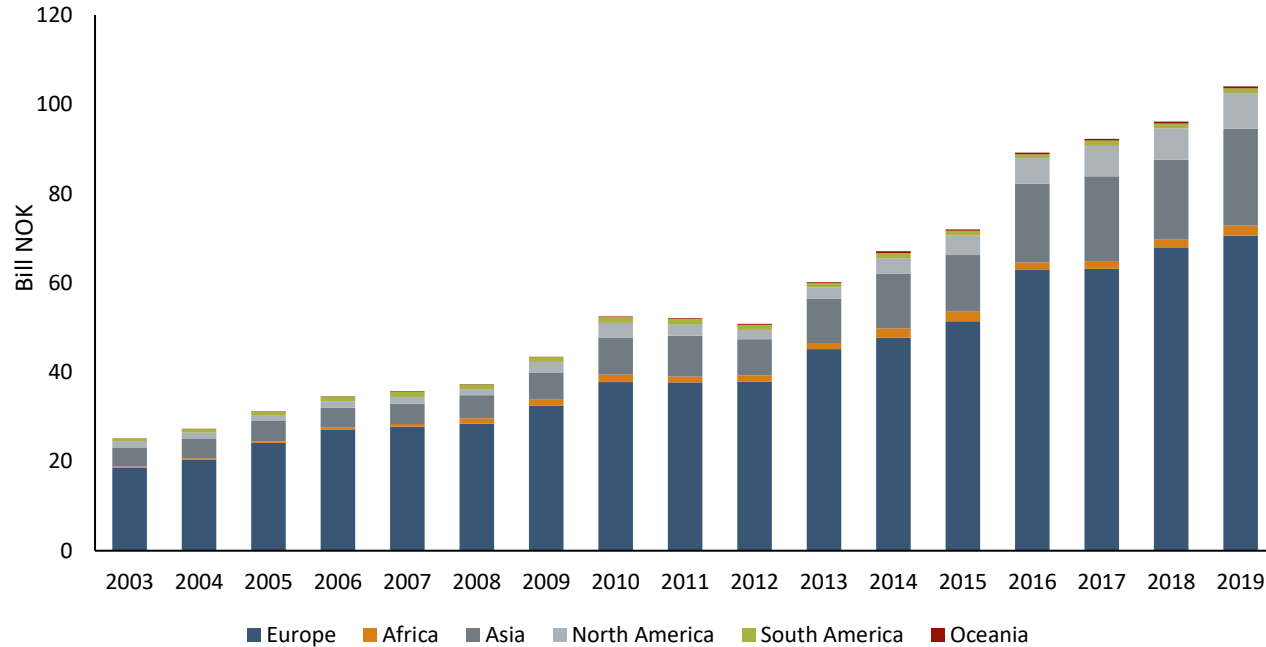
Exports and positions in international markets

2/3 of all Norwegian exports is ocean based



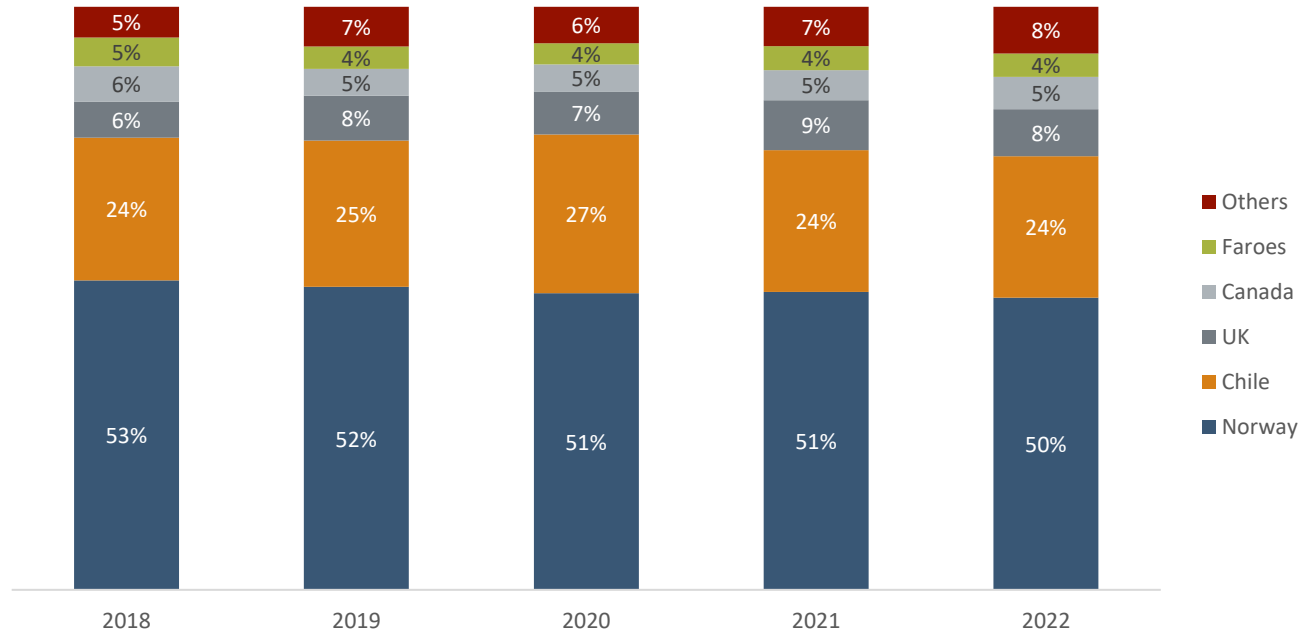
Norwegian exports in 2019 divided into main industry groups. Source: Menon Economics

Norwegian seafood exports grown 315% from 2003 to 2019



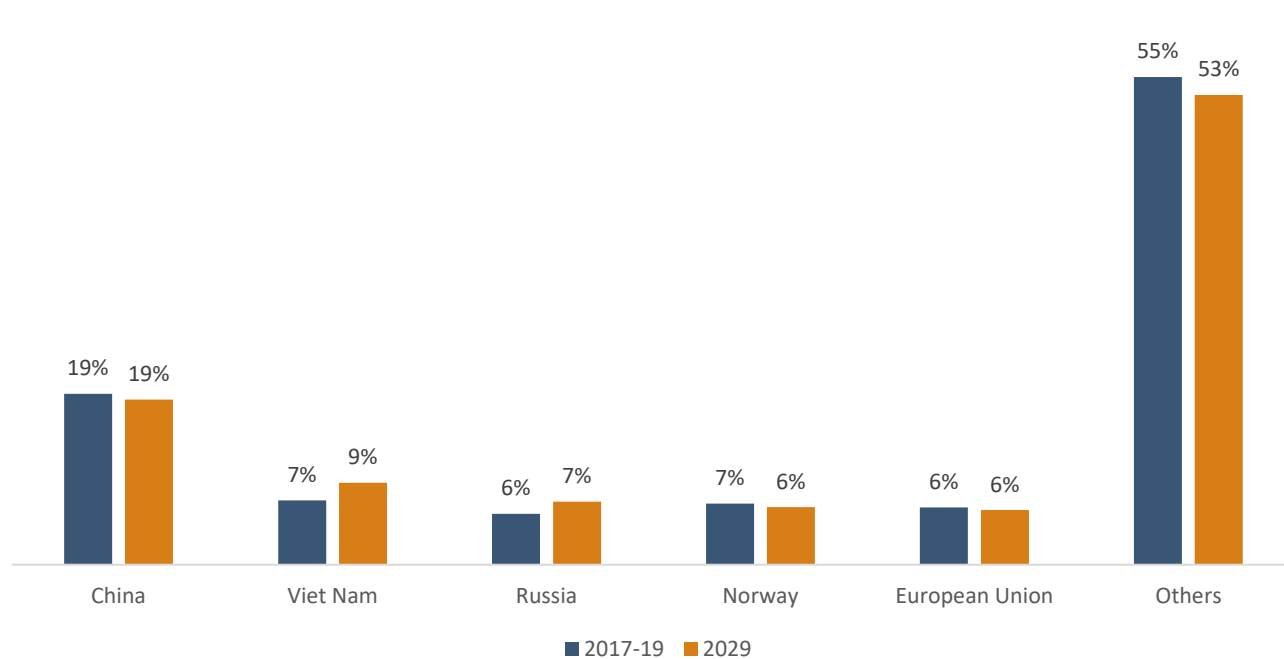
Norwegian exports of seafood in billion NOK from 2003 to 2019.
Source: Norwegian Seafood Council.

Norway is by far the largest exporter of Atlantic salmon – but market shares are falling



World production of Atlantic salmon (RW 1,000). Source: Pareto, Kontali.

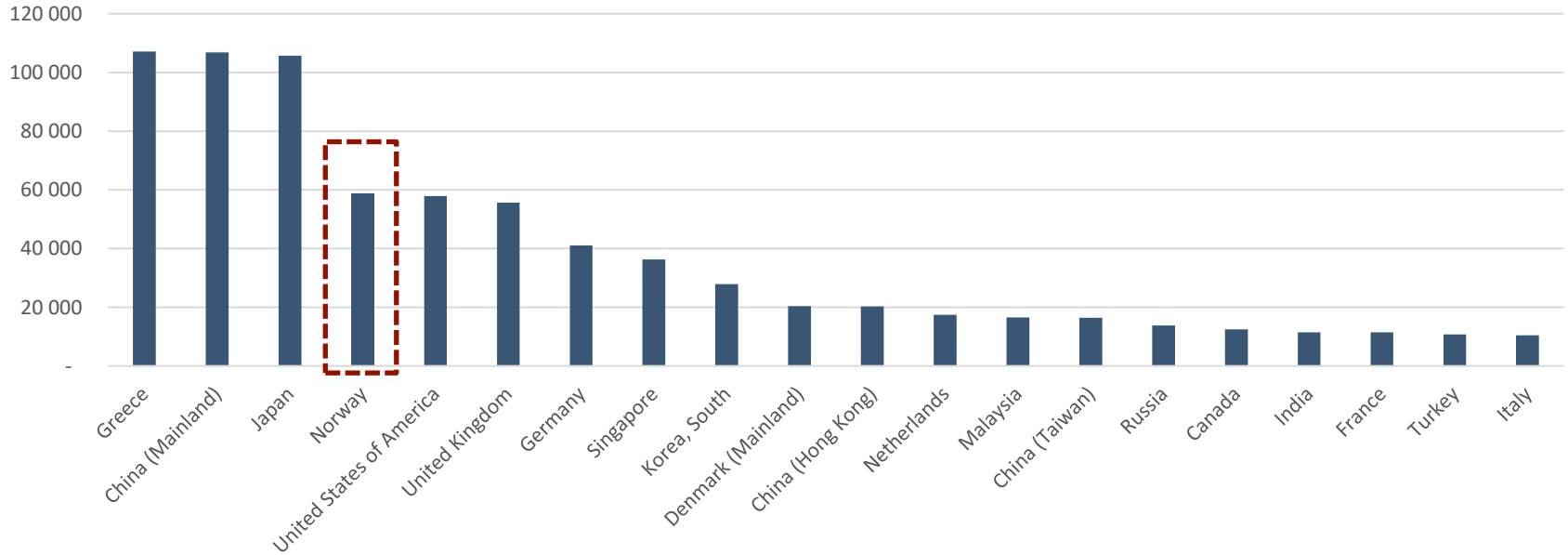
Norway is the **fourth largest fish exporter** in the world



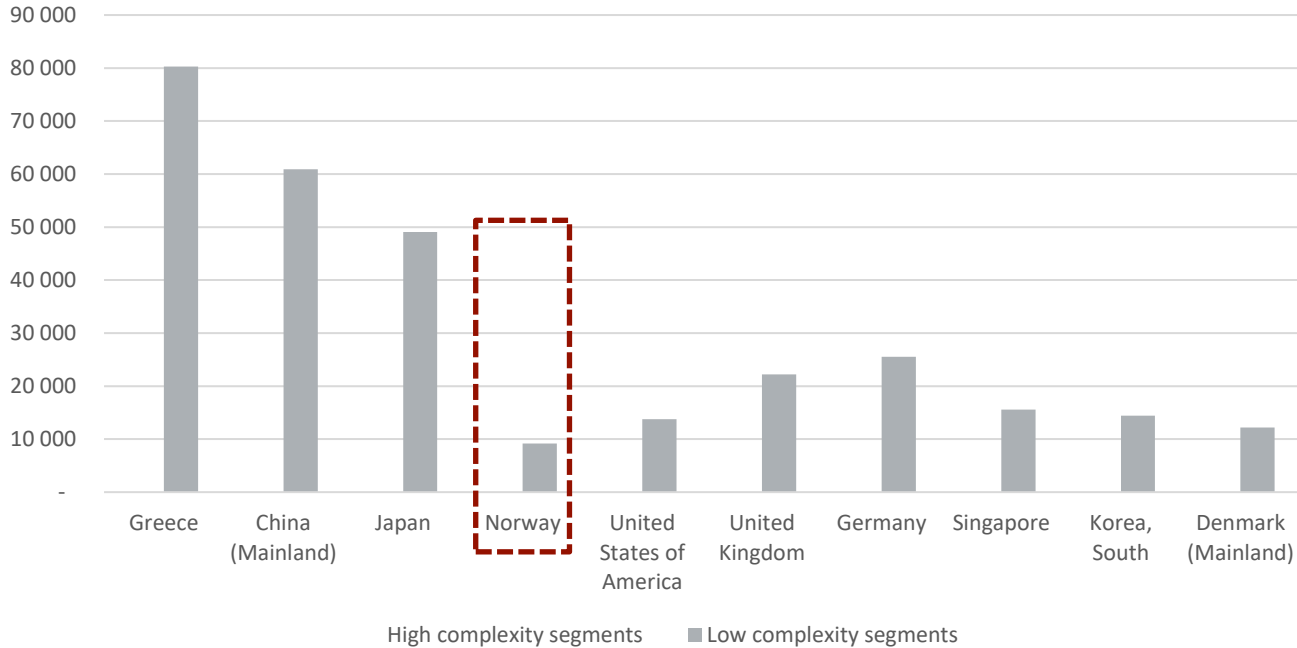
Exports of fish for human consumption by major exporters in 2017-19 and 2029. Source: OECD-FAO.

Norway has the **fourth most valuable fleet** in the world

Merchant Fleet Values: Twenty Largest Countries in 2020 (est.)

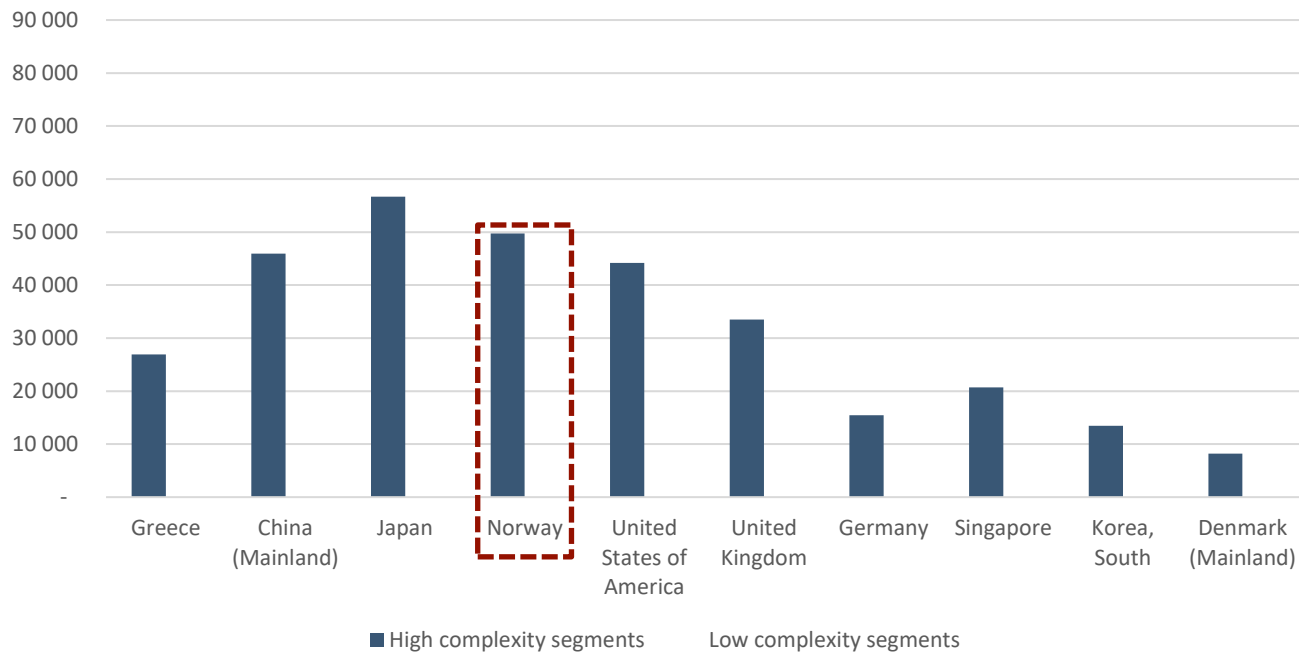


Within **low-complexity** segments, Norway is a marginal country



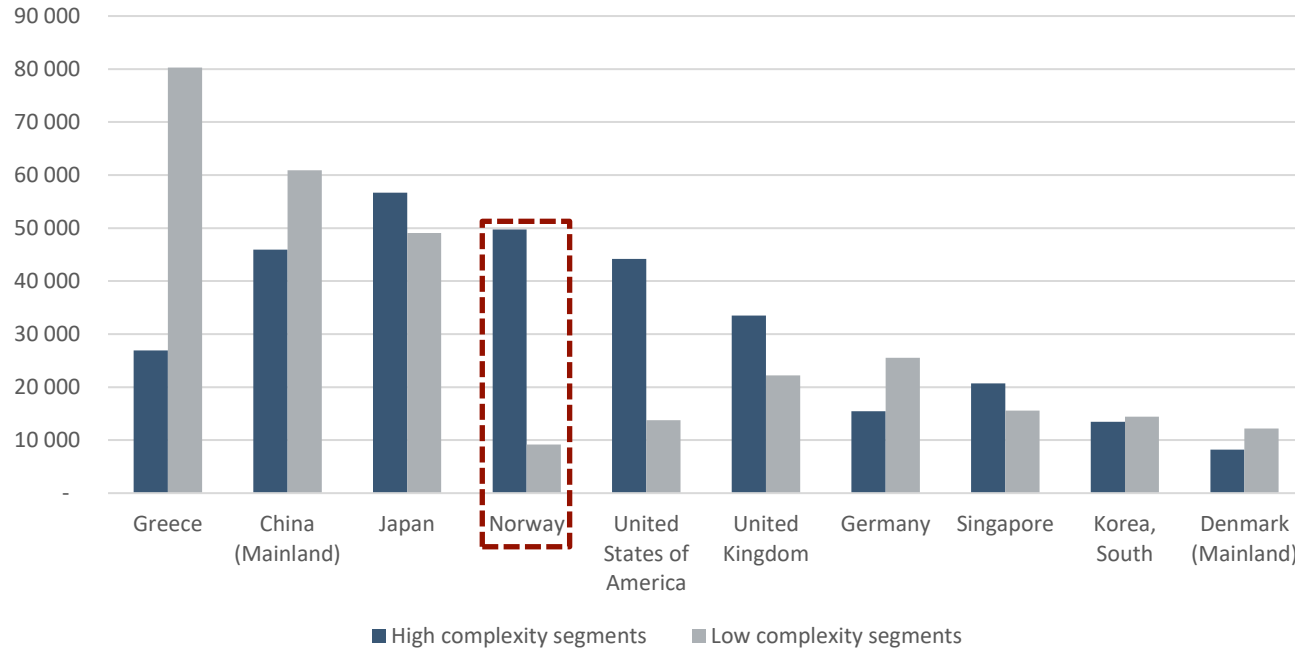
Merchant Fleet Values: Ten Largest Countries and Segments in 2020 (est.) divided into high-complexity and low-complexity segments. Source:

Within **high-complexity** segments, Norway has the **second** most valuable fleet in the world



Merchant Fleet Values: Ten Largest Countries and Segments in 2020 (est.) divided into high-complexity and low-complexity segments. Source:

Hence, the Norwegian maritime industry is strongly positioned in the high end of the market



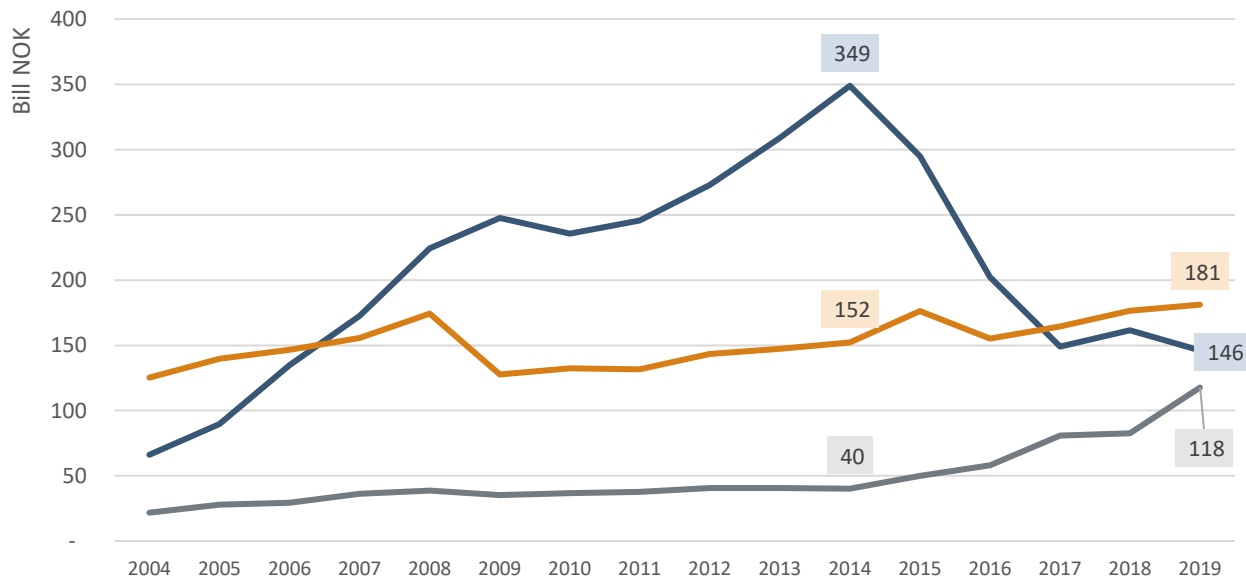
Merchant Fleet Values: Ten Largest Countries and Segments in 2020 (est.) divided into high-complexity and low-complexity segments. Source:

Structural change and convergence

2004: Maritime = deep sea shipping

2014: Maritime = oil&gas

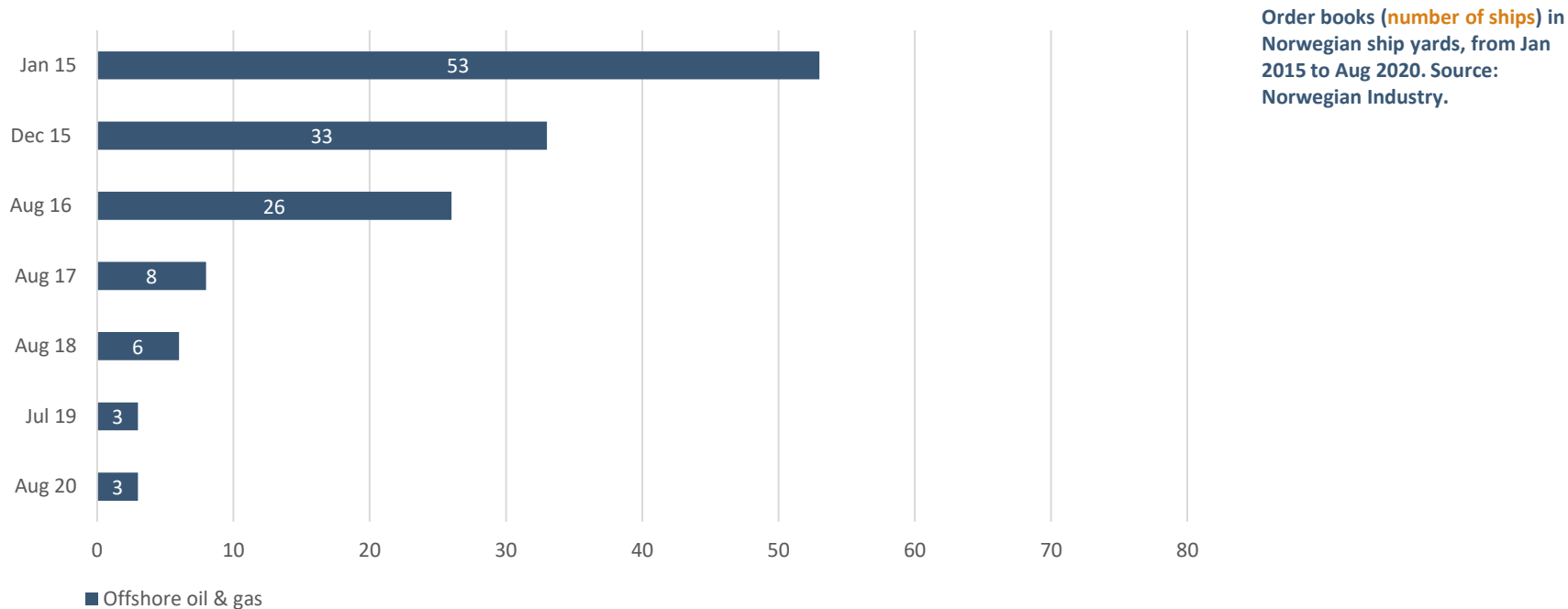
2020: Maritime = Ocean industries



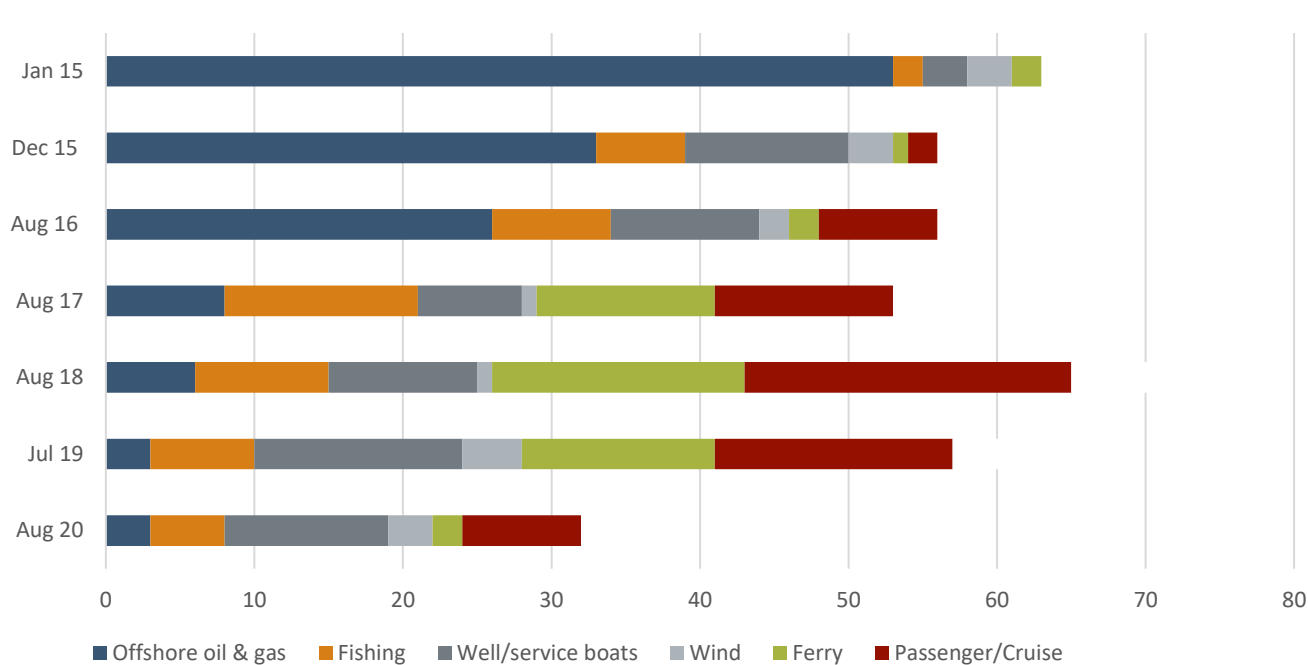
Revenues in the maritime industry in Norway, divided into three main market segments.
Kilde: Menon Economics

Jan 2015: OSV constituted 80% of order books in Norwegian yards

July 2019: The share was 5%

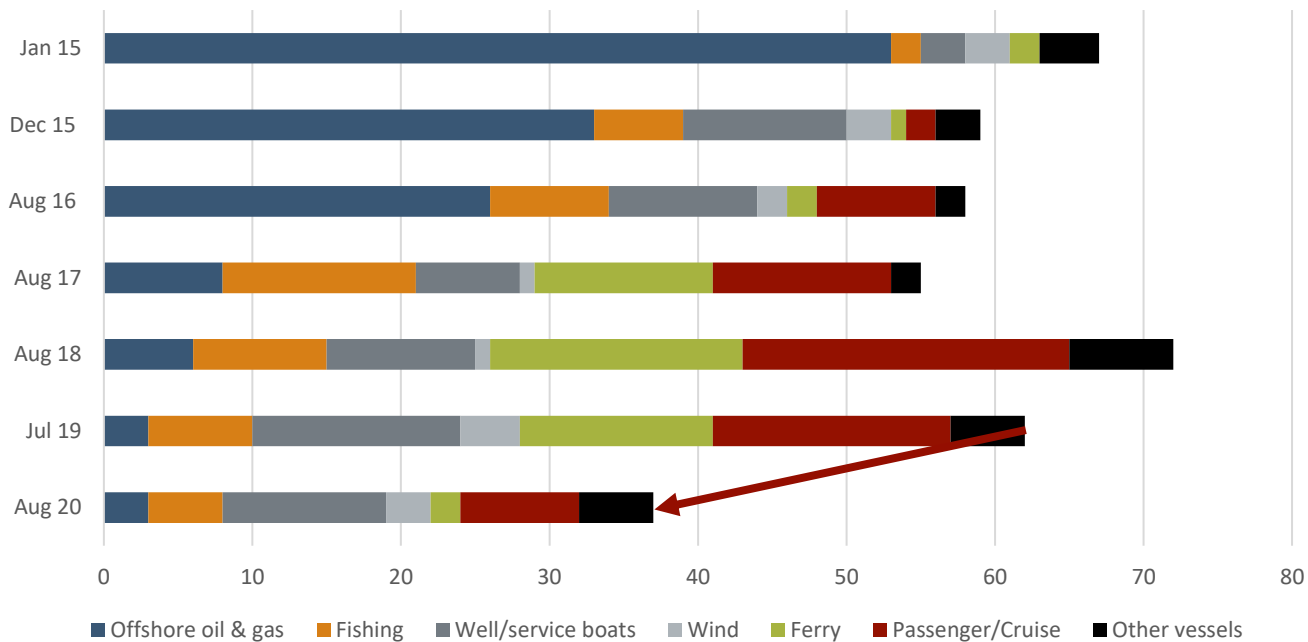


The yards went through an incredible transformation



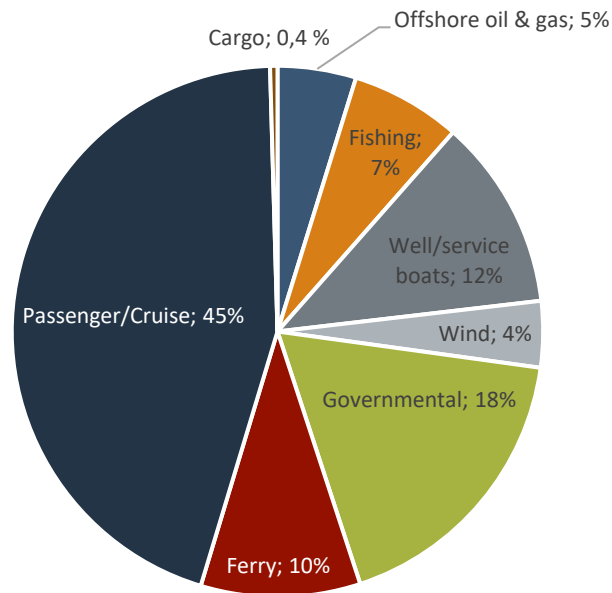
Order books in Norwegian ship yards, from Jan 2015 to Aug 2020.
Source: Norwegian Industry.

... but things look quite scary now



Order books in Norwegian ship yards, from Jan 2015 to Aug 2020.
Source: Norwegian Industry.

Before the storm: Value of the order book = 34 bill NOK Cruise/passenger vessels represented 45%



Value of the Norwegian
orderbook split by type of vessel,
july 2019

Summing up

- Despite a terrible fall in 2020, Norwegian economy is still strongly ocean based
- Norway has strong positions in international markets
- Particularly in markets characterised by innovation, technology and knowledge
- And particularly in markets characterised by green solutions and sustainability



Thank you for the attention!