

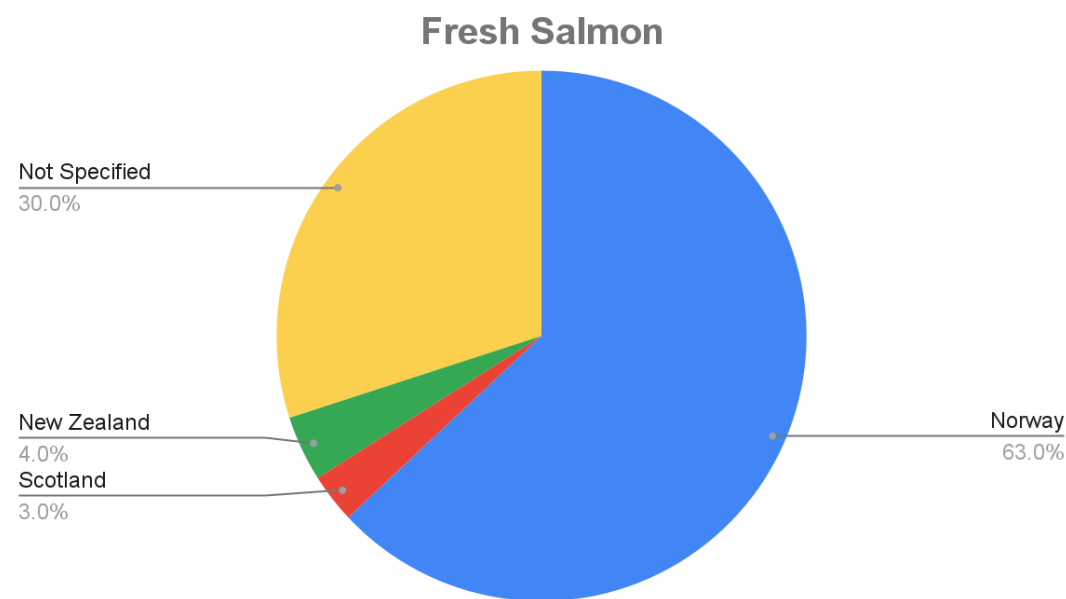


Report for Norwegian Seafood retail mapping study

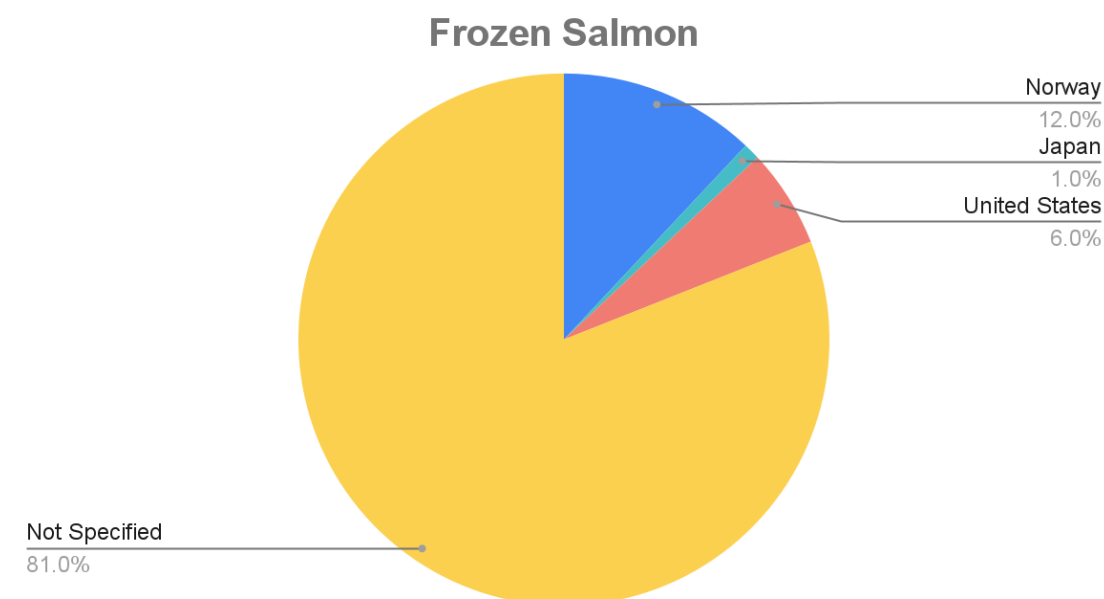
Provided by: Cascade Asia
November 2025

Seafood in Selected Retail

- Overall, a total of 1,229 packs of salmon were observed across the 5 stores visited in Bangkok.
- Out of the total 1,229 packs, 276 were fresh salmon (23%), 123 were smoked salmon (10%), 820 were frozen salmon (67%), and the remaining 10 (0%) comprised other salmon products, such as salmon roe.
- Out of the total 276 packs of fresh salmon, 63% originated from Norway, with the remainder sourced mainly from Scotland (3%), Australia (0%), New Zealand (4%), and unspecified origins (30%).
- Out of the total 820 packs of frozen salmon, 12% originated from Norway, while the remaining packs were sourced mainly from Japan (1%), the United States (6%), and unspecified origins (81%).



No. of Packs = 276



No. of Packs = 820

Fresh Salmon Products in Selected Retail

Product	Fresh salmon				
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter
					
Store	Big C Extra	Big C Extra	Tops Food Hall	Tops Food Hall	Tops Food Hall
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Norway	Not Specified	Norway	Norway	Norway
Processor	Big C Supercenter PLC	Big C Supercenter PLC	Central Food Retail Co. Ltd.	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(1,890.00 THB/kg)	(1,390.00 THB/kg)	(1,870.00 THB/kg)	(1,890.00 THB/kg)	(299 THB/kg)
Price in NOK	590.63 NOK/kg	434.38 NOK/kg	584.38 NOK/kg	590.63 NOK/kg	93.44 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon				
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter
					
Store	Tops Food Hall	Big C Extra	Makro	Gourmet Market	Gourmet Market
Store Type	High-end Supermarket	Hypermarket	Wholesaler	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Not Specified	Australia
Processor	Thammachart Seafood Retail Co. Ltd.	Big C Supercenter PLC	CP Aextra PLC	City Mall Group Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(225.00 THB/kg)	(329.00 THB/kg)	(345.00 THB/kg)	(1,890.00 THB/kg)	(2,090.00 THB/kg)
Price in NOK	70.31 NOK/kg	102.81 NOK/kg	107.81 NOK/kg	590.63 NOK/kg	653.13 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon				
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter
					
Store	Gourmet Market	Gourmet Market	Gourmet Market	Gourmet Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	New Zealand	Scotland	Scotland
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	City Mall Group Co. Ltd.	City Mall Group Co. Ltd.	Villa Market JP Co. Ltd.
Price and weight	(1,890.00 THB/kg)	(1,690.00 THB/kg)	(2,990.00 THB/kg)	(2,190.00 THB/kg)	(1,699.00 THB/kg)
Price in NOK	590.63 NOK/kg	528.13 NOK/kg	934.38 NOK/kg	684.38 NOK/kg	530.94 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fresh salmon counter	Fillet	Fillet	Fillet
				
Store	Villa Market	Makro	Big C Extra	Big C Extra
Store Type	High-end Supermarket	Wholesaler	Hypermarket	Hypermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Scotland	Norway	Norway	Not Specified
Processor	Villa Market JP Co. Ltd.	CP Aextra PLC	Big C Supercenter PLC	Thammachart Seafood Retail Co. Ltd.
Price and weight	(1,890.00 THB/kg)	(285.50 THB/476g) (599.79 THB/kg)	(150.50 THB/302g) (499.00 THB/kg)	(457.25 THB/242g) (1,890.00 THB/kg)
Price in NOK	590.63 NOK/kg	187.43 NOK/kg	155.94 NOK/kg	590.63 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Tops Food Hall	Tops Food Hall	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Scotland	Norway	New Zealand
Processor	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.	Villa Market JP Co. Ltd.	Villa Market JP Co. Ltd.
Price and weight	(347.82 THB/186g) (1,870.00 THB/kg)	(577.08 THB/252g) (2,290.00 THB/kg)	(633.25 THB/335g) (1,890.00 THB/kg)	(727.25 THB/221g) (3,290.00 THB/kg)
Price in NOK	584.38 NOK/kg	715.63 NOK/kg	590.63 NOK/kg	1,028.13 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fish belly	Fish belly	Fish head	Fish head
				
Store	Big C Extra	Gourmet Market	Big C Extra	Tops Food Hall
Store Type	Hypermarket	High-end Supermarket	Hypermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.
Price and weight	(65.00 THB/218g) (299.00 THB/kg)	(127.37 THB/426g) (299.00 THB/kg)	(84.50 THB/376g) (225.00 THB/kg)	(84.70 THB/242g) (350.00 THB/kg)
Price in NOK	93.44 NOK/kg	93.44 NOK/kg	70.31 NOK/kg	109.38 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Portion	Portion	Portion	Portion
				
Store	Makro	Big C Extra	Gourmet Market	Tops Food Hall
Store Type	Wholesaler	Hypermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For fresh consumption	For heating	For heating
Country of origin	Norway	Not Specified	Not Specified	Not Specified
Processor	CP Aextra PLC	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.
Price and weight	(905.25 THB/1,156g) (783.09 THB/kg)	(159.00 THB/unit) Not Specified	(130.95 THB/582g) (225.00 THB/kg)	(105.30 THB/270g) (390.00 THB/kg)
Price in NOK	244.72 NOK/kg	Not Specified	70.31 NOK/kg	121.88 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Sashimi slices	Sashimi slices	Sashimi slices	Sashimi slices
				
Store	Big C Extra	Gourmet Market	Gourmet Market	Villa Market
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For fresh consumption	For fresh consumption	For fresh consumption	For fresh consumption
Country of origin	Not Specified	Norway	Norway	Not Specified
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Villa Market JP Co. Ltd.
Price and weight	(139.00 THB/unit)	(198.00 THB/88g)	(199.00 THB/100g)	(299.00 THB/unit)
	Not Specified	(2,250.00 THB/kg)	(1,990.00 THB/kg)	Not Specified
Price in NOK	Not Specified	703.13 NOK/kg	621.88 NOK/kg	Not Specified



Frozen Salmon Products in Selected Retail

Product	Frozen salmon				
	Fish belly	Fish belly	Fillet	Fillet	Fillet
					
Store	Big C Extra	Gourmet Market	Makro	Villa Market	Villa Market
Store Type	Hypermarket	High-end Supermarket	Wholesaler	High-end Supermarket	High-end Supermarket
Country of origin	Thammachart Seafood Retail Co. Ltd.	Phatthana Seafood Co. Ltd.	Not specified	Iceland Foods Ltd.	Villa Market JP Co. Ltd.
Processor	Not Specified	Not Specified	Japan	Not Specified	Norway
Price and weight	(65.00 THB/218g)	(235.00 THB/500g)	(299.75 THB/354g)	(365.00 THB/330g)	(233.50 THB/181g)
	(299.00 THB/kg)	(470.00 THB/kg)	(846.75 THB/kg)	(1,106.06 THB/kg)	(1,290.00 THB/kg)
Price in NOK	93.44 NOK/kg	146.88 NOK/kg	264.61 NOK/kg	345.64 NOK/kg	403.13 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon				
	Portion	Portion	Portion	Portion	Portion
					
Store	Makro	Makro	Makro	Big C Extra	Big C Extra
Store Type	Wholesaler	Wholesaler	Wholesaler	Hypermarket	Hypermarket
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified
Processor	CP Aextra PLC	CP Aextra PLC	Thai Union Group PLC	Bangkok Seafood Co. Ltd.	Southland Food Co. Ltd.
Price and weight		(649.00 THB/900g)	(415.00 THB/500g)	(249.00 THB/250g)	(188.00 THB/500g)
	(460.00 THB/kg)	(721.11 THB/kg)	(830.00 THB/kg)	(996.00 THB/kg)	(376.00 THB/kg)
Price in NOK	143.75 NOK/kg	225.35 NOK/kg	259.38 NOK/kg	311.25 NOK/kg	117.50 NOK/kg






Frozen Salmon Products in Selected Retail

Product	Frozen salmon				
	Portion	Portion	Portion	Portion	Portion
					
Store	Gourmet Market	Gourmet Market	Gourmet Market	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Not Specified	Not Specified	United States	Not Specified	United States
Processor	Happyfood Inter Kitchen Co. Ltd.	Interpack Industry and Services Co. Ltd.	Bangkok Seafood Co. Ltd.	Thai Union PLC	Villa Market JP Co. Ltd.
Price and weight	(353.00 THB/500g)	(399.00 THB/200g)	(195.00 THB/120g)	(199.00 THB/150g)	(457.75 THB/176g)
	(706.00 THB/kg)	(1,995.00 THB/kg)	(1,625.00 THB/kg)	(1,326.67 THB/kg)	(2,600.00 THB/kg)
Price in NOK	220.63 NOK/kg	623.44 NOK/kg	507.81 NOK/kg	414.58 NOK/kg	812.50 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon				
	Steak	Steak	Steak	Smoked slices	Smoked slices
					
Store	Makro	Makro	Big C Extra	Gourmet Market	Gourmet Market
Store Type	Wholesaler	Wholesaler	Hypermarket	High-end Supermarket	High-end Supermarket
Country of origin	Not Specified	Not Specified	Not Specified	Norway	Norway
Processor	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	(589.00 THB/900g)		(105.25 THB/176g)	(129.00 THB/100g)	(129.00 THB/100g)
	(654.44 THB/kg)	(339.00 THB/kg)	(599.00 THB/kg)	(1,290.00 THB/kg)	(1,290.00 THB/kg)
Price in NOK	(654.44 THB/kg)	105.94 NOK/kg	187.19 NOK/kg	403.13 NOK/kg	403.13 NOK/kg

Smoked Salmon Products in Selected Retail

Product	Smoked salmon				
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices
					
Store	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market	Gourmet Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Not Specified	United States	Norway
Processor	Black Salmon International Foods Co. Ltd.	VA Food Smoked Product Co. Ltd.	Labeyrie Fine Foods Group	Labeyrie Fine Foods Group	Labeyrie Fine Foods Group
Price and weight	(254.00 THB/100g)	(235.00 THB/g)	(379.00 THB/75g)	(379.00 THB/75g)	(499.00 THB/130g)
	(2,540.00 THB/kg)	(2,350.00 THB/kg)	(5,053.33 THB/kg)	(5,053.33 THB/kg)	(3,838.46 THB/kg)
Price in NOK	793.75 NOK/kg	734.38 NOK/kg	1,579.17 NOK/kg	1,579.17 NOK/kg	1,199.52 NOK/kg

Smoked Salmon Products in Selected Retail

Product	Smoked salmon				
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices
			 Credit: Villamarket.com	 Credit: Villamarket.com	 Credit: Villamarket.com
Store	Gourmet Market	Gourmet Market	Villa Market	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	United States	Norway	Scotland	Australia	Norway
Processor	Labeyrie Fine Foods Group	Labeyrie Fine Foods Group	Black Salmon International Co. Ltd.	Black Salmon International Co. Ltd.	Black Salmon International Co. Ltd.
Price and weight	(589.00 THB/120g)	(329.00 THB/75g)	(260.00 THB/100g)	(280.00 THB/100g)	(255.00 THB/100g)
	(4,908.33 THB/kg)	(4,386.67 THB/kg)	(2,600.00 THB/kg)	(2,800.00 THB/kg)	(2,550.00 THB/kg)
Price in NOK	1,533.85 NOK/kg	1,370.83 NOK/kg	812.50 NOK/kg	875.00 NOK/kg	796.88 NOK/kg

Smoked Salmon Products in Selected Retail

Product	Smoked salmon				
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices
	 Credit: Villamarket.com	 Credit: Villamarket.com	 Credit: Villamarket.com	 Credit: Villamarket.com	 Credit: Villamarket.com
Store	Villa Market	Villa Market	Villa Market	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Norway	Norway	New Zealand	Norway
Processor	Tohkaiya Co. Ltd.	Tohkaiya Co. Ltd.	Captain Hook Smoke House Co. Ltd.	NZ King Salmon Co. Ltd.	Tohkaiya Co. Ltd.
Price and weight	(230.00 THB/100g)	(220.00 THB/100g)	(158.00 THB/50g)	(450.00 THB/100g)	(395.00 THB/200g)
	(2,300.00 THB/kg)	(2,200.00 THB/kg)	(3,160.00 THB/kg)	(4,500.00 THB/kg)	(1,975.00 THB/kg)
Price in NOK	718.75 NOK/kg	687.50 NOK/kg	987.50 NOK/kg	1,406.25 NOK/kg	617.19 NOK/kg

Other Salmon Products in Selected Retail

Product	Processed salmon
	Salmon roe
	
Store	Villa Market
Store Type	High-end Supermarket
Country of origin	Norway
Processor	Labeyrie Fine Foods Group
Price and weight	(709 THB/80g)
	(8,862.50 THB/kg)
Price in NOK	2,769.53 NOK/kg

Appendix 1:

The 5 stores for retail observation in Bangkok from **October 31, 2025 to November 3, 2025**

High-end supermarkets	High-end supermarkets	High-end supermarkets	Mid-end supermarkets	Wholesaler
				
 <p>Credit: Tops Thailand</p>				 <p>Credit: CP Axtra PLC</p>
149, 1 Soi Sukhumvit 39, Khlong Tan Nuea, Watthana, Bangkok 10110	Villa Market Sukhumvit 33, 591/1 4-7 Sukhumvit Rd, Khlong Toei Nuea, Watthana, Bangkok 10110	695 Sukhumvit Rd, Khlong Tan Nuea, Watthana, Bangkok 10110	Big C Extra - Rama 4, 2929 Rama IV Rd, Khlong Tan, Khlong Toei, Bangkok 10110	178 Naradhiwas Rajanagarindra Rd, Thung Wat Don, Sathon, Bangkok 10120

Appendix 2:

Detail of number of packs observed at stores and their countries of origin

	Fresh salmon	Smoked	Frozen salmon	Others	Total
Estimated No. of SKUs	40	24	45	1	111
Estimated total No. of packs	276	123	820	10	1,229
Estimated total No. of packs breakdown by country of origin					
Norway	175 (63%)	73 (59%)	101 (12%)	10 (100%)	359 (29%)
With "Seafood From Norway" Label	116 (42%)	9 (7%)	40 (5%)	0 (0%)	165 (13%)
Thailand	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Scotland	8 (3%)	5 (4%)	0 (0%)	0 (0%)	13 (1%)
New Zealand	11 (4%)	2 (2%)	0 (0%)	0 (0%)	13 (1%)
Australia	1 (0%)	5 (4%)	0 (0%)	0 (0%)	6 (1%)
Japan	0 (0%)	0 (0%)	10 (1%)	0 (0%)	10 (1%)
USA	0 (0%)	12 (10%)	50 (6%)	0 (0%)	62 (5%)
Not Specified	81 (30%)	26 (21%)	659 (81%)	0 (0%)	766 (62%)
TOTAL	276 (100%)	123 (100%)	820 (100%)	10 (100%)	1,229 (100%)

Appendix 3:

There are discount signs for salmon in Big C Extra and Tops Food Hall:



Applied from November 2, 2025 to November 5, 2025

WRF Fresh Norwegian Salmon
~~359 THB~~
329 THB

ระยะเวลาโปรโมชั่น 02 พ.ย. 65 - 05 พ.ย. 68

WRF ปลาแซลมอนนอร์เวย์สด (IMP)
~~359 บาท~~
329 บาท



Applied from October 29, 2025 to November 11, 2025

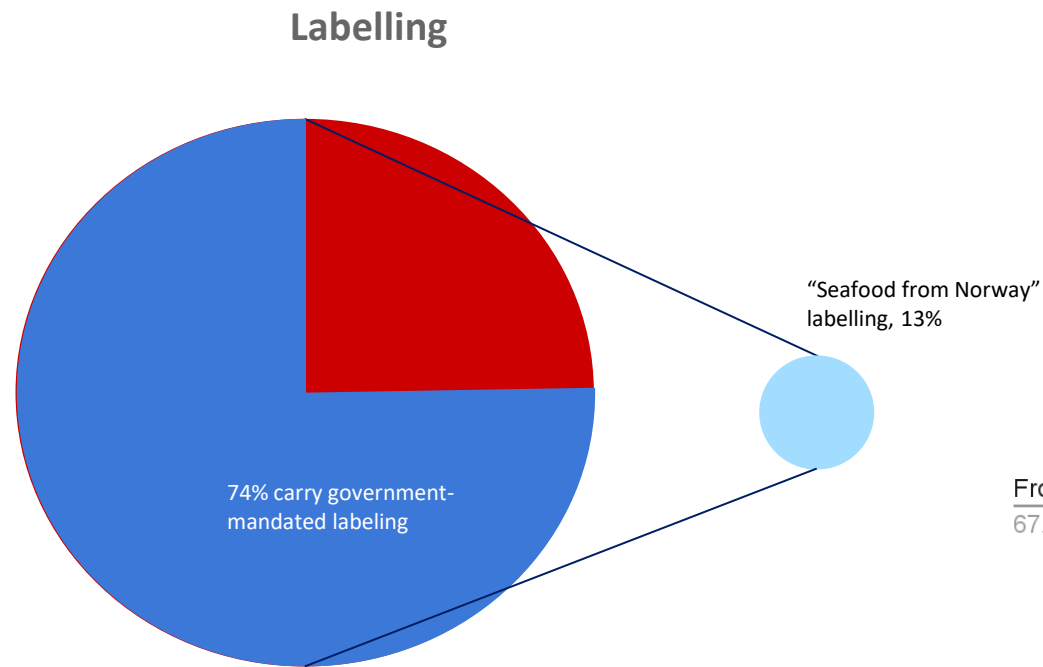
TSR Norwegian Fjord Trout
~~1,990 THB~~
1,590 THB/kg.

ระยะเวลาโปรโมชั่น 29/10/2025 – 11/11/2025

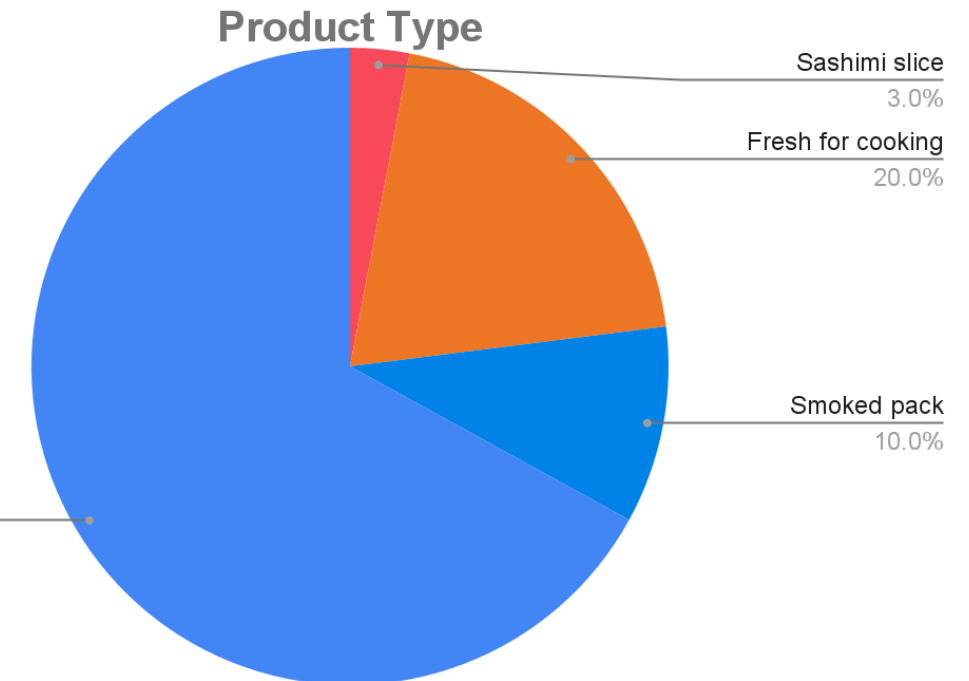
TSR ปลาฟยอร์ดเทร้าตสดแล้
~~1,990 บาท~~
1,590 บาท/กก.

Labelling and product type

- 74% of salmon products carry government-mandated labelling, while 13% feature the 'Seafood from Norway' label.
- Overall, there was a total of 1,229 packs of salmon products, predominantly categorized as: 820 packs of frozen for cooking (67%), 244 packs of fresh for cooking (20%), 123 packs of smoked salmon (10%), 32 packs of sashimi slices (3%), and 10 packs of processed salmon (0%).



No. of Packs = 1,229

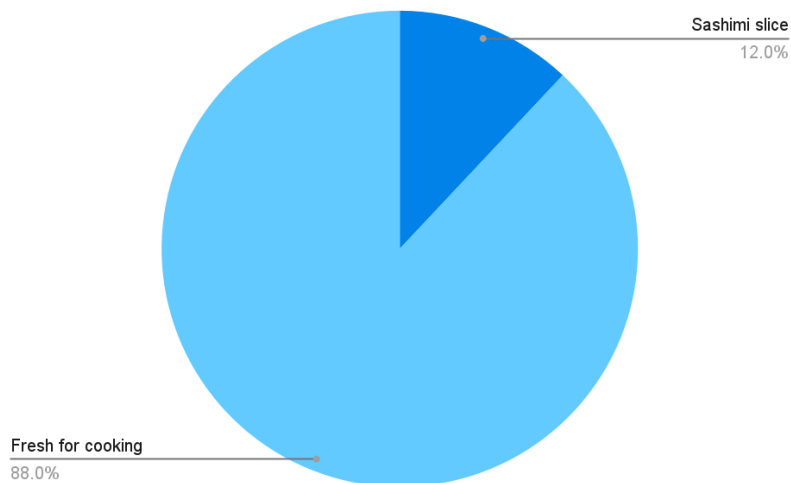


No. of Packs = 1,229

Fresh Salmon Breakdown by Product Type

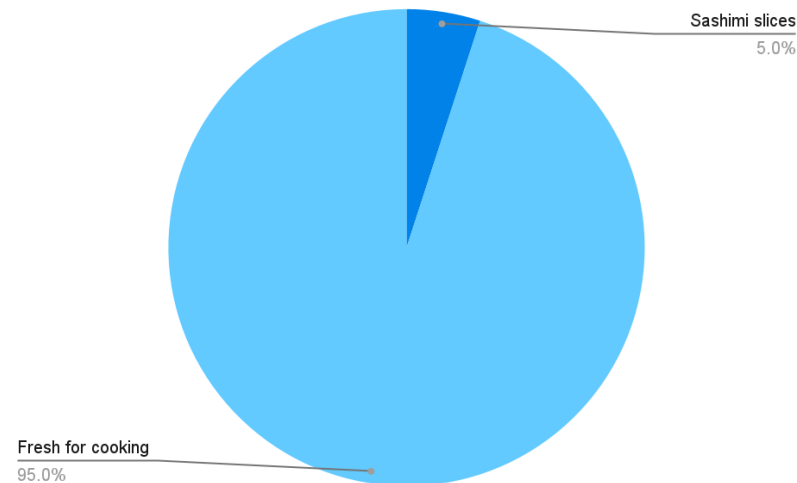
- Out of the total number of 276 packs of fresh salmon, 32 packs are sashimi slices (12%) and 244 packs are fresh salmon for cooking (88%).
- For Norwegian fresh salmon, out of the total number of 175 packs, 9 packs are sashimi slices (5%) and 166 packs are fresh salmon for cooking (95%).
- For fresh salmon from other regions, out of the total number of 101 packs, 78 packs are fresh salmon for cooking (77%) and 23 packs are sashimi slices (23%).

Total Fresh Salmon



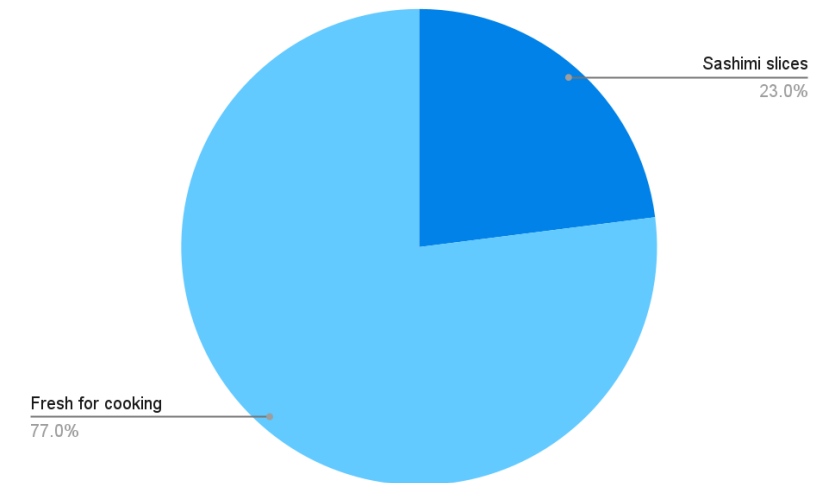
No. of Packs = 276

Norwegian Fresh Salmon



No. of Packs = 175

Fresh Salmon from Other Regions

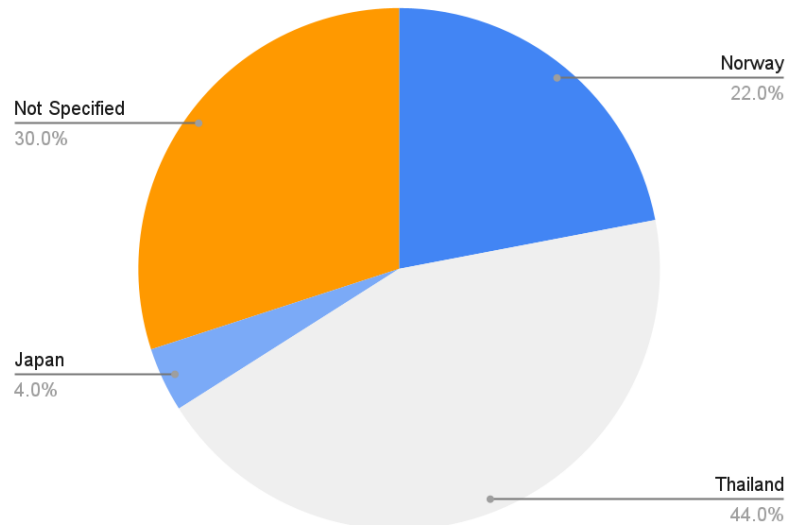


No. of Packs = 101

Mackerel in Selected Retail

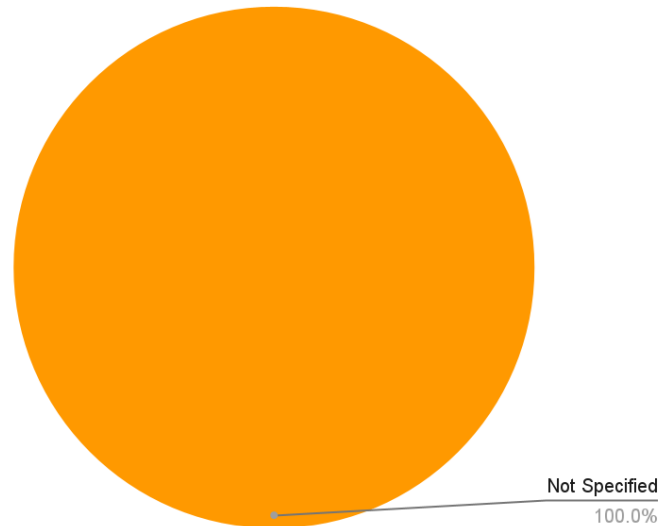
- Overall, a total of 4,474 packs of mackerel were observed across the 5 stores visited in Bangkok.
- Out of the total number of 4,474 packs, 3,651 packs are canned mackerel across 47 different SKUs (82%), 458 packs are frozen mackerel (10%), 120 packs are fresh mackerel (3%), 82 packs are marinated mackerel (2%), 20 packs are smoked mackerel (0%), and 143 packs of processed mackerel (3%).
- Out of the total number of 458 packs of frozen mackerel, 22% originated from Norway, while the remaining packs were sourced mainly from Thailand (44%), Japan (4%), and unspecified origins (30%).
- Out of the total number of 3,651 packs of canned mackerel, 1% originated from Norway, 98% from Thailand, and 1% from unspecified origins.

Frozen Mackerel



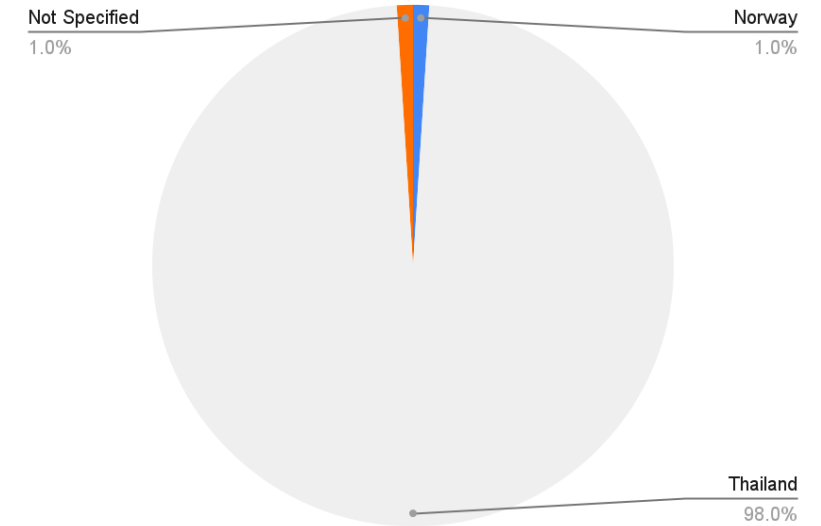
No. of Pack = 458

Smoked Mackerel




No. of Pack = 20

Canned Mackerel








No. of Pack = 3,651

Fresh Mackerel Products in Selected Retail

Product	Fresh mackerel				
	Fresh mackerel counter	Fresh mackerel counter	Fresh mackerel counter	Fresh mackerel counter	Fresh mackerel counter
					
Store	Big C Extra	Big C Extra	Tops Food Hall	Tops Food Hall	Gourmet Market
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Not Specified	Thailand	Norway	Thailand	Thailand
Processor	Big C Supercenter PLC	Big C Supercenter PLC	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.	City Mall Group Co. Ltd.
Price and weight	(29.00 THB/200g) (145.00 THB/kg)	(129.00 THB/kg)	(335.00 THB/kg)	(750.00 THB/kg)	(850.00 THB/kg)
Price in NOK	45.31 NOK/kg	40.31 NOK/kg	104.69 NOK/kg	234.38 NOK/kg	265.63 NOK/kg






Note: None of the Norwegian mackerel products on display in fresh counters are fresh but defrosted.

Fresh Mackerel Products in Selected Retail






Product	Fresh mackerel				
	Fresh mackerel	Fresh mackerel	Fresh mackerel	Fresh mackerel	Fresh mackerel
					
Store	Makro	Big C Extra	Big C Extra	Tops Food Hall	Tops Food Hall
Store Type	Wholesaler	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Thailand	Thailand	Thailand	Norway	Not Specified
Processor	CP Aextra PLC	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Central Food Retail Co. Ltd.
Price and weight	(150.00 THB/240g) (625.00 THB/kg)	(810.00 THB/kg)	(111.75 THB/138g) (810.00 THB/kg)	(99.00 THB/135g) (733.33 THB/kg)	(72.00 THB/400g) (180.00 THB/kg)
Price in NOK	195.31 NOK/kg	253.13 NOK/kg	253.13 NOK/kg	229.17 NOK/kg	56.25 NOK/kg

Note: None of the Norwegian mackerel products on display in fresh counters are fresh but defrosted.

Frozen Mackerel Products in Selected Retail

Product	Frozen mackerel				
	Fillet	Whole fish	Whole fish	Whole fish	Portion
					
Store	Makro	Makro	Makro	Makro	Makro
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler
Country of origin	Japan	Thailand	Thailand	Thailand	Thailand
Processor	Not specified	Kajornkulkawin Foods Trading Co. Ltd.	CP Aextra PLC	CP Aextra PLC	Kajornkulkawin Foods Trading Co. Ltd.
Price and weight	(199.00 THB/110g)	(85.00 THB/300g)			(79.00 THB/250g)
	(1,809.09 THB/kg)	(283.33 THB/kg)	(99.00 THB/kg)	(109.00 THB/kg)	(316.00 THB/kg)
Price in NOK	565.34 NOK/kg	88.54 NOK/kg	30.94 NOK/kg	34.06 NOK/kg	98.75 NOK/kg

Frozen Mackerel Products in Selected Retail

Product	Frozen mackerel				
	Portion	Whole fish	Whole fish	Whole fish	Whole fish
					
Store	Makro	Makro	Makro	Makro	Makro
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Not Specified	CP Aextra PLC	CP Aextra PLC	CP Aextra PLC	CP Aextra PLC
Price and weight	(230.00 THB/kg)	(78.00 THB/kg)	(78.00 THB/kg)	(84.00 THB/kg)	(150.00 THB/kg)
Price in NOK	71.88 NOK/kg	24.38 NOK/kg	24.38 NOK/kg	26.25 NOK/kg	46.88 NOK/kg

Frozen Mackerel Products in Selected Retail

Product	Frozen mackerel				
	Steak	Steak	Fillet	Steak	Whole fish
					
Store	Big C Extra	Big C Extra	Gourmet Market	Gourmet Market	Villa Market
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Norway	Thailand	Norway
Processor	Phatthana Seafood Co. Ltd.	BJ Food Factory Co. Ltd.	Bangkok Seafood Co. Ltd.	Phatthana Seafood Co. Ltd.	Villa Market JP Co. Ltd.
Price and weight	(487.00 THB/700g)	(295.00 THB/260g)	(65.00 THB/120g)	(89.00 THB/130g)	(158.50 THB/589g)
	(695.71 THB/kg)	(1,134.62 THB/kg)	(541.67 THB/kg)	(684.62 THB/kg)	(269.00 THB/kg)
Price in NOK	217.41 NOK/kg	354.57 NOK/kg	169.27 NOK/kg	213.94 NOK/kg	84.06 NOK/kg

Smoked Mackerel Products in Selected Retail

Product	Smoked mackerel			
	Fillet	Fillet	Fillet	Fillet
			 Credit: Villamarket.com	 Credit: Villamarket.com
Store	Gourmet Market	Gourmet Market	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(59.00 THB/45g)	(59.00 THB/45g)	(145.00 THB/95g)	(145.00 THB/95g)
	(1,311.11 THB/kg)	(1,311.11 THB/kg)	(1,526.32 THB/kg)	(1,526.32 THB/kg)
Price in NOK	409.72 NOK/kg	409.72 NOK/kg	476.97 NOK/kg	476.97 NOK/kg

Marinated Mackerel Products in Selected Retail

Product	Marinated mackerel		
	Steak	Steak	Whole fish
			
Store	Makro	Makro	Tops Food Hall
Store Type	Wholesaler	Wholesaler	High-end Supermarket
Country of origin	Thailand	Thailand	Thailand
Processor	Bangkok Dehydrated Marine Product Co. Ltd.	CP Aextra PLC	Central Food Retail Co. Ltd.
Price and weight	(82.00 THB/80g)	(369.00 THB/500g)	(99.00 THB/270g)
	(1,025.00 THB/kg)	(738.00 THB/kg)	(366.67 THB/kg)
Price in NOK	320.31 NOK/kg	230.63 NOK/kg	114.58 NOK/kg


Processed Mackerel Products in Selected Retail

Product	Mackerel Products				
	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel
					
Store	Makro	Makro	Makro	Makro	Makro
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Wara Brand	Wara Brand	Wara Brand	Tawanna Brand	Tawanna Brand
Price and weight	(60.00 THB/200g)	(45.00 THB/200g)	(42.00 THB/200g)	(60.00 THB/200g)	(52.00 THB/200g)
	(300.00 THB/kg)	(225.00 THB/kg)	(210.00 THB/kg)	(300.00 THB/kg)	(260.00 THB/kg)
Price in NOK	93.75 NOK/kg	70.31 NOK/kg	65.63 NOK/kg	93.75 NOK/kg	81.25 NOK/kg

Mackerel Products in Selected Retail

Product	Mackerel Products				
	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel	Processed mackerel
					
Store	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market	Gourmet Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Japan
Processor	Central Food Retail Co. Ltd.	Central Food Retail Co. Ltd.	Sirikhun Seafood Co. Ltd.	Sirikhun Seafood Co. Ltd.	Thai Union Group PLC
Price and weight	(125.00 THB/300g)	(69.00 THB/200g)	(125.00 THB/300g)	(75.00 THB/200g)	(54.00 THB/90g)
	(416.67 THB/kg)	(345.00 THB/kg)	(416.67 THB/kg)	(375.00 THB/kg)	(600.00 THB/kg)
Price in NOK	130.21 NOK/kg	107.81 NOK/kg	130.21 NOK/kg	117.19 NOK/kg	187.50 NOK/kg



Canned Mackerel Products in Selected Retail

Product	Mackerel Products				
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
					
Store	Makro	Makro	Makro	Makro	Makro
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Kuang Pei San Food Products PLC	Royal Foods Co. Ltd.	Patthana Marine And Foods Co. Ltd.	Savepak Intertrading Co. Ltd.	CP Aextra PLC
Price and weight	(19 THB/155g) (122.58 THB/kg)	(19 THB/155g) (122.58 THB/kg)	(10.50 THB/145g) (72.41 THB/kg)	(11.90 THB/155g) (76.77 THB/kg)	(12.70 THB/155g) (81.94 THB/kg)
Price in NOK	38.31 NOK/kg	38.31 NOK/kg	22.63 NOK/kg	23.99 NOK/kg	25.60 NOK/kg






Canned Mackerel Products in Selected Retail

Product	Mackerel Products				
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
					
Store	Makro	Big C Extra	Big C Extra	Big C Extra	Big C Extra
Store Type	Wholesaler	Hypermarket	Hypermarket	Hypermarket	Hypermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Hi-Q Food Products Co. Ltd.	Pattaya Food Industry Co. Ltd.	Unicord PLC	The Peace Canning (1958) Co. Ltd.	Thai Oil PLC
Price and weight	(18.70 THB/155g)	(23.00 THB/155g)	(22.00 THB/155g)	(16.00 THB/155g)	(20.00 THB/145g)
	(120.65 THB/kg)	(148.39 THB/kg)	(141.94 THB/kg)	(103.23 THB/kg)	(137.93 THB/kg)
Price in NOK	37.70 NOK/kg	46.37 NOK/kg	44.35 NOK/kg	32.26 NOK/kg	43.10 NOK/kg

Canned Mackerel Products in Selected Retail

Product	Mackerel Products				
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
					
Store	Big C Extra	Big C Extra	Big C Extra	Big C Extra	Big C Extra
Store Type	Hypermarket	Hypermarket	Hypermarket	Hypermarket	Hypermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Hi-Q Food Products Co. Ltd.	Hi-Q Food Products Co. Ltd.	Thai Union Group PLC	Thai Union Group PLC	Chokchaipibul Co. Ltd.
Price and weight	(25.00 THB/185g)	(48.00 THB/220g)	(35.00 THB/90g)	(18.00 THB/155g)	(17.00 THB/155g)
	(135.14 THB/kg)	(218.18 THB/kg)	(388.89 THB/kg)	(116.13 THB/kg)	(109.68 THB/kg)
Price in NOK	42.23 NOK/kg	68.18 NOK/kg	121.53 NOK/kg	36.29 NOK/kg	34.27 NOK/kg

Canned Mackerel Products in Selected Retail

Product	Mackerel Products				
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
					
Store	Tops Food Hall	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Siam Tin Food Products Co. Ltd.	Central Food Retail Co. Ltd.	Nautius Food Thailand Co. Ltd.	Thaveechai Food Manufacturing Co. Ltd.	SK Foods (Thailand) Co. Ltd.
Price and weight	(53.00 THB/230g)	(17.00 THB/155g)	(32.00 THB/155g)	(25.00 THB/155g)	(78.00 THB/190g)
	(230.43 THB/kg)	(109.68 THB/kg)	(206.45 THB/kg)	(161.29 THB/kg)	(410.53 THB/kg)
Price in NOK	72.01 NOK/kg	34.27 NOK/kg	64.52 NOK/kg	50.40 NOK/kg	128.29 NOK/kg

Canned Mackerel Products in Selected Retail

Product	Mackerel Products				
	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel	Canned Mackerel
					
Store	Gourmet Market	Villa Market	Villa Market	Villa Market	Villa Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Thailand	Thailand	Thailand	Thailand	Thailand
Processor	Unicord PLC	Thai Union Poland SP Z.O.O.	Thai Union Poland SP Z.O.O.	Thai Union Poland SP Z.O.O.	Thai Union Poland SP Z.O.O.
Price and weight	(39.00 THB/115g)	(89.00 THB/115g)	(89.00 THB/115g)	(89.00 THB/115g)	(89.00 THB/115g)
	(339.13 THB/kg)	(773.91 THB/kg)	(773.91 THB/kg)	(773.91 THB/kg)	(773.91 THB/kg)
Price in NOK	105.98 NOK/kg	241.85 NOK/kg	241.85 NOK/kg	241.85 NOK/kg	241.85 NOK/kg

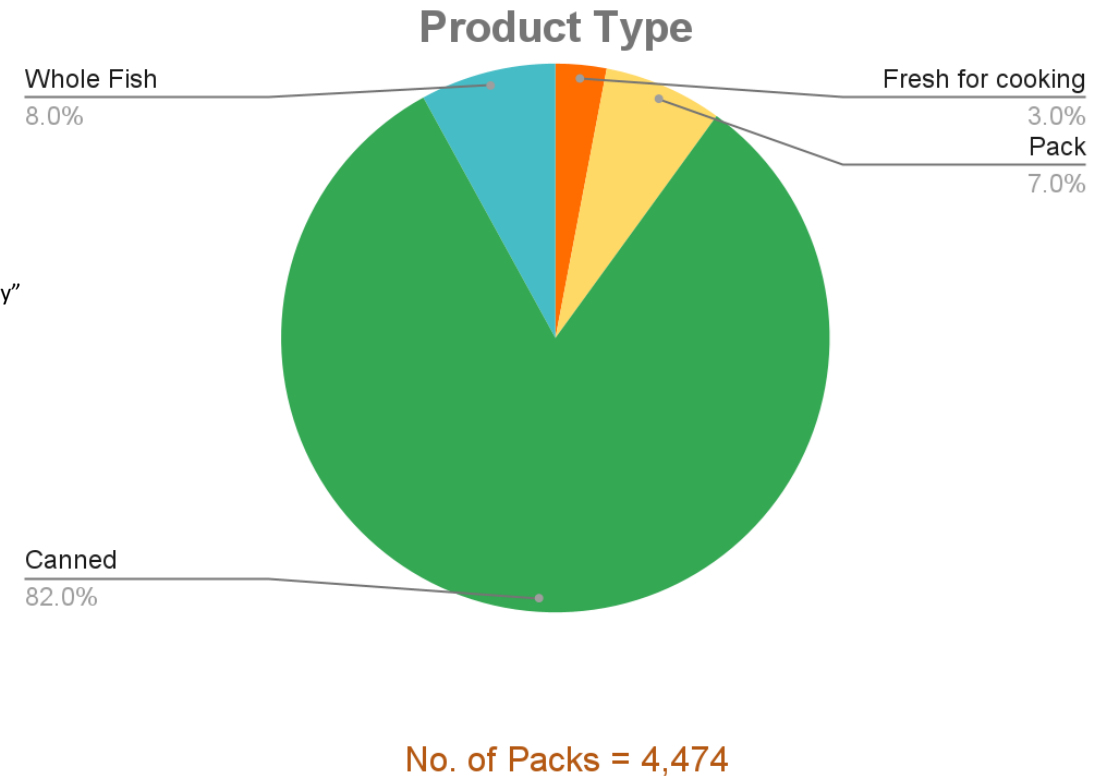
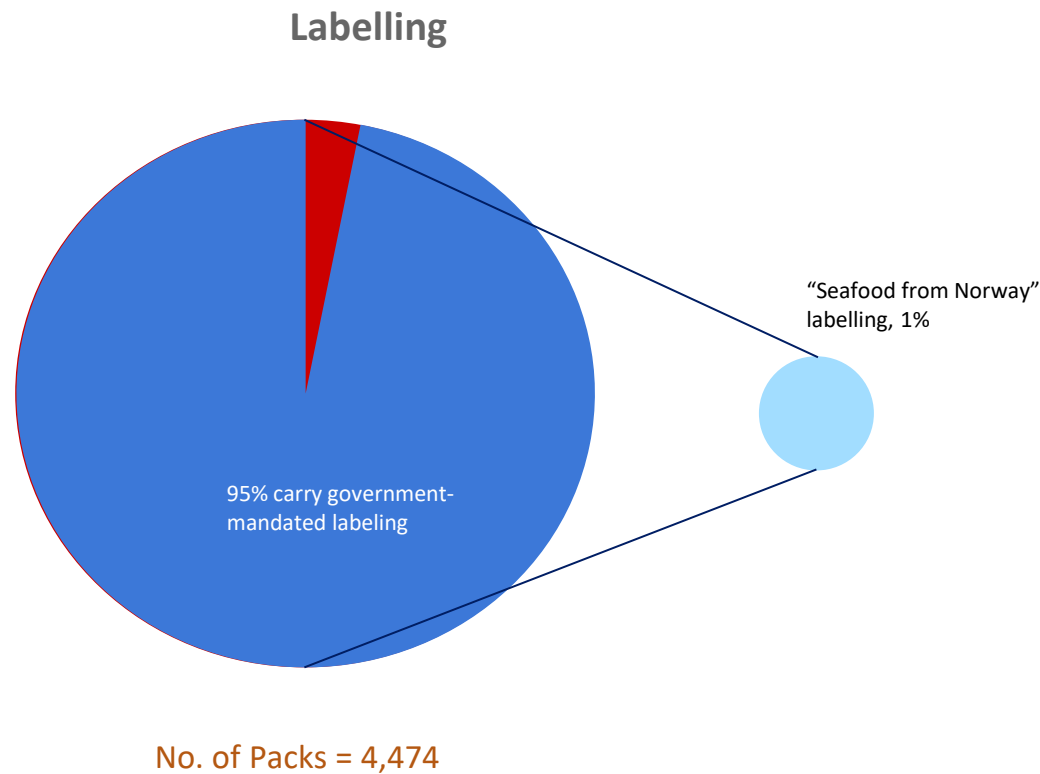
Appendix 4:

Detail of number of packs observed at stores and their countries of origin

	Fresh mackerel	Frozen mackerel	Smoked mackerel	Marinated mackerel	Canned mackerel	Processed	Total
Estimated No. of SKUs	11	22	4	3	47	13	100
Estimated total No. of packs	120	458	20	82	3,651	143	4,474
Estimated total No. of packs breakdown by country of origin							
Norway	6 (5%)	102 (22%)	0 (0%)	0 (0%)	43 (1%)	6 (4%)	157 (4%)
With “Seafood From Norway” Label	6 (5%)	50 (11%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	56 (1%)
Thailand	76 (64%)	199 (44%)	0 (0%)	82 (100%)	3,568 (98%)	117 (82%)	4,042 (91%)
Japan	0 (0%)	20 (4%)	0 (0%)	0 (0%)	0 (0%)	20 (14%)	40 (1%)
Not Specified	38 (31%)	137 (30%)	20 (100%)	0 (0%)	40 (1%)	0 (0%)	235 (5%)
TOTAL	120 (100%)	458 (100%)	20 (100%)	82 (100%)	3,651 (100%)	143 (100%)	4,474 (100%)

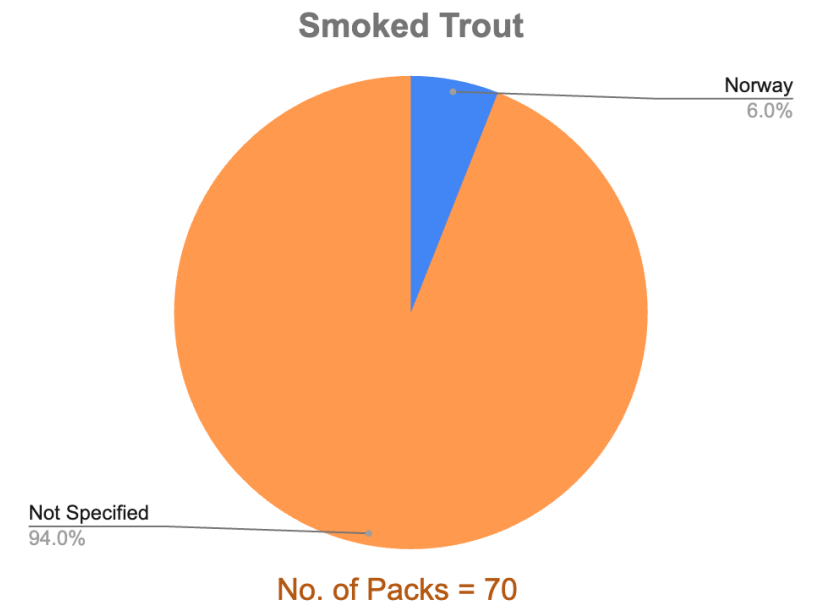
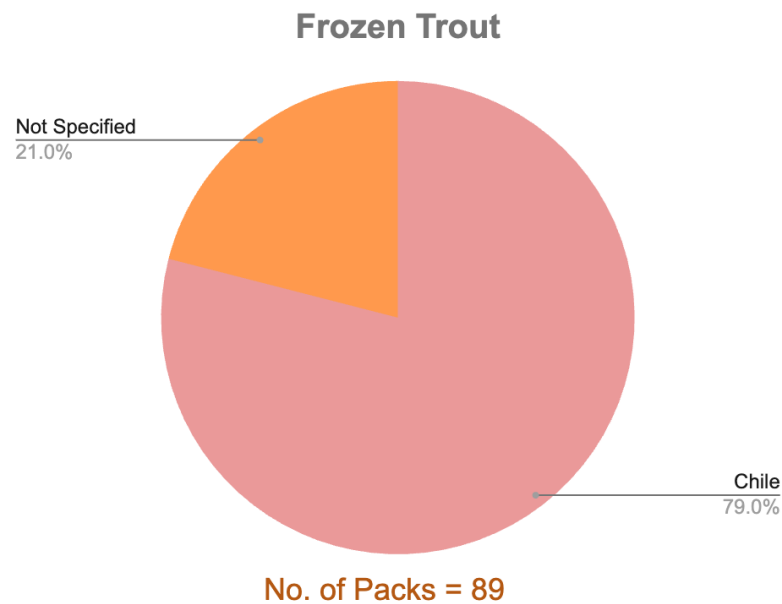
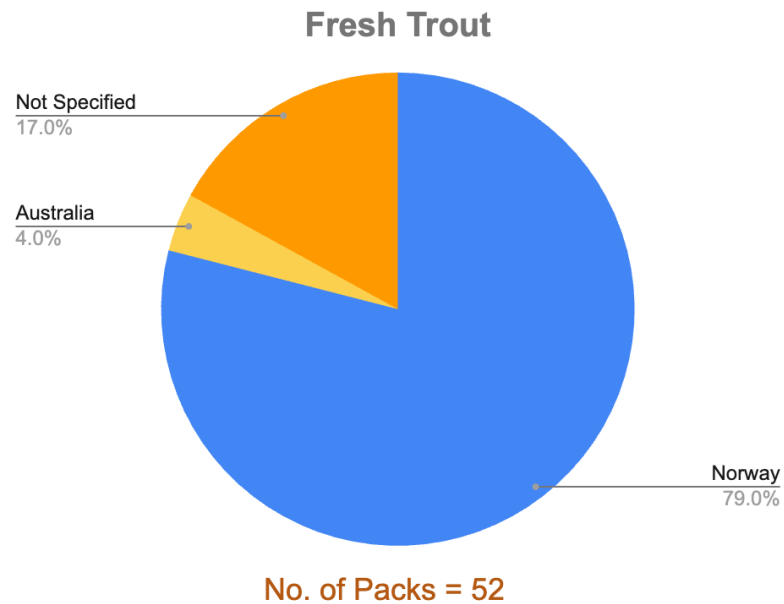
Labelling and product type

- 95% of mackerel products carry government-mandated labeling, while 1% feature the 'Seafood from Norway' label.
- Out of the total number of 4,474 packs, 3,651 packs are canned mackerel (82%), 458 packs are frozen mackerel (10%)—of which 295 packs are whole fish sealed in plastic bags—143 packs are processed mackerel (3%), 120 packs are fresh mackerel (3%), 82 packs are marinated mackerel (2%), and 20 packs are smoked mackerel (0%).



Trout Products in Selected Retail


- Overall, there is an estimated total of 229 packs of trout across the 5 stores visited in Bangkok.
- Out of the total number of 229 packs of trout products, 22% are fresh trout, 39% are frozen trout, 31% are smoked trout, while the remaining 8% are processed trout.
- Out of the total number of fresh trout packs, 79% originated from Norway, 4% originated from Australia, and 17% were of unspecified origin.
- Out of the total number of frozen trout packs, 0% originated from Norway, 79% originated from Chile, and 21% were of unspecified origin.
- Out of the total number of smoked trout packs, 6% originated from Norway, and 94% were of unspecified origin.



Fresh Trout Products in Selected Retail

Product	Fresh trout				
	Fresh trout counter	Fresh trout counter	Fresh trout counter	Fresh trout counter	Fresh trout counter
					
Store	Makro	Tops Food Hall	Tops Food Hall	Gourmet Market	Gourmet Market
Store Type	Wholesaler	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Australia	Not specified
Processor	CP Aextra PLC	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(342.00 THB/kg)	(1,570.00 THB/kg)	(1,590.00 THB/kg)	(3,890.00 THB/kg)	(990.00 THB/kg)
Price in NOK	106.88 NOK/kg	496.88 NOK/kg	496.88 NOK/kg	(3,890.00 THB/kg)	309.38 NOK/kg

Fresh Trout Products in Selected Retail

Product	Fresh trout				
	Sashimi slices	Sashimi slices	Fillet	Fillet	Fillet
					
Store	Makro	Makro	Tops Food Hall	Tops Food Hall	Gourmet Market
Store Type	Wholesaler	Wholesaler	High-end Supermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For fresh consumption	For fresh consumption	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Norway	Not specified
Processor	CP-Uoriki Co. Ltd.	CP-Uoriki Co. Ltd.	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(399.00 THB/300g) (1,330.00 THB/kg)	(210.00 THB/132g) (1,590.91 THB/kg)	(213.52 THB/136g) (1,570.00 THB/kg)	(680.58 THB/342g) (1,990.00 THB/kg)	(164.34 THB/166g) (990.00 THB/kg)
Price in NOK	415.63 NOK/kg	497.16 NOK/kg	490.63 NOK/kg	621.88 NOK/kg	309.38 NOK/kg





Frozen Trout Products in Selected Retail

Product	Frozen trout				
	Portion	Portion	Portion	Portion	Portion
					
Store	Makro	Makro	Makro	Makro	Makro
Store Type	Wholesaler	Wholesaler	Wholesaler	Wholesaler	Wholesaler
Country of origin	Not Specified	Chile	Not Specified	Chile	Chile
Processor	CP Aextra PLC	CP Aextra PLC	CP Aextra PLC	CP Aextra PLC	CP Aextra PLC
Price and weight	(295.00 THB/kg)	(304.00 THB/450g) (675.56 THB/kg)	(469.00 THB/kg)	(109.00 THB/100g) (1,090.00 THB/kg)	(499.00 THB/500g) (998.00 THB/kg)
Price in NOK	92.19 NOK/kg	211.11 NOK/kg	146.56 NOK/kg	340.63 NOK/kg	311.88 NOK/kg

Smoked Trout Products in Selected Retail

Product	Smoked trout				
	Portion	Smoked slices	Smoked slices	Smoked slices	Smoked slices
					
Store	Gourmet Market	Gourmet Market	Gourmet Market	Gourmet Market	Gourmet Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(990.00 THB/480g)	(390.00 THB/180g)	(195.00 THB/80g)	(195.00 THB/80g)	(195.00 THB/80g)
	(2,062.50 THB/kg)	(2,166.67 THB/kg)	(2,437.50 THB/kg)	(2,437.50 THB/kg)	(2,437.50 THB/kg)
Price in NOK	644.53 NOK/kg	677.08 NOK/kg	761.72 NOK/kg	761.72 NOK/kg	761.72 NOK/kg

Smoked Trout Products in Selected Retail

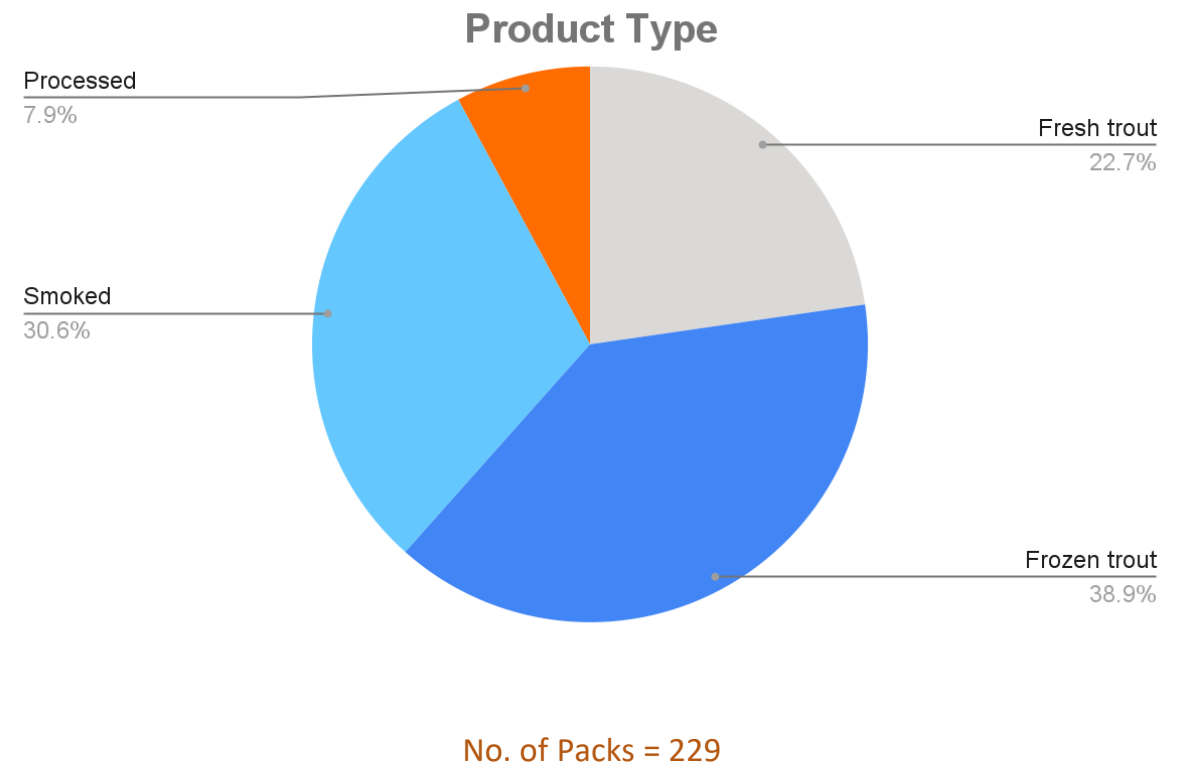
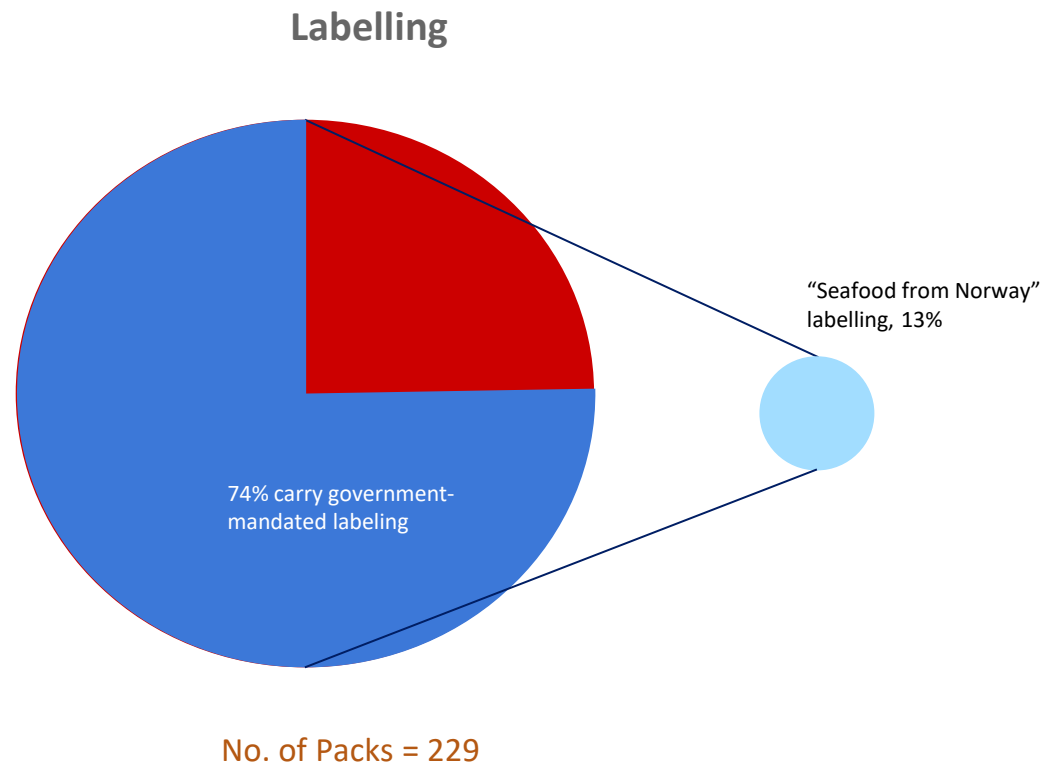
Product	Smoked trout			
	Smoked slices	Smoked slices	Smoked slices	Smoked slices
				
Store	Tops Food Hall	Tops Food Hall	Tops Food Hall	Tops Food Hall
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Norway	Not Specified	Not Specified
Processor	Central Food Retail Co. Ltd.	Central Food Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.	Thammachart Seafood Retail Co. Ltd.
Price and weight	(359.00 THB/200g)	(189.00 THB/80g)	(195.00 THB/80g)	(195.00 THB/80g)
	(1,795.00 THB/kg)	(2,362.50 THB/kg)	(2,437.50 THB/kg)	(2,437.50 THB/kg)
Price in NOK	560.94 NOK/kg	738.28 NOK/kg	761.72 NOK/kg	761.72 NOK/kg

Processed Trout Products in Selected Retail

Product	Processed trout
	Trout eggs
	
Store	Villa Market
Store Type	High-end Supermarket
Country of origin	Norway
Processor	Labeyrie Fine Foods Group
Price and weight	(550.00 THB/80g)
	(6,875.00 THB/kg)
Price in NOK	2,148.44 NOK/kg

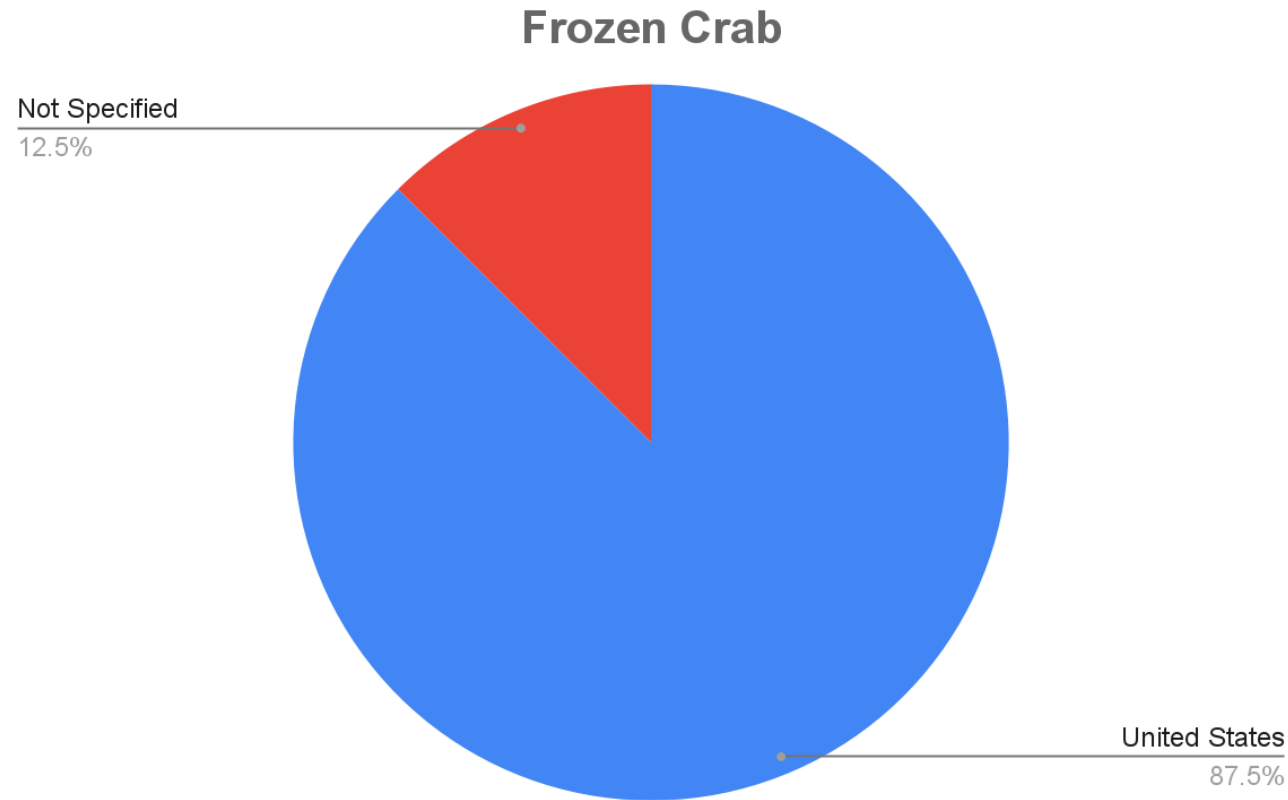
Labelling and product type

- 74% of trout products carry government-mandated labeling, while 13% feature the 'Seafood from Norway' label.
- Out of the total number of 229 packs, 36 packs are fresh trout for cooking (16%), 89 packs are frozen trout for cooking (39%), 70 packs are smoked trout (31%), 16 packs are trout sashimi slices (7%), and 18 packs are processed trout (7%).



King Crab in Selected Retail

- Overall, a total of 8 packs of King crab products were observed across the 5 stores visited in Bangkok.
- Out of the total number of 8 packs, 100% were frozen crab products.
- Out of the total number of 8 frozen crab packs, 87.5% originated from the United States, while 12.5% were of unspecified origin.



No. of Packs = 8

King crab products

Product	King Crab	
	Crab legs	Whole crab
		
Store	Gourmet Market	Makro
Store Type	High-end Supermarket	Wholesaler
Country of origin	United States	Not specified
Processor	Thammachart Seafood Retail Co. Ltd.	Not specified
Price and weight	(1,447.16 THB/484g) (2,990.00 THB/kg)	(989 THB/kg)
Price in NOK	934.38 NOK/kg	309.06 NOK/kg

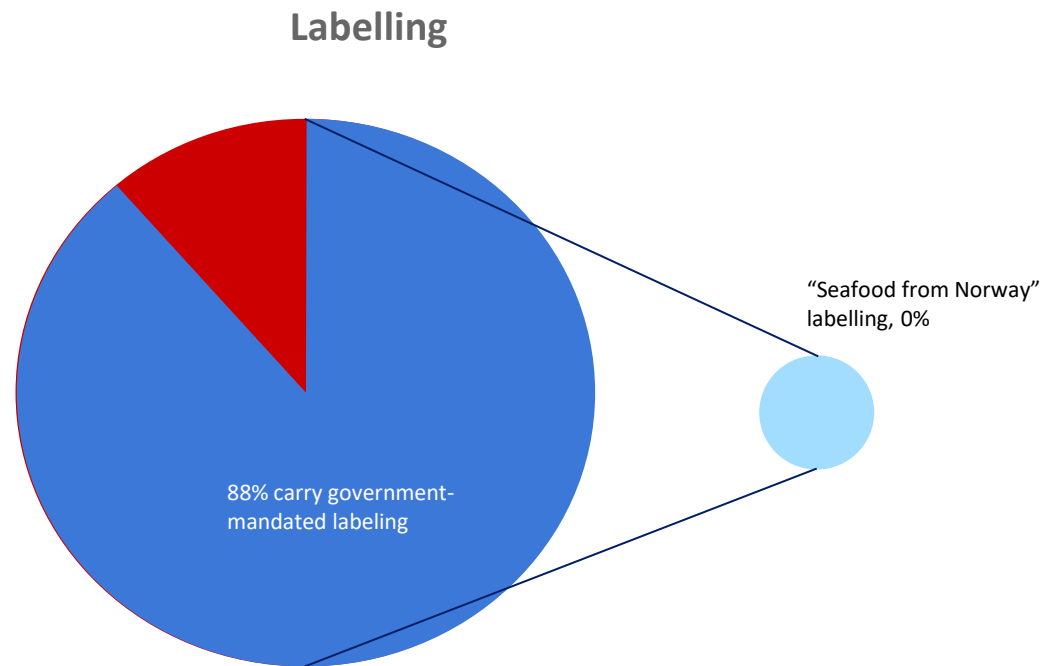
Appendix 6:

Detail of number of packs observed at stores and their countries of origin

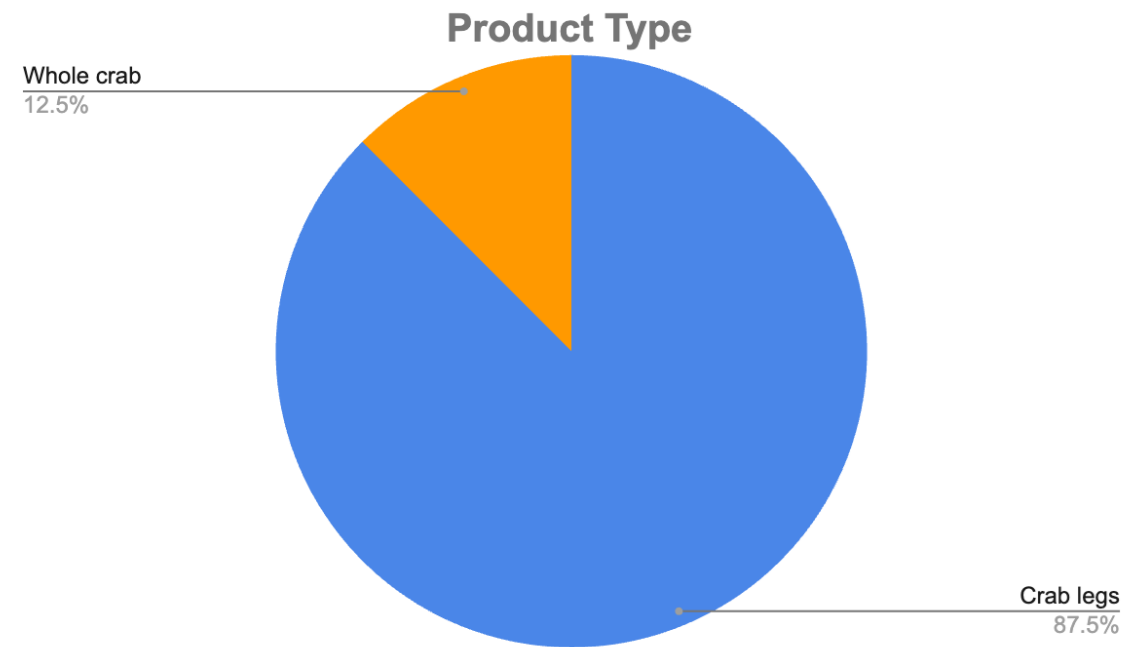
	Frozen king crab	Total
Estimated No. of SKUs	2	2
Estimated total No. of packs	8	8
Estimated total No. of packs breakdown by country of origin		
Norway	0 (0%)	0 (0%)
With “Seafood From Norway” Label	0 (0%)	0 (0%)
United States	7 (87.5%)	7 (87.5%)
Not Specified	1 (12.5%)	1 (12.5%)
TOTAL	8 (100%)	8 (100%)

Labelling and product type

- 88% of King crab products carry government-mandated labeling, while 0% feature the “Seafood from Norway” label.
- Out of the total number of packs, 87.5% are frozen crab legs and 12.5% are frozen whole crab.



No. of Packs = 8



No. of Packs = 8

Other Norwegian seafood products

Product	Other Norwegian seafood products
	Fresh Atlantic cod
	
Store	Gourmet Market
Store Type	High-end Supermarket
Country of origin	Norway
Processor	Thammachart Seafood Retail Co. Ltd.
Price and weight	(1,890 THB/kg)
Price in NOK	590.63 NOK/kg