

J Sights Corporation

Namrock Lobster 2025/2026 Season's Review

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[Enquiry](#)

Our company serves as the Sole Exclusive Agent for Namibian rock lobster (Namrock Lobster). The fishing season runs annually from October through to the end of April. Fishermen operate within catch quotas allocated by the government, exporting primarily to Japan and China. This report covers import trends for Namibian rock lobster as well as overseas rock lobsters in general.

Below are the import trends for overseas rock lobsters:

Coutry	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Total
Taiwan	179	106	120	100	200	0	0	0	0	0	705
Thailand	200	250	0	0	0	0	0	0	0	0	450
The Philippines	48,195	52,882	37,795	25,825	1,110	17,935	11,675	8,735	2,615	3,955	210,722
Indonesia	57,844	12,234	0	7,610	56,480	4,470	1,610	1,460	60,480	18,490	220,678
India	96,550	89,914	64,004	67,770	11,325	57,080	46,870	48,900	11,130	3,750	497,293
Yemen	0	36,710	67,834	20,895	41,270	22,880	28,085	79,344	0	19,670	316,688
France	172,750	152,060	239,877	124,510	90,240	68,355	118,396	147,840	162,890	167,985	1,444,903
USA	59,110	19,080	30,866	42,280	14,600	23,710	41,870	14,410	29,400	14,400	289,726
Honduras	9,221	30,620	6,960	15,300	0	0	0	0	0	0	62,101
Belize	14,581	7,109	6,767	18,959	0	0	0	0	0	0	47,416
Nicaragua	11,465	0	1,452	0	6,903	0	0	0	0	0	19,820
Cuba	150,335	134,880	210,695	124,131	79,650	32,610	80,330	63,230	62,800	16,660	955,321
Brazil	146,559	132,183	89,999	115,794	21,217	6,297	68,257	126,499	86,835	45,294	838,934
St Helena & Dependencies (UK)	146,598	128,389	135,203	83,259	105,559	56,083	91,127	97,197	117,904	93,860	1,055,179
Madagascar	143,188	159,750	164,050	94,395	87,120	91,590	151,730	194,055	262,444	205,118	1,553,440
Reunion (FR)	32,350	92,400	13,200	78,510	37,990	43,370	43,480	74,970	37,500	37,200	490,970
Namibia	142,490	135,970	117,750	60,650	125,990	67,480	66,650	50,680	56,000	68,890	892,550
South Africa	122,970	133,602	84,570	83,276	21,220	37,469	24,169	5,278	15,650	25,706	553,910
Australia	40,608	31,948	29,347	28,098	18,344	18,823	49,163	104,712	63,203	45,094	429,340
Total	1,395,193	1,350,087	1,300,489	991,362	719,218	548,152	823,412	1,017,310	968,851	766,072	

Unit: kg

Source: Trade Statistics of Japan, Ministry of Finance)

As shown in the table above, Japan's total import volume has dropped significantly when comparing pre- and post-pandemic figures. Import volumes in 2025 have halved compared to 2016. Factors driving this decline include surging per-kilogram prices due to a weaker yen, intensifying purchasing competition from overseas, and reduced domestic demand in Japan.

Namrock Lobster, for which we serve as Sole Exclusive Agent, previously averaged over 100 Mt in annual imports before the pandemic, but this has now halved to around 60 Mt. Whilst we are fortunate to enjoy strong demand from our customers, intensified purchasing competition with China has forced a reduction in our import volumes, leading some demand to shift to other imported origins. Furthermore, with fewer Japanese companies handling imported rock lobster, the domestic market size is visibly shrinking.

Amidst this contracting domestic market, as the Sole Exclusive Agent for Namrock Lobster, we believe it is our responsibility not only to enhance brand value and expand sales volumes, but also to contribute to

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sustaining and growing the wider market. To achieve this, it is vital to deepen our supplier's (Namrock) understanding of the unique characteristics of the Japanese market—namely, its high consumption of smaller sizes. Additionally, opening up new sales channels is a key priority, and we plan to explore opportunities not only with domestic firms, but also with overseas buyers, particularly across Asia.

In domestic sales, since certain origin countries shifted exclusively to whole raw lobster (WRL) post-pandemic, the supply of whole cooked lobster (WCL) has become extremely tight. Consequently, there has been a growing sentiment that “any origin will do as long as it is WCL”. The sharp rise in imports from Madagascar is believed to stem from this supply squeeze.

However, the WCL produced by Namrock Lobster is inherently among the highest-quality imported rock lobsters, and prior to the pandemic, sales leveraged this origin-based competitive edge. Although recent import drops have temporarily blurred brand distinctions, our import volumes have stabilised in recent years, albeit at lower levels. Going forward, we aim to engage in close consultation with clients who truly appreciate Namrock Lobster's quality and brand strength, working together to expand sales.