



Report for Norwegian Seafood retail mapping study

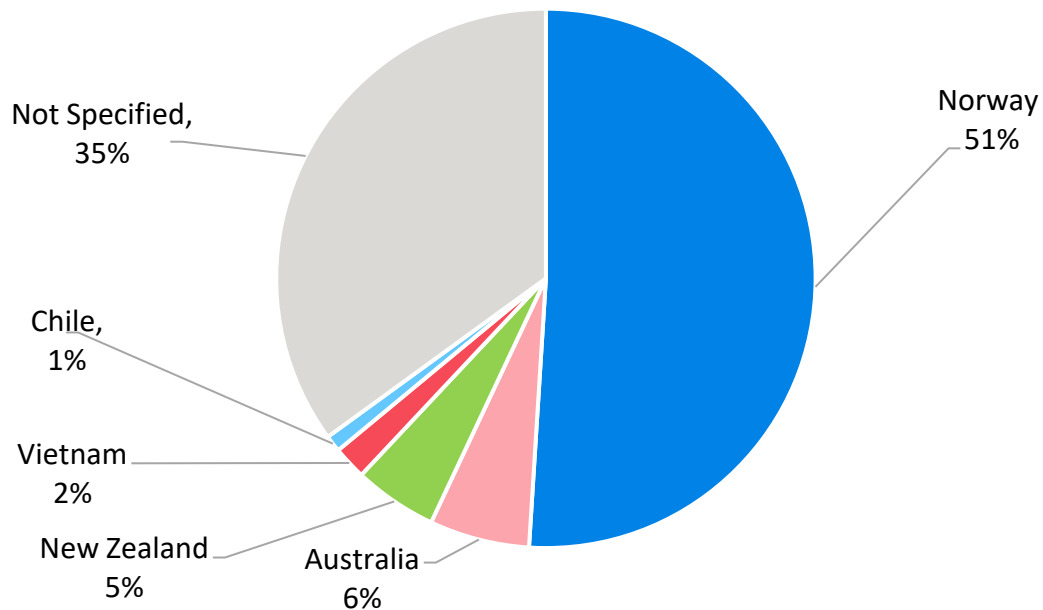
Provided by: Cascade Asia

November 2025

Seafood in Selected Retail

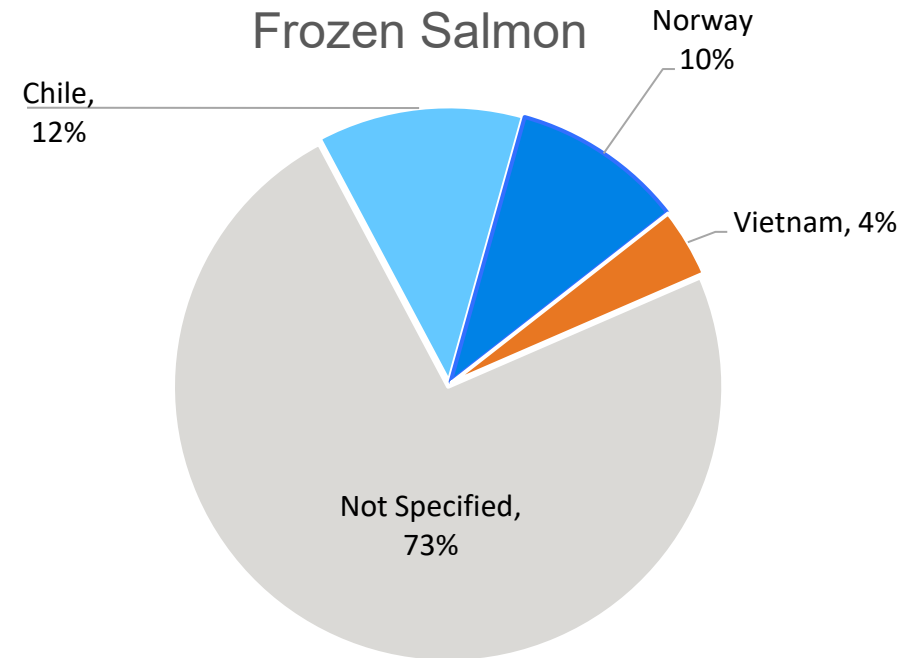
- Overall, there is an estimate of 1,665 packs of salmon in the five stores visited in Ho Chi Minh City.
- Out of the total, 726 packs are fresh salmon (43%), 480 packs are frozen salmon (29%), 15 packs are trout (1%) and the remaining ones are smoked products.
- Out of the total number of packs of fresh salmon, 51% are from Norway, the remaining ones are from New Zealand, Australia, Vietnam, Chile and not specified origin.
- Out of the total number of packs of frozen salmon, 48% are from Norway, the remaining ones are from Chile, Vietnam, and not specified origin.
- Out of the total number of packs of trout, 100% are from Norway.

Fresh Salmon



No. of Packs = 726

Frozen Salmon







No. of Packs = 480


Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter
				
Store	Emart	Emart	Winmart	Lotte Mart
Store Type	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Australia	Not specified
Processor	Thiso Retail Company Limited	Thiso Retail Company Limited	Wincommerce General Commercial Services Joint Stock Company	Not specified
Price and weight	(528,000 VND/kg)	(68,000 VND/kg)	(399,000 VND/kg)	(5,300 VND/100g) (53,000 VND/kg)
Price in NOK	206 NOK/kg	27 NOK/kg	156 NOK/kg	21 NOK/kg





Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Go!	Emart	Emart	Lotte Mart
Store Type	Supermarket	Hypermarket	Hypermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Not specified	Norway	Norway	Norway
Processor	Not specified	Thiso Retail Company Limited	Thiso Retail Company Limited	Not specified
Price and weight	(75,012 VND/188g) (399,000 VND/kg)	(118,272 VND/224g) (528,000 VND/kg)	(67,060 VND/140g) (479,000 VND/kg)	(115,134 VND/186g) (619,000 VND/kg)
Price in NOK	156 NOK/kg	206 NOK/kg	187 NOK/kg	242 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Lotte Mart	Lotte Mart	Lotte Mart	Lotte Mart
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	New Zealand	New Zealand	Norway	Norway
Processor	Not specified	Not specified	Not specified	Not specified
Price and weight	(405,280 VND/272g) (1,490,000 VND/kg)	(315,900 VND/234g) (1,350,000 VND/kg)	(186,938 VND/302g) (619,000 VND/kg)	(179,124 VND/276g) (649,000 VND/kg)
Price in NOK	582 NOK/kg	527 NOK/kg	242 NOK/kg	254 NOK/kg





Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Lotte Mart	Lotte Mart	MM Mega Market	MM Mega 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	Norway	Norway	Norway
Processor	Not specified	Not specified	MM Mega Market (Viet Nam) Company Limited	MM Mega Market (Viet Nam) Company Limited
Price and weight	(667,282 VND/1078g) (619,000 VND/kg)	(106,914 VND/206g) (519,000 VND/kg)	(153,000 VND/360g) (425,000 VND/kg)	(304,390 VND/610g) (499,000 VND/kg)
Price in NOK	242 NOK/kg	203 NOK/kg	166 NOK/kg	195 NOK/kg





Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Fillet	Fillet	Steak
				
Store	MM Mega Market	Winmart	Winmart	Go!
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Australia	Australia	Not specified
Processor	MM Mega Market (Viet Nam) Company Limited	Wincommerce General Commercial Services Joint Stock Company	Wincommerce General Commercial Services Joint Stock Company	EB Services Co., Ltd
Price and weight	(1,137,528 VND/2072g) (549,000 VND/kg)	(112,178 VND/220g) (509,900 VND/kg)	(102,801 VND/194g) (529,900 VND/kg)	(115,910 VND/346g) (335,000 VND/kg)
Price in NOK	215 NOK/kg	199 NOK/kg	207 NOK/kg	131 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Steak	Sashimi Slices	Sashimi Slices	Sashimi Slices
				
Store	Lotte Mart	Emart	Emart	Lotte Mart
Store Type	High-end Supermarket	Hypermarket	Hypermarket	High-end Supermarket
Consumption mode	For heating	For fresh consumption	For fresh consumption	For fresh consumption
Country of origin	Chile	Not Specified	Not Specified	Not Specified
Processor	Not specified	Thiso Retail Company Limited	Thiso Retail Company Limited	Not specified
Price and weight	(143,780 VND/364g) (395,000 VND/kg)	(298,000 VND/1000g) (298,000 VND/kg)	(10,000 VND/PC)	(270,000 VND/PC)
Price in NOK	155 NOK/kg	117 NOK/kg	4 NOK/PC	106 NOK/PC





Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Sashimi Slices	Sashimi Slices	Sashimi Slices	Sashimi Slices
				
Store	Lotte Mart	MM Mega Market	Winmart	Winmart
Store Type	High-end Supermarket	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	Not Specified	Not Specified	Not Specified
Processor	Not specified	MM Mega Market (Viet Nam) Company Limited	Phan Thanh Akuruhi Co., Ltd	Phan Thanh Akuruhi Co., Ltd
Price and weight	(189,000 VND/PC)	(337,662 VND/338g) (999,000 VND/kg)	(225,940 VND/286g) (790,000 VND/kg)	(276,000 VND/PC)
Price in NOK	74 NOK/PC	390 NOK/kg	309 NOK/kg	108 NOK/PC





Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Belly	Belly	Belly	Belly
				
Store	Go!	Emart	Lotte Mart	Lotte Mart
Store Type	Supermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Not Specified	Norway	Vietnam	Norway
Processor	Thiso Retail Company Limited	Thiso Retail Company Limited	Not specified	Not specified
Price and weight	(33,966 VND/306g) (111,000 VND/kg)	(70,278 VND/442g) (159,000 VND/kg)	(65,394 VND/346g) (189,000 VND/kg)	(52,448 VND/352g) (149,000 VND/kg)
Price in NOK	44 NOK/kg	63 NOK/kg	74 NOK/kg	59 NOK/kg



Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Belly	Scraps (Trimming)	Scraps (Trimming)	Heads
				
Store	Winmart	Emart	Winmart	Go!
Store Type	High-end Supermarket	Hypermarket	High-end Supermarket	Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Not Specified	Not Specified	Not Specified
Processor	Ton Phuc Nhien Company Limited	Thiso Retail Company Limited	Wincommerce General Commercial Services Joint Stock Company	EB Services Co., Ltd
Price and weight	(65,000 VND/300g) (216,667 VND/kg)	(72,114 VND/606g) (119,000 VND/kg)	(142,002 VND/966g) (147,000 VND/kg)	(49,000 VND/kg)
Price in NOK	85 NOK/kg	47 NOK/kg	58 NOK/kg	20 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Heads	Heads	Heads	Bones
				
Store	Emart	Lotte Mart	MM Mega Market	Emart
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	Hypermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Not Specified
Processor	Thiso Retail Company Limited	Not Specified	Not Specified	Thiso Retail Company Limited
Price and weight	(62,348 VND/572g) (109,000 VND/kg)	(47,838 VND/402g) (119,000 VND/kg)	(59,000 VND/kg)	(34,086 VND/494g) (69,000 VND/kg)
Price in NOK	43 NOK/kg	47 NOK/kg	24 NOK/kg	27 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon	
	Bones	Portion
		
Store	Winmart	Lotte Mart
Store Type	High-end Supermarket	High-end Supermarket
Consumption mode	For heating	For heating
Country of origin	Not Specified	New Zealand
Processor	Wincommerce General Commercial Services Joint Stock Company	Not Specified
Price and weight	(25,938 VND/262g) (99,000 VND/kg)	(197,802 VND/198g) (999,000 VND/kg)
Price in NOK	39 NOK/kg	390 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Go!	Go!	Go!	Emart
Store Type	Supermarket	Supermarket	Supermarket	Hypermarket
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Trung Son Foodstuff Corporation	Hai Nam Co., Ltd	Tan Hai Hoa Company Limited	Hai Nam Co., Ltd
Price and weight	(132,500 VND/200g)	(131,500 VND/200g)	(106,500 VND/200g)	(131,400 VND/200g)
	(662,500 VND/kg)	(657,500 VND/kg)	(532,500 VND/kg)	(657,000 VND/kg)
Price in NOK	259 NOK/kg	257 NOK/kg	208 NOK/kg	257 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Fillet	Portion	Portion	Portion
				
Store	Lotte Mart	Go!	Go!	Emart
Store Type	High-end Supermarket	Supermarket	Supermarket	Hypermarket
Country of origin	Not Specified	Not Specified	Not Specified	Chile
Processor	Sai Gon Food Joint Stock Company	Trung Son Foodstuff Corporation	Hai Nam Co., Ltd	Ocean Gift Foods Joint Stock Company
Price and weight	(127,500 VND/200g) (637,500 VND/kg)	(112,000 VND/200g) (560,000 VND/kg)	(131,500 VND/200g) (657,500 VND/kg)	(129,200 VND/200g) (646,000 VND/kg)
Price in NOK	249 NOK/kg	219 NOK/kg	257 NOK/kg	252 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Portion	Portion	Portion	Portion
				
Store	Lotte Mart	Lotte Mart	Lotte Mart	MM Mega Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Chile	Vietnam	Vietnam	Not Specified
Processor	Ocean Gift Foods Joint Stock Company	Mowi Vietnam Company Limited	Mowi Vietnam Company Limited	Hai Nam Co., Ltd
Price and weight	(129,000 VND/200g) (645,000 VND/kg)	(139,000 VND/200g) (695,000 VND/kg)	(179,000 VND/200g) (895,000 VND/kg)	(199,000 VND/500g) (398,000 VND/kg)
Price in NOK	252 NOK/kg	272 NOK/kg	350 NOK/kg	156 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Portion	Portion	Portion	Steak
				
Store	MM Mega Market	MM Mega Market	Winmart	Go!
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Supermarket
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd	Hai Nam Co., Ltd	Tan Hai Hoa Company Limited
Price and weight	(199,000 VND/500g)	(236,160 VND/640g)	(199,000 VND/500g)	(106,500 VND/300g)
	(398,000 VND/kg)	(369,000 VND/kg)	(398,000 VND/kg)	(532,500 VND/kg)
Price in NOK	156 NOK/kg	144 NOK/kg	156 NOK/kg	139 NOK/kg





Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Steak	Steak	Steak	Belly
				
Store	Lotte Mart	Winmart	Winmart	Lotte Mart
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Chile	Not Specified	Chile	Norway
Processor	KOME88 Co., Ltd	Trung Son Hung Yen Foodstuff Corporation	Branch Of Hoang Le Trading Company Limited Ho Chi Minh City	Seafood Farmers of Norway AS
Price and weight	(119,000 VND/300g) (396,667 VND/kg)	(123,000 VND/200g) (615,000 VND/kg)	(180,000 VND/500g) (360,000 VND/kg)	(77,000 VND/500g) (154,000 VND/kg)
Price in NOK	155 NOK/kg	240 NOK/kg	141 NOK/kg	61 NOK/kg






Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Belly	Belly	Fins	Fins
				
Store	Winmart	Winmart	Go!	Go!
Store Type	High-end Supermarket	High-end Supermarket	Supermarket	Supermarket
Country of origin	Not Specified	Norway	Not Specified	Not Specified
Processor	Tan Hai Hoa Company Limited	HOFSETH AALEAUND AS	Tan Hai Hoa Company Limited	Sai Gon Food Joint Stock Company
Price and weight	(63,000 VND/500g) (126,000 VND/kg)	(77,500 VND/500g) (155,000 VND/kg)	(103,500 VND/500g) (207,000 VND/kg)	(52,000 VND/500g) (104,000 VND/kg)
Price in NOK	50 NOK/kg	61 NOK/kg	81 NOK/kg	41 NOK/kg





Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Fins	Fins	Fins	Fins
				
Store	Emart	Lotte Mart	MM Mega Market	Winmart
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Not Specified	Norway	Not Specified	Not Specified
Processor	Sai Gon Food Joint Stock Company	Seafood Farmers of Norway AS	Hai Nam Co., LTD	Sai Gon Food Joint Stock Company
Price and weight	(65,100 VND/500g) (130,200 VND/kg)	(72,000 VND/500g) (144,000 VND/kg)	(79,000 VND/500g) (158,000 VND/kg)	(59,600 VND/500g) (119,200 VND/kg)
Price in NOK	51 NOK/kg	57 NOK/kg	62 NOK/kg	47 NOK/kg





Frozen Salmon Products in Selected Retail

Product	Frozen salmon				
	Smoked slices	Smoked slices	Smoked slices	Smoked slices	Smoked slices
					
Store	Go!	MM Mega Market	MM Mega Market	MM Mega Market	MM Mega Market
Store Type	Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Norway	Norway	Norway	Not Specified
Processor	Trung Son Foodstuff Corporation	Trung Son Foodstuff Corporation	Trung Son Foodstuff Corporation	Trung Son Foodstuff Corporation	Caspiar Caviar Co., Ltd
Price and weight	(91,500 VND/100g)		(486,000 VND/500g)	(119,000 VND/100g)	(265,000 VND/200g)
	(915,000 VND/kg)	(962,000 VND/kg)	(972,000 VND/kg)	(1,190,000 VND/kg)	(1,325,000 VND/kg)
Price in NOK	357 NOK/kg	376 NOK/kg	380 NOK/kg	465 NOK/kg	517 NOK/kg



Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Smoked slices	Smoked slices	Smoked slices	Smoked slices
				
Store	MM Mega Market	MM Mega Market	Winmart	Winmart
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	Caspiar Caviar Co., Ltd	Caspiar Caviar Co., Ltd	T&P Trading Freshfoods Company Limited	T&P Trading Freshfoods Company Limited
Price and weight	(432,000 VND/500g)	(265,000 VND/200g)	(95,900 VND/100g)	(184,700 VND/200g)
	(864,000 VND/kg)	(1,325,000 VND/kg)	(959,000 VND/kg)	(923,500 VND/kg)
Price in NOK	337 NOK/kg	517 NOK/kg	375 NOK/kg	361 NOK/kg





Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Smoked slices	Heads	Heads	Heads
				
Store	Winmart	Go!	Go!	Go!
Store Type	High-end Supermarket	Supermarket	Supermarket	Supermarket
Country of origin	Norway	Not Specified	Not Specified	Norway
Processor	Caspiar Caviar Co., Ltd	Foodymart Co., Ltd	Sai Gon Food Joint Stock Company	Foodymart Co., Ltd
Price and weight	(140.000 VND/100g)	(49,000 VND/500g)	(76,500 VND/500g)	(49,900 VND/500g)
	(1,140,000 VND/kg)	(98,000 VND/kg)	(153,000 VND/kg)	(99,800 VND/kg)
Price in NOK	445 NOK/kg	39 NOK/kg	60 NOK/kg	39 NOK/kg





Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Heads	Heads	Heads	Heads
				
Store	Emart	Lotte Mart	Winmart	Winmart
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Not Specified	Not Specified	Not Specified	Norway
Processor	Sai Gon Food Joint Stock Company	Tan Hai Hoa Company Limited	Sai Gon Food Joint Stock Company	Ton Phuc Nhien Company Limited
Price and weight	(76,000 VND/500g)	(55,000 VND/500g)	(76,500 VND/500g)	(59,600 VND/500g)
	(152,000 VND/kg)	(110,000 VND/kg)	(153,000 VND/kg)	(119,200 VND/kg)
Price in NOK	60 NOK/kg	43 NOK/kg	60 NOK/kg	47 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Sashimi Slices	Marinated salmon	Marinated salmon	Marinated salmon
				
Store	Winmart	Go!	Emart	Emart
Store Type	High-end Supermarket	Supermarket	Hypermarket	Hypermarket
Country of origin	Not Specified	Not Specified	Not Specified	Not Specified
Processor	Trung Son Hung Yen Foodstuff Corporation	Sai Gon Food Joint Stock Company	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd
Price and weight	(87,000 VND/120g)	(67,000 VND/500g)	(133,300 VND/180g)	(133,300 VND/180g)
	(725,000 VND/kg)	(134,000 VND/kg)	(740,556 VND/kg)	(740,556 VND/kg)
Price in NOK	283 NOK/kg	53 NOK/kg	289 NOK/kg	289 NOK/kg


Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Marinated salmon	Marinated salmon	Marinated salmon	Marinated salmon
				
Store	Emart	Emart	Emart	Lotte Mart
Store Type	Hypermarket	Hypermarket	Hypermarket	High-end Supermarket
Country of origin	Not Specified	Not Specified	Not Specified	Vietnam
Processor	Tran Gia Production Trading Service Co., Ltd	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company	Mowi Vietnam Company Limited
Price and weight	(133,300 VND/180g)	(128,400 VND/300g)	(72,300 VND/500g)	(179,000 VND/200g)
	(740,556 VND/kg)	(428,000 VND/kg)	(144,600 VND/kg)	(895,000 VND/kg)
Price in NOK	289 NOK/kg	167 NOK/kg	57 NOK/kg	350 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Marinated salmon	Marinated salmon	Marinated salmon	Marinated salmon
				
Store	Lotte Mart	Lotte Mart	Lotte Mart	MM Mega Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Vietnam	Vietnam	Vietnam	Not Specified
Processor	Mowi Vietnam Company Limited	Mowi Vietnam Company Limited	Mowi Vietnam Company Limited	Tran Gia Production Trading Service Co., Ltd
Price and weight	(199,000 VND/200g) (995,000 VND/kg)	(139,000 VND/200g) (695,000 VND/kg)	(179,000 VND/200g) (895,000 VND/kg)	(149,000 VND/kg)
Price in NOK	389 NOK/kg	272 NOK/kg	350 NOK/kg	59 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Marinated salmon	Marinated salmon	Marinated salmon	Marinated salmon
				
Store	MM Mega Market	MM Mega Market	MM Mega Market	Winmart
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	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company
Price and weight	(149,000 VND/kg)	(149,000 VND/kg)	(66,000 VND/500g) (132,000 VND/kg)	(66,000 VND/500g) (132,000 VND/kg)
Price in NOK	59 NOK/kg	59 NOK/kg	52 NOK/kg	52 NOK/kg

Frozen Salmon Products in Selected Retail

Product	Frozen salmon	
	Others	Others
		
Store	Go!	MM Mega Market
Store Type	Supermarket	High-end Supermarket
Country of origin	Not Specified	Japan
Processor	Tan Hai Hoa Company Limited	Okamura Foods Co. LTD The Second Factory
Price and weight	(95,000 VND/500g)	(210,000 VND/250g)
	(190,000 VND/kg)	(840,000 VND/kg)
Price in NOK	75 NOK/kg	328 NOK/kg

Frozen Trout Products in Selected Retail

Product	Frozen trout			
	Smoked slices	Smoked slices	Smoked slices	Smoked slices
				
Store	Lotte Mart	Emart	Lotte Mart	Lotte Mart
Store Type	High-end Supermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Norway	Norway	Norway
Processor	Leroy Fossen AS	Leroy Fossen AS	Leroy Fossen AS	Leroy Fossen AS
Price and weight	369,000 VND/ 200g (1,845,000 VND/kg)	(148,000 VND/100g) (1,480,000 VND/kg)	(369,000 VND/200g) (1,845,000 VND/kg)	(169,000 VND/100g) (1,690,000 VND/kg)
Price in NOK	720 NOK/kg	578 NOK/kg	720 NOK/kg	660 NOK/kg

Appendix 1:

The ten stores for retail observation in Ho Chi Minh City from **November 8th – November 16th, 2025**

Supermarket	Hypermarket	High-end supermarkets	High-end supermarkets	High-end supermarkets
				
				
792 Nguyen Kiem, Hanh Thong Ward, Ho Chi Minh City	No. 366 Phan Van Tri, An Nhon Ward, Ho Chi Minh City	469 Nguyen Huu Tho, Tan Hung Ward, Ho Chi Minh City	No. 161 Vo Nguyen Giap, An Khanh Ward, Ho Chi Minh City	Vincom Mega Mall Thao Dien, No. 161 Vo Nguyen Giap, An Khanh Ward, Ho Chi Minh City

Appendix 2:

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

	Fresh salmon	Frozen salmon	Trout	Smoked and others	Total
Estimated No. of SKUs	43	37	4	427	96
Estimated total No. of packs	726	480	15	4444	1665
Estimated total No. of packs breakdown by country of origin					
Norway	367 (51%)	48 (10%)	15 (100%)	141 (32%)	571 (34%)
With “Seafood From Norway” Label	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Chile	5 (1%)	59 (12%)	0 (0%)	0 (0%)	64 (4%)
Japan	0 (0%)	0 (0%)	0 (0%)	4 (1%)	4 (0%)
Australia	47 (6%)	0 (0%)	0 (0%)	0 (0%)	47 (3%)
New Zealand	33 (5%)	0 (0%)	0 (0%)	0 (0%)	33 (2%)
Vietnam	15 (2%)	21 (4%)	0 (0%)	69 (16%)	105 (6%)
Not Specified	259 (35%)	352 (74%)	0 (0%)	230 (51%)	841 (51%)
TOTAL	726 (100%)	480 (100%)	15 (100%)	444 (100%)	1,665 (100%)

Appendix 3:

There are signs regarding salmon in Lotte Mart and Winmart:



Fresh everyday
365 Fresh

From fresh seafood sources every day.
Salmon Fillet
61,900 Đ/100G

Tươi mới mỗi ngày
365 Fresh

Từ nguồn hải sản tươi sống mỗi ngày
Cá hồi phi lê
61,900 Đ/100G



Weekend Promotion
Cheaper Price
26% We are Fresh Frozen Food

Imported Frozen Salmon Steak
FR WRF (413395)
Frozen Salmon – Core WRF
349,000 VND
259,000 VND/Kg

Applied from 14/11 – 16/11/2025

Khuyến mại cuối tuần
Hơn cả Giá Rẻ Price Saver
26% We are Fresh Thực phẩm đông lạnh

Ca Hoi NK Cat Khoanh 200G
DL WRF (413395)
Frozen Salmon – Core WRF
349,000 Đ
259,000 Đ/Kg

Áp Dụng Từ 14/11 – 16/11/2025

Appendix 4:

There are signs regarding salmon in Emart:



Premium
Norway Salmon

- Imported by Air
- Always fresh
- High protein, vitamin D, omega-3

Premium
Cá hồi Nauy

- Nhập khẩu bằng đường hàng không
- Luôn luôn tươi ngon
- Giàu protein, vitamin D, omega-3



Just Fresh
Smart Choice
Smarter's Choice

Seafood From Norway

600g Bigsize

Featured tiger stripes on the back
Norway Jumbo Mackerel

Just Fresh
Sự lựa chọn đúng đắn
Smarter's Choice

Seafood From Norway

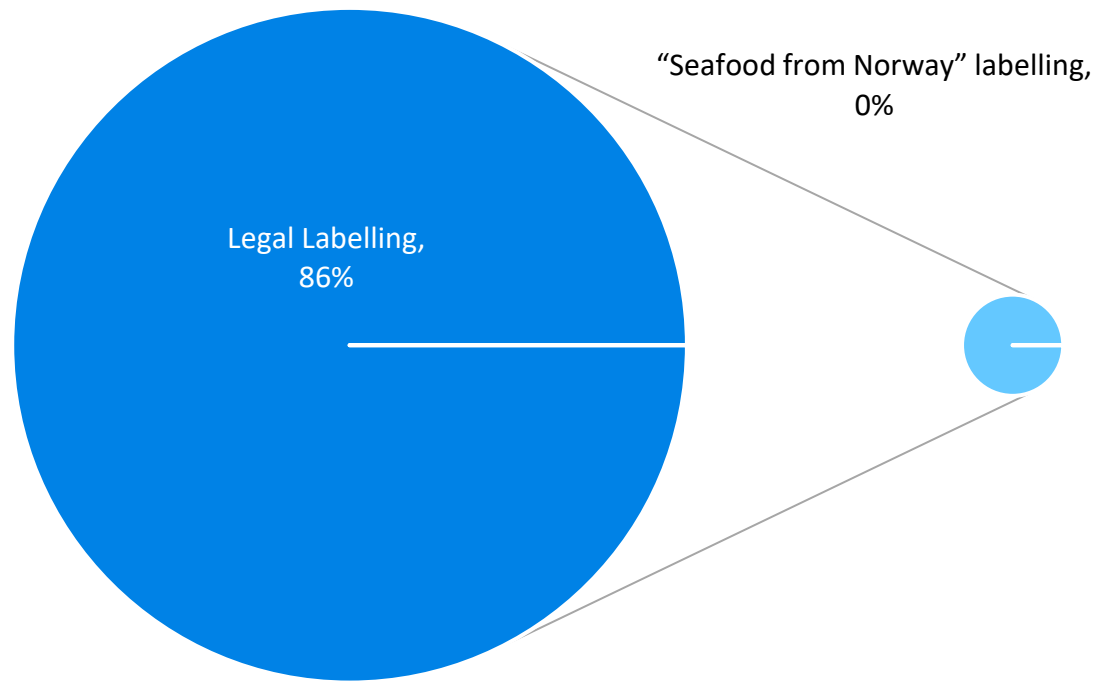
600g Bigsize

Vằn hổ đặc trưng trên lưng cá
Cá Saba Jumbo Nauy

Labelling and product type

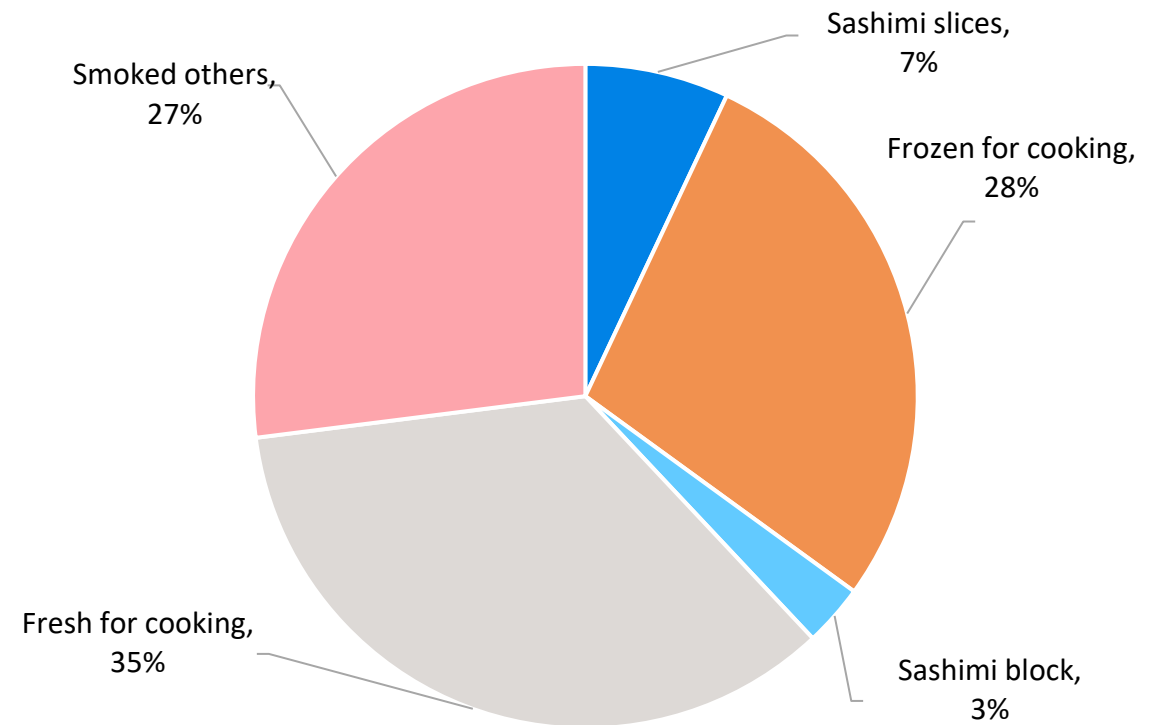
- Out of total, 1435 salmon products have legal labelling (86%), and 0% have "Seafood from Norway" labelling.
- There is a total of 1,665 packs of salmon products, including 124 packs of sashimi slices (7%), 473 packs of frozen for cooking (28%), 50 packs of sashimi block (3%), 559 packs of fresh for cooking (35%), and 444 packs of smoked others (27%).

Labelling



No. of Packs = 1,665

Product type

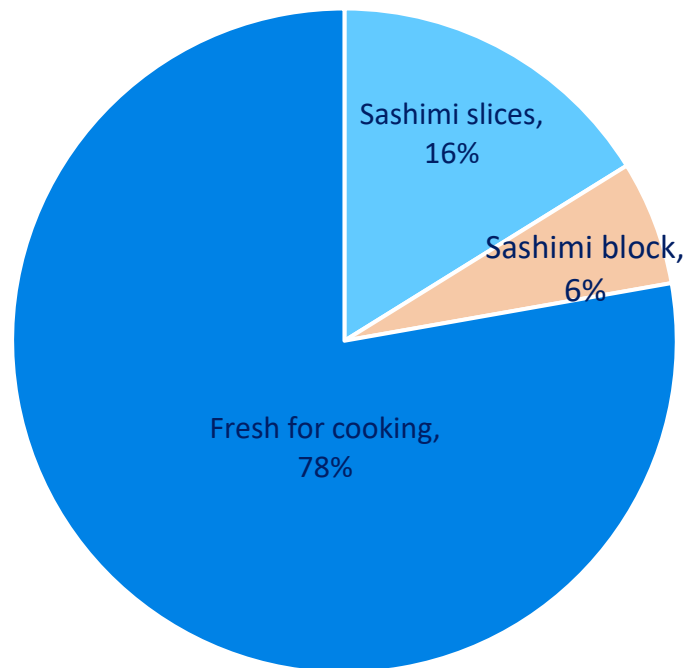


No. of Packs = 1,665

Fresh Salmon Breakdown by Product Type

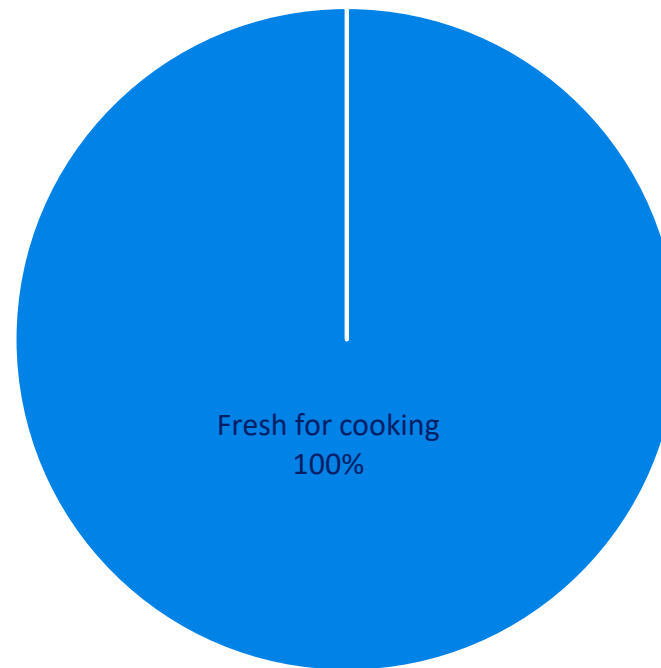
- There is a total of 726 packs of fresh salmon, including, 117 packs of sashimi slices (16%), 50 packs of sashimi block (6%), and 559 packs of fresh for cooking (77%).
- For Norwegian fresh salmon, there is a total of 367 packs, 100% packs are fresh for cooking (87%).
- For fresh salmon from other origins, there is a total of 359 packs, including 192 packs of fresh for cooking (53%), 117 packs of sashimi slices (33%) and 50 packs of sashimi block (14%)

Total Fresh Salmon



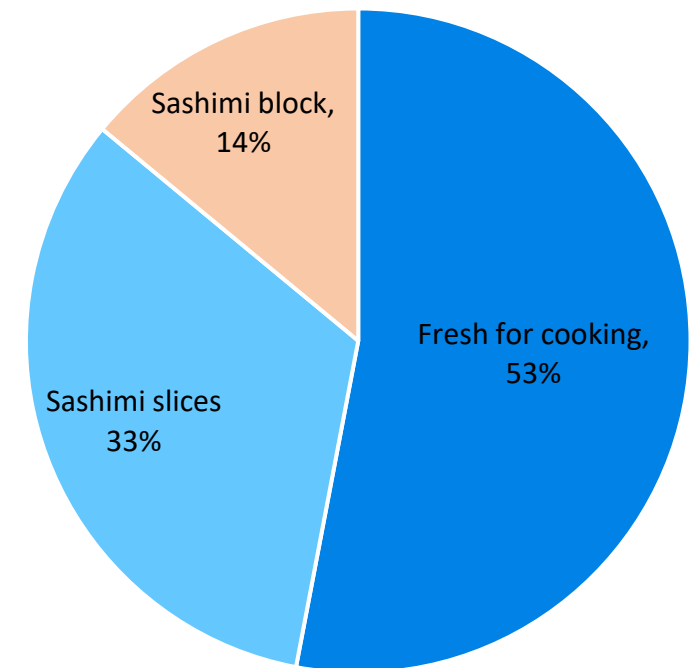
No. of Packs = 726

Norwegian Fresh Salmon



No. of Packs = 367

Fresh Salmon from Other Origins

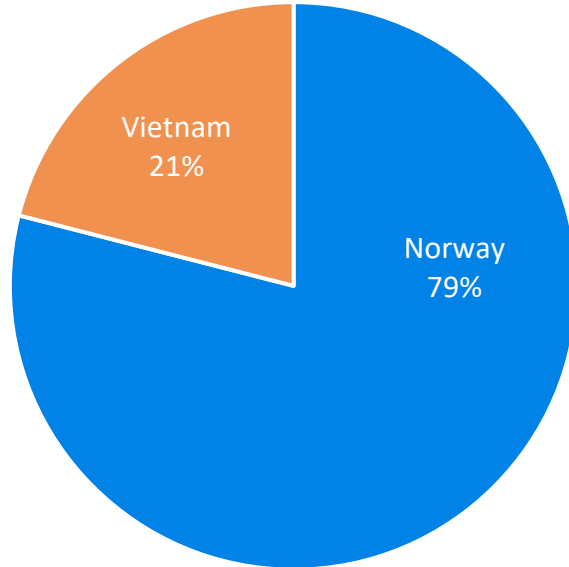


No. of Packs = 359

Mackerel in Selected Retail

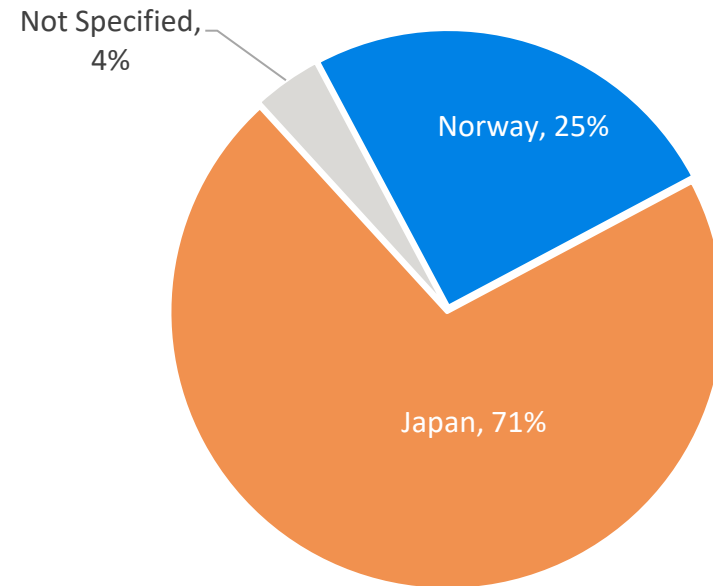
- Overall, there is an estimate of 295 packs of mackerel in the five stores visited in Ho Chi Minh City.
- Out of the total, 11 packs are from fresh mackerel (4%), 68 packs are frozen mackerel (23%), and 216 packs are marinated mackerel (73%).
- Out of the total number of packs of fresh mackerel, 100% are from Norway.
- Out of the total number of packs of frozen mackerel, 79% are from Norway, 21% are from Vietnam the remaining ones are from not specified origin.
- Out of the total number of packs of marinated mackerel, 25% are from Norway, 71% are from Japan and the remaining ones are from not specified origin.

Frozen Mackerel




No. of Packs = 68

Marinated Mackerel



No. of Packs = 216

Fresh Mackerel Products in Selected Retail

Product	Fresh mackerel
	Fresh mackerel counter
	
Store	Emart
Store Type	Hypermarket
Consumption mode	For fresh consumption
Country of origin	Norway
Processor	
Price and weight	(195,000 VND/kg)
Price in NOK	77 NOK/kg

Mackerel Products in Selected Retail

Product	Mackerel Products				
	Whole fish	Whole fish	Whole fish	Marinated mackerel	Marinated mackerel
					
Store	Lotte Mart	MM Mega Market	Winmart	Emart	Emart
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Hypermarket	Hypermarket
Country of origin	Norway	Norway	Vietnam	Japan	Japan
Processor	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company	TC Food Company Limited	Tran Gia Production Trading Service Co., Ltd	Tran Gia Production Trading Service Co., Ltd
Price and weight	(85,000 VND/500g)	(83,000 VND/500g)	(50,000 VND/250g)	(86,700 VND/550g)	(86,700 VND/550g)
	(170,000 VND/kg)	(166,000 VND/kg)	(200,000 VND/kg)	(157,636 VND/kg)	(157,636 VND/kg)
Price in NOK	67 NOK/kg	65 NOK/kg	78 NOK/kg	62 NOK/kg	62 NOK/kg




Mackerel Products in Selected Retail

Product	Mackerel Products				
	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel
					
Store	Emart	Emart	Emart	Lotte Mart	MM Mega Market
Store Type	Hypermarket	Hypermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Country of origin	Japan	Japan	Norway	Norway	Japan
Processor	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company	Tran Gia Production Trading Service Co., Ltd
Price and weight	(97,100 VND/600g)	(119,100 VND/600g)	(73,900 VND/270g)	(79,000 VND/270g)	(89,000 VND/550g)
	(161,833 VND/kg)	(198,500 VND/kg)	(273,703 VND/kg)	(292,593 VND/kg)	(161,818 VND/kg)
Price in NOK	64 NOK/kg	78 NOK/kg	107 NOK/kg	115 NOK/kg	64 NOK/kg

Mackerel Products in Selected Retail

Product	Mackerel Products				
	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel	Marinated mackerel
					
Store	MM Mega Market	MM Mega Market	Winmart	Winmart	Winmart
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Japan	Not Specified	Japan	Japan
Processor	Ocean Gift Foods Joint Stock Company	Sai Gon Food Joint Stock Company	Trung Son Hung Yen Foodstuff Corporation	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company
Price and weight	(99,000 VND/400g)	(112,000 VND/600g)	(69,000 VND/200g)	(91,700 VND/600g)	(92,600 VND/600g)
	(247,500 VND/kg)	(186,667 VND/kg)	(345,000 VND/kg)	(152,833 VND/kg)	(154,333 VND/kg)
Price in NOK	97 NOK/kg	73 NOK/kg	135 NOK/kg	60 NOK/kg	61 NOK/kg

Mackerel Products in Selected Retail

Product	Mackerel Products			
	Fillet	Fillet	Fillet	Fillet
				
Store	Go!	Go!	Lotte Mart	Winmart
Store Type	Supermarket	Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Norway	Norway	Norway
Processor	Tan Hai Hoa Company Limited	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company	Ocean Gift Foods Joint Stock Company
Price and weight	(52,500 VND/200g) (262,500 VND/kg)	(60,000 VND/250g) (240.000 VND/kg)	(60,000 VND/250g) (240.000 VND/kg)	(65,000 VND/250g) (260.000 VND/kg)
Price in NOK	103 NOK/kg	94 NOK/kg	94 NOK/kg	102 NOK/kg

Appendix 5:

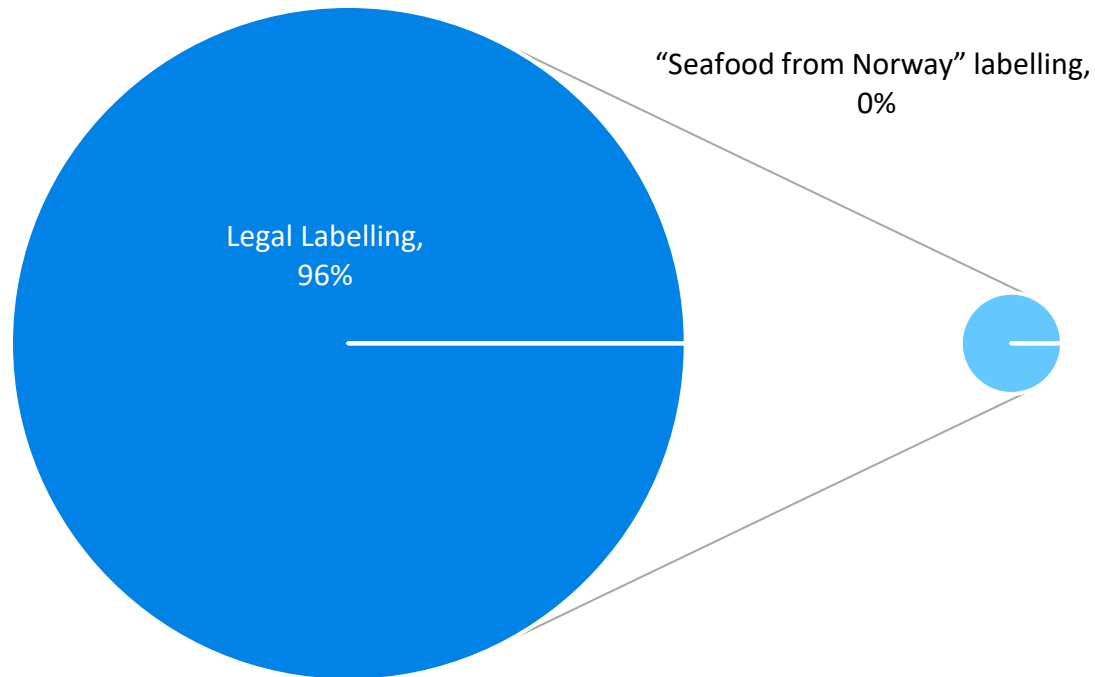
Detail of number of packs observed at stores and their countries of origin

	Fresh mackerel	Frozen mackerel	Smoked others	Total
Estimated No. of SKUs	1	7	12	20
Estimated total No. of packs	11	68	216	295
Estimated total No. of packs breakdown by country of origin				
Norway	11	54 (79%)	53 (25%)	118 (40%)
With "Seafood From Norway" Label	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Chile	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Japan	0 (0%)	0 (0%)	154 (71%)	154 (52%)
New Zealand	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Vietnam	0 (0%)	14 (21%)	0 (0%)	14 (5%)
Not Specified	0 (0%)	0 (0%)	9 (4%)	9 (3%)
TOTAL	11 (100%)	68 (100%)	216 (100%)	295 (100%)

Labelling and product type

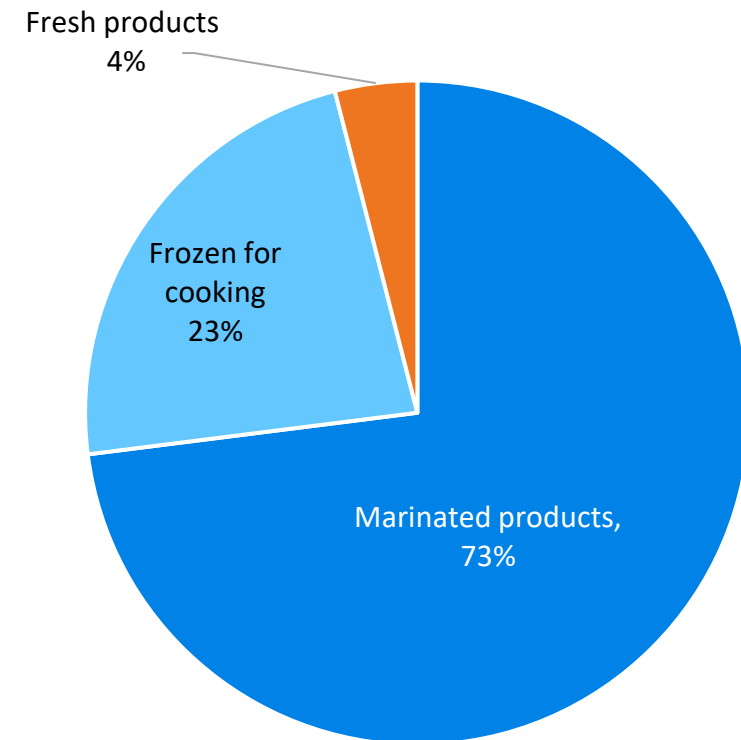
- Out of total, 284 mackerel products have legal labelling (96%), and 0% have "Seafood from Norway" labelling.
- There is a total of 295 packs of mackerel products, including 11 fresh for cooking, 68 frozen for cooking and 216 marinated products.

Labelling



No. of Packs = 295

Product type

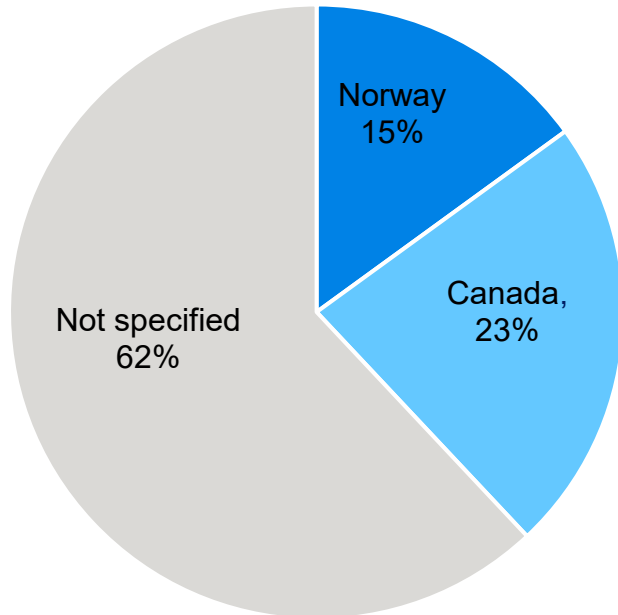


No. of Packs = 295

Capelin in Selected Retail

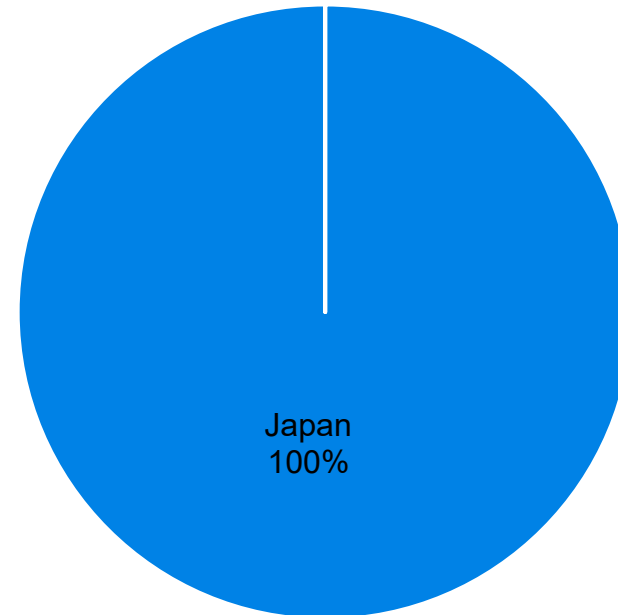
- Overall, there is an estimate of 261 packs of capelin in the five stores visited in Ho Chi Minh City.
- Out of the total, 67% are frozen capelin and 33% are marinated capelin.
- Out of the total, 10% are from Norway, 16% are from Canada, and the remaining ones are from not specified origin.

Frozen Capelin



No. of Packs = 175

Marinated Capelin








No. of Packs = 86






Capelin Products in Selected Retail

Product	Capelin				
	Whole fish	Whole fish	Whole fish	Whole fish	Whole fish
					
Store	Go!	Go!	Go!	Go!	Go!
Store Type	Supermarket	Supermarket	Supermarket	Supermarket	Supermarket
Country of origin	Not Specified	Norway/ Canada	Not Specified	Norway	Norway
Processor	Foodymart Co., Ltd	TH Greenfood Co.,Ltd	Tan Hai Hoa Company Limited	Nils Sperre AS	Nils Sperre AS
Price and weight	(84,000 VND/500g) (168,000 VND/kg)	(91,000 VND/400g) (227,500 VND/kg)	(37,700 VND/500g) (75,400 VND/kg)	(59,000 VND/400g) (147,500 VND/kg)	(96,500 VND/400g) (241,250 VND/kg)
Price in NOK	66 NOK/kg	89 NOK/kg	30 NOK/kg	58 NOK/kg	95 NOK/kg






Capelin Products in Selected Retail

Product	Capelin				
	Whole fish	Whole fish	Whole fish	Whole fish	Whole fish
					
Store	Go!	Go!	Go!	Go!	Emart
Store Type	Supermarket	Supermarket	Supermarket	Supermarket	Hypermarket
Country of origin	Not Specified	Not Specified	Not Specified	Norway	Canada
Processor	Dong Do Process Food Co., Ltd	Tan Hai Hoa Company Limited	Tan Hai Hoa Company Limited	Foodymart Co., Ltd	Quinlan Brothers Limited
Price and weight	(101,500 VND/400g) (253,750 VND/kg)	(71,900 VND/500g) (143,800 VND/kg)	(39,800 VND/200g) (199,000 VND/kg)	(95,500 VND/500g) (191,000 VND/kg)	(72,600 VND/400g) (181,000 VND/kg)
Price in NOK	99 NOK/kg	57 NOK/kg	78 NOK/kg	75 NOK/kg	71 NOK/kg

Capelin Products in Selected Retail

Product	Capelin				
	Whole fish	Whole fish	Whole fish	Whole fish	Whole fish
					
Store	E-mart	Lotte Mart	Lotte Mart	Lotte Mart	Winmart
Store Type	Hypermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Canada	Not Specified	Canada	Not Specified	Not Specified
Processor	Thiso Retail Company Limited	Tan Hai Hoa Company Limited	Bay Roberts Seafoods Limited	Tan Hai Hoa Company Limited	Tan Hai Hoa Company Limited
Price and weight	(39,072 VND/264g) (148,000 VND/kg)	(44,900 VND/500g) (89,800 VND/kg)	(89,000 VND/500g) (178,000 VND/kg)	(64,900 VND/300g) (216,333 VND/kg)	(33,600 VND/500g) (67,200 VND/kg)
Price in NOK	58 NOK/kg	36 NOK/kg	70 NOK/kg	85 NOK/kg	27 NOK/kg

Capelin Products in Selected Retail

Product	Capelin				
	Whole fish	Whole fish	Whole fish	Marinated capelin	Marinated capelin
					
Store	Winmart	Winmart	Winmart	Go!	Emart
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Supermarket	Hypermarket
Country of origin	Canada	Canada	Not Specified	Not Specified	Not Specified
Processor	Bay Roberts Seafoods Limited	Bay Roberts Seafoods Limited	Tan Hai Hoa Company Limited	Sai Gon Food Joint Stock Company	Sai Gon Food Joint Stock Company
Price and weight	(39,072 VND/200g)	(89,900 VND/500g)	(36,600 VND/200g)	(55,100 VND/250g)	(55,100 VND/250g)
	(195,360 VND/kg)	(179,800 VND/kg)	(183,000 VND/kg)	(220,400 VND/kg)	(220,400 VND/kg)
Price in NOK	77 NOK/kg	71 NOK/kg	72 NOK/kg	86 NOK/kg	86 NOK/kg

Capelin Products in Selected Retail

Product	Capelin
	Marinated capelin
	
Store	Winmart
Store Type	High-end Supermarket
Country of origin	Not Specified
Processor	Sai Gon Food Joint Stock Company
Price and weight	(54,500 VND/250g)
	(218,000 VND/kg)
Price in NOK	86 NOK/kg

Appendix 5:

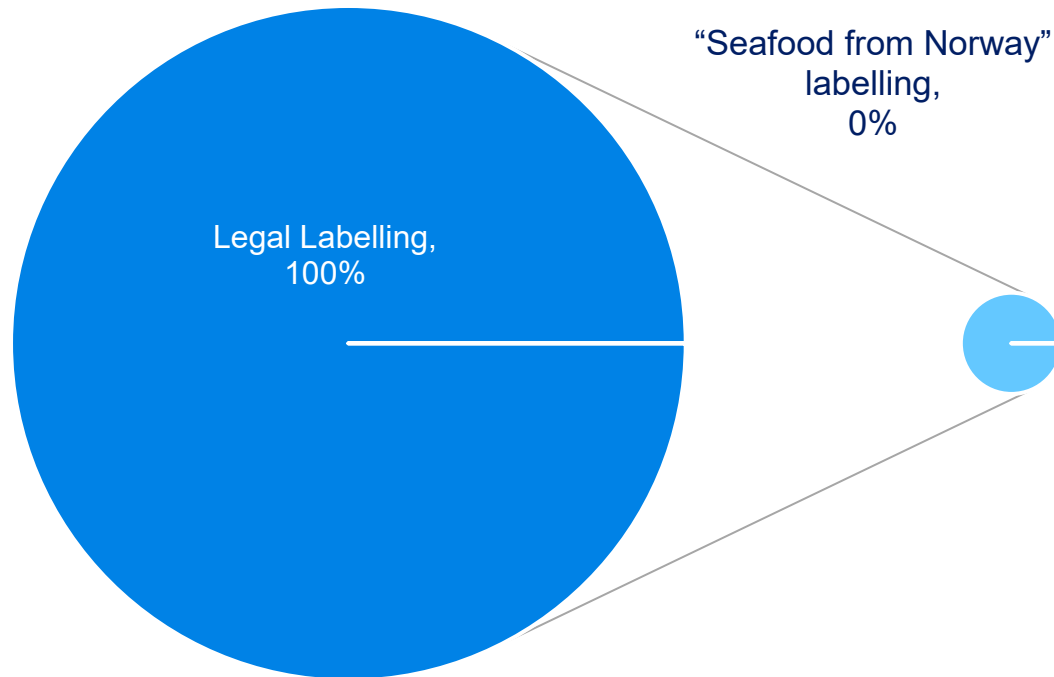
Detail of number of packs observed at stores and their countries of origin

	Frozen capelin	Marinated Capelin	Total
Estimated No. of SKUs	18	3	21
Estimated total No. of packs	175	86	261
Estimated total No. of packs breakdown by country of origin			
Norway	27 (15%)	0 (0%)	27 (9%)
With "Seafood From Norway" Label	0 (0%)	0 (0%)	0 (0%)
Chile	0 (0%)	0 (0%)	0 (0%)
Denmark (Faroe Islands)	0 (0%)	0 (0%)	0 (0%)
Canada	41 (23%)	0 (0%)	41 (14%)
Vietnam	0 (0%)	0 (0%)	0 (0%)
Not Specified	107 (62%)	86 (100%)	193 (65%)
TOTAL	175 (100%)	86 (100%)	1,069 (100%)

Labelling and product type

- All capelin products have legal labelling, and 0% have "Seafood from Norway" labelling.
- There is a total of 261 packs of capelin products. Out of total, 100% are frozen for cooking.

Labelling



No. of Packs = 261

Product type

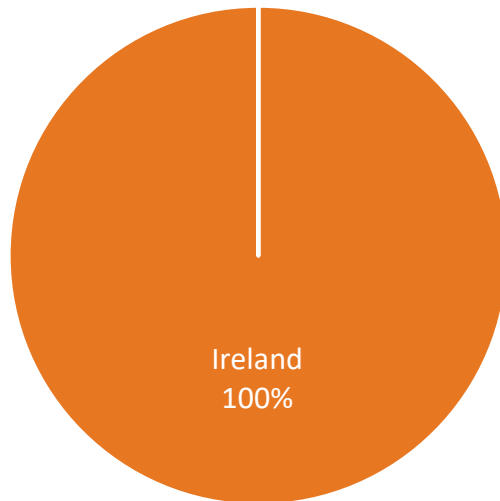


No. of Packs = 261

Crab in Selected Retail

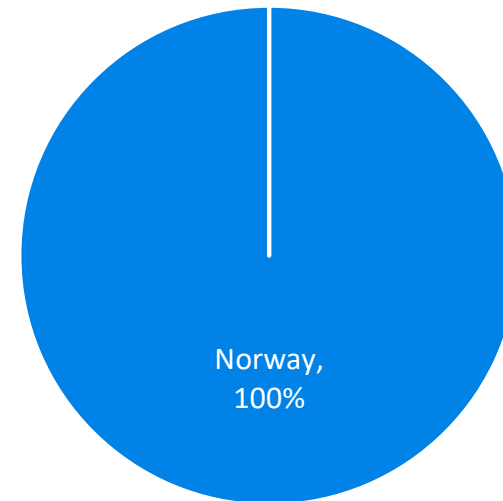
- Overall, there is an estimate of 282 packs of crab in the five stores visited in Ho Chi Minh City.
- Out of the total, 10% are brown crab, 1% are king crab and the remaining one are others.
- Out of the total, 100% king crab are from Norway and 100% brown crab are from Ireland.

Brown Crab








No. of Packs = 29

King Crab








No. of Packs = 3





Other Norwegian food products

Product	Crab				
	Whole crab	Whole crab	Whole crab	Whole crab	Whole crab
					
Store	Go!	Go!	Emart	Lotte Mart	Lotte Mart
Store Type	Supermarket	Supermarket	Hypermarket	High-end Supermarket	High-end Supermarket
Country of origin	Vietnam	Vietnam	Vietnam	Vietnam	Vietnam
Processor	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	(339,000 VND/kg)	(369,000 VND/kg)	(790,000 VND/kg)	279,950 VND/550g (509,000 VND/kg)	221,910 VND/390g (569,000 VND/kg)
Price in NOK	133 NOK/kg	144 NOK/kg	309 NOK/kg	199 NOK/kg	222 NOK/kg






Other Norwegian food products

Product	Crab				
	Whole crab	Whole crab	Whole crab	Whole crab	Whole crab
					
Store	Lotte Mart	Lotte Mart	Lotte Mart	Lotte Mart	MM Mega Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Norway	Vietnam	Vietnam	Shanghai	Vietnam
Processor	Not Specified	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	(2,799,000 VND/kg)	(949,000 VND/kg)	(790,000 VND/kg)	(1,489,000 VND/kg)	(539,000 VND/kg)
Price in NOK	1092 NOK/kg	371 NOK/kg	309 NOK/kg	581 NOK/kg	211 NOK/kg

Other Norwegian food products

Product	Crab			
	Whole crab	Whole crab	Whole crab	Whole crab
				
Store	MM Mega Market	MM Mega Market	MM Mega Market	MM Mega Market
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Vietnam	Vietnam	Vietnam	China
Processor	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	(299,000 VND/kg)	(439,000 VND/kg)	(249,000 VND/kg)	(1,489,000 VND/kg)
Price in NOK	117 NOK/kg	172 NOK/kg	98 NOK/kg	581 NOK/kg

Other Norwegian food products

Product	Crab				
	Brown crab	Brown crab	Brown crab	Brown crab	King crab
					
Store	Go!	Lotte Mart	Lotte Mart	MM Mega Market	MM Mega Market
Store type	Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket	High-end Supermarket
Country of origin	Ireland	Ireland	Ireland	Ireland	Norway
Processor	Sofimar.Ltd	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	446,208 VND/896g (498,000 VND/kg)	221,910 VND/390g (569,000 VND/kg)	(989,000 VND/kg)	(989,000 VND/kg)	(2,799,000 VND/kg)
Price in NOK	195 NOK/kg	222 NOK/kg	386 NOK/kg	386 NOK/kg	1092 NOK/kg

Appendix 6:

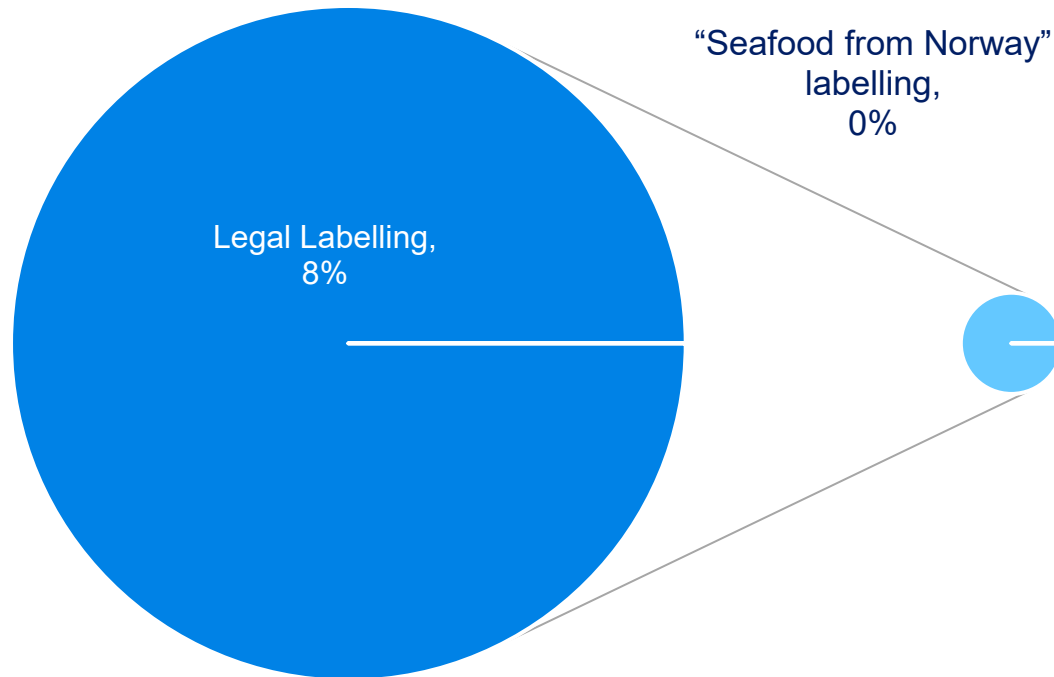
Detail of number of packs observed at stores and their countries of origin

	Fresh Crab	Brown Crab	King Crab	Others	Total
Estimated No. of SKUs	12	4	1	2	19
Estimated total No. of packs	241	29	3	9	282
Estimated total No. of packs breakdown by country of origin					
Norway	2 (1%)	0 (0%)	3 (100%)	0 (0%)	5 (2%)
With "Seafood From Norway" Label	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Chile	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Ireland	0 (0%)	29 (100%)	0 (0%)	0 (0%)	29 (10%)
China	24 (10%)	0 (0%)	0 (0%)	0 (0%)	24 (9%)
Vietnam	215 (89%)	0 (0%)	0 (0%)	9 (100%)	224 (79%)
Not Specified	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
TOTAL	241 (100%)	29 (100%)	3 (100%)	9 (100%)	282 (100%)

Labelling and product type

- 22 crab products have legal labelling (8%), and 0% have "Seafood from Norway" labelling.
- There is a total of 282 packs of crab products. Out of total, 100% are intended for cooking.

Labelling



No. of Packs = 282

Product type



No. of Packs = 282