

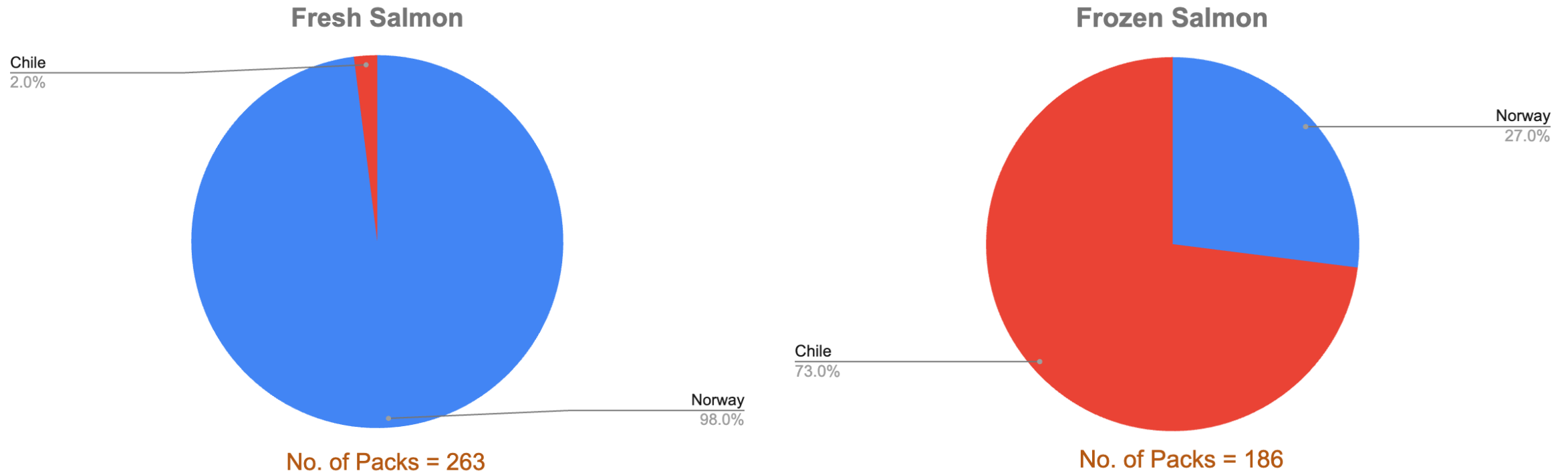


Report for Norwegian Seafood retail mapping study

Provided by: Cascade Asia
November 2025

Salmon in Selected Retail

- Overall, there is an estimate of 449 packs of salmon in the 3 stores visited in Taipei City.
- Out of the total, 263 packs are fresh salmon (58%), 186 packs are frozen salmon (42%), and the remaining ones are smoked products.
- Out of the total number of packs of fresh salmon, 97% are from Norway, the remaining ones are from Chile
- Out of the total number of packs of frozen salmon, 27% are from Norway, the remaining ones are from Chile



Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fish head	Sashimi	Whole fish	Fish bones
				
Store	Mega PX Mart	Costco	Mega PX Mart	Carrefour
Store Type	Hypermarket	Wholesale	Hypermarket	Supermarket
Consumption mode	For heating	Sashimi	For heating	For heating
Country of origin	Norway	Norway	Norway	Norway
Processor	Not Specified	MQWI.Inc	Not Specified	Not Specified
Price and weight	(120 NTD/414g)	(599 NTD/450g)	(888 NTD/612g)	(118 NTD/296g)
	(290 NTD/kg)	(1331 NTD/kg)	(612 NTD/kg)	(399 NTD/kg)
Price in NOK	99 NOK/kg	453 NOK/kg	208 NOK/kg	136 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Mega PX Mart	Mega PX Mart	Mega PX Mart	Mega PX Mart
Store Type	Hypermarket	Hypermarket	Hypermarket	Hypermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Chile
Processor	Not Specified	Not Specified	Not Specified	Linco food
Price and weight	(249 NTD/200g) (1245 NTD/kg)	(235 NTD/220g) (1,068 NTD/kg)	(129 NTD/184g) (701 NTD/kg)	(139 NTD/250g) (556 NTD/kg)
Price in NOK	423 NOK/kg	363 NOK/kg	238 NOK/kg	189 NOK/kg

Fresh Salmon Products in Selected Retail

Fillet	Fresh salmon			
	Fillet	Fillet	Fillet	Fillet
				
Store	Carrefour	Carrefour	Costco	Costco
Store Type	Supermarket	Supermarket	Wholesale	Wholesale
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Norway
Processor	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	(129 NTD/202g) (639 NTD/kg)	(139 NTD/170g) (818 NTD/kg)	(1,070 NTD/1648g) (649 NTD/kg)	(882 NTD/569g) (1,550 NTD/kg)
Price in NOK	217 NOK/kg	278 NOK/kg	221 NOK/kg	527 NOK/kg

Fresh Salmon Products in Selected Retail

Product	Fresh salmon			
	Fillet	Steak	Dice	Dice
				
Store	Carrefour	Carrefour	Costco	Carrefour
Store Type	Supermarket	Supermarket	Wholesale	Supermarket
Consumption mode	For heating	For heating	For heating	For heating
Country of origin	Norway	Norway	Norway	Norway
Processor	Not Specified	Not Specified	Not Specified	Not Specified
Price and weight	(286 NTD/286g) (1000 NTD/kg)	(136 NTD/212g) (642 NTD/kg)	(664 NTD/1,108g) (599 NTD/kg)	(407 NTD/672g) (350 NTD/kg)
Price in NOK	340 NOK/kg	218 NOK/kg	204 NOK/kg	212 NOK/kg

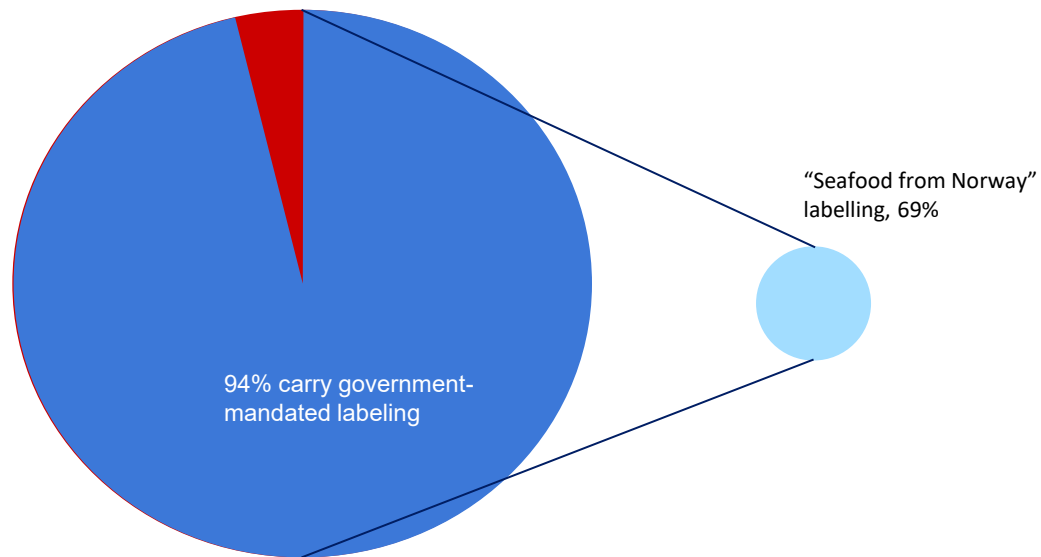
Frozen Salmon Products in Selected Retail

Product	Frozen salmon			
	Steak	Steak	Fillet	Belly
				
Store	Mega PX Mart	Mega PX Mart	Mega PX Mart	Mega PX Mart
Store Type	Hypermarket	Hypermarket	Hypermarket	Hypermarket
Country of origin	Norway	Chile	Chile	Chile
Processor	Not Specified	Shih Rong	Not Specified	Not Specified
Price and weight	(499 NTD/550g)	(139 NTD/260g)	(270 NTD/320g)	(149 NTD/500g)
	(907 NTD/kg)	(535 NTD/kg)	(844 NTD/kg)	(298 NTD/kg)
Price in NOK	308 NOK/kg	182 NOK/kg	287 NOK/kg	101 NOK/kg

Labelling and product type

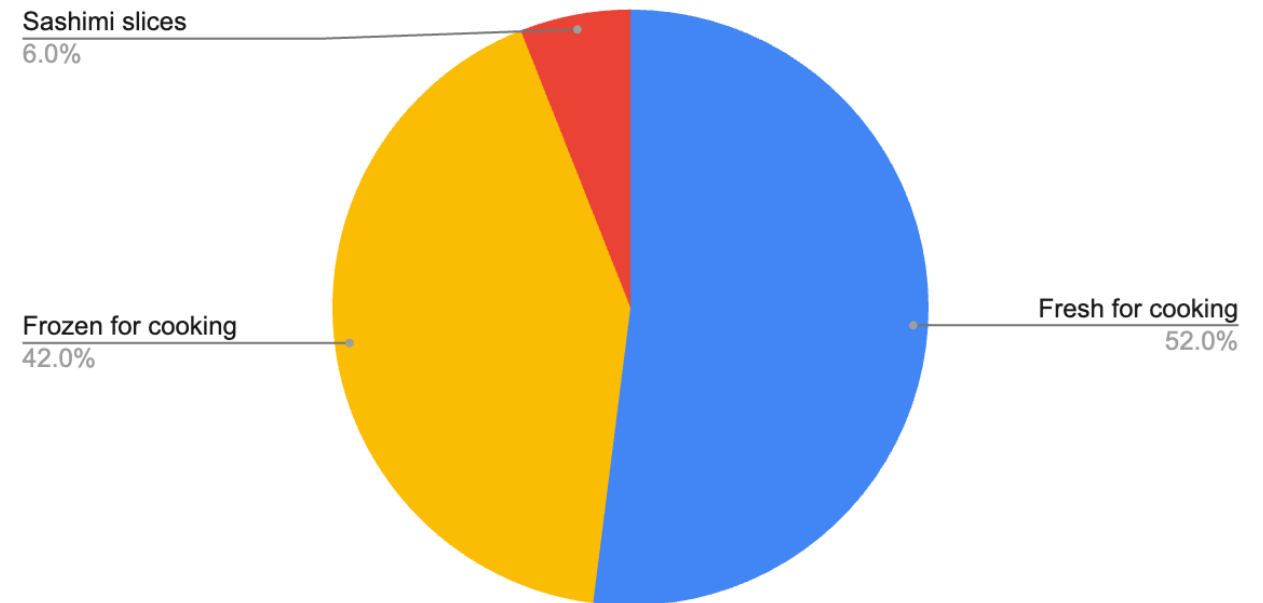
- 94% of salmon products have legal labelling, and 69% have "Seafood from Norway" labelling.
- There were a total of 449 packs of salmon products observed. This includes 235 packs of fresh salmon for cooking (52%), 186 packs of frozen salmon for cooking (42%), and 28 packs of sashimi (6%).

Labelling



No. of Packs = 449

Product Type

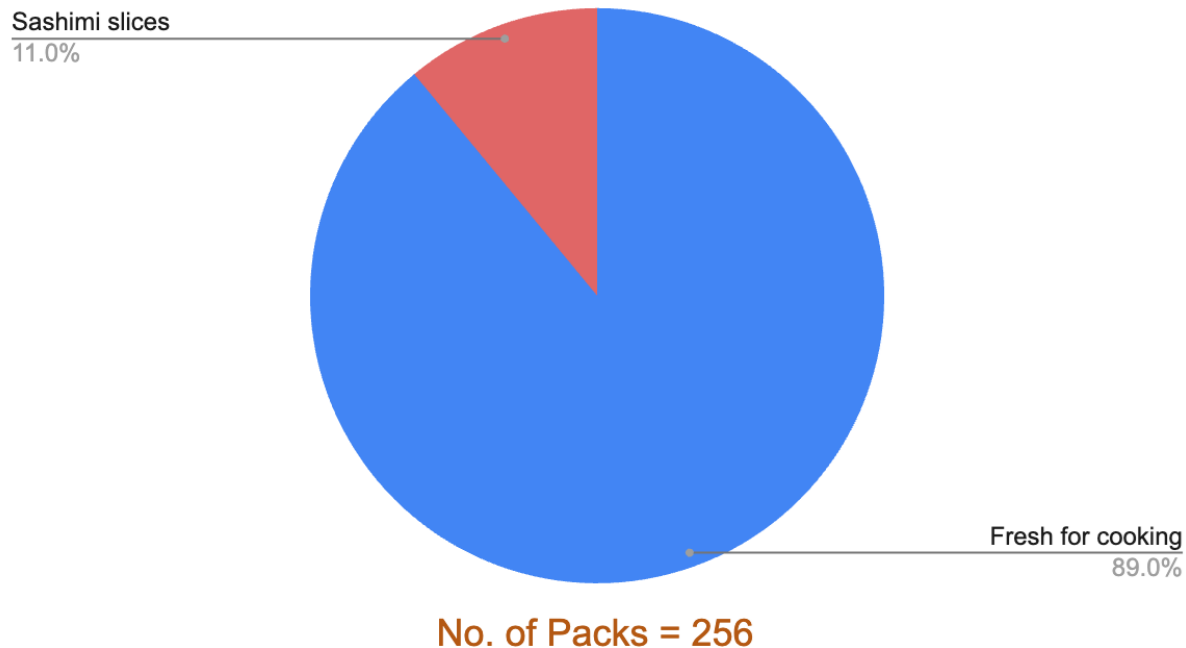


No. of Packs = 449

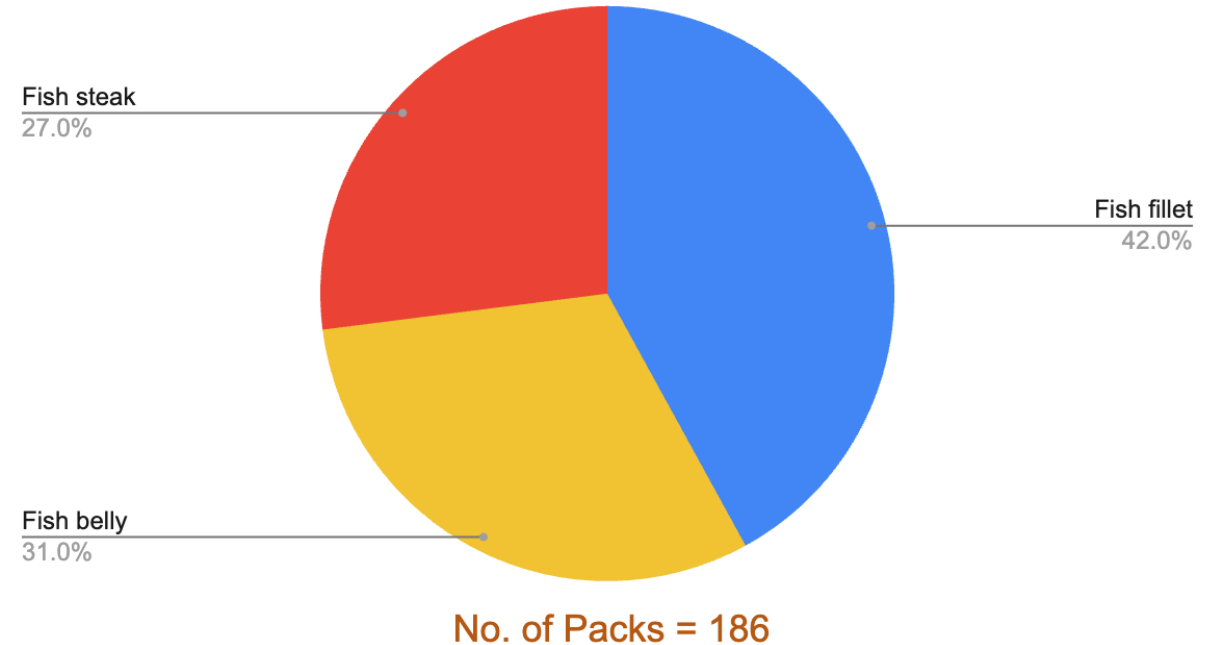
Frozen Salmon Breakdown by Product Type

- For Norwegian fresh salmon, there are 256 packs, consisting of 228 packs of fresh salmon for cooking (89%) and 28 packs of sashimi slices (11%).
- There were a total of 186 packs of frozen salmon, including 79 packs of fillets (42%), 57 packs of fish belly (31%), and 50 packs of fish steaks (27%).

Norwegian Fresh Salmon

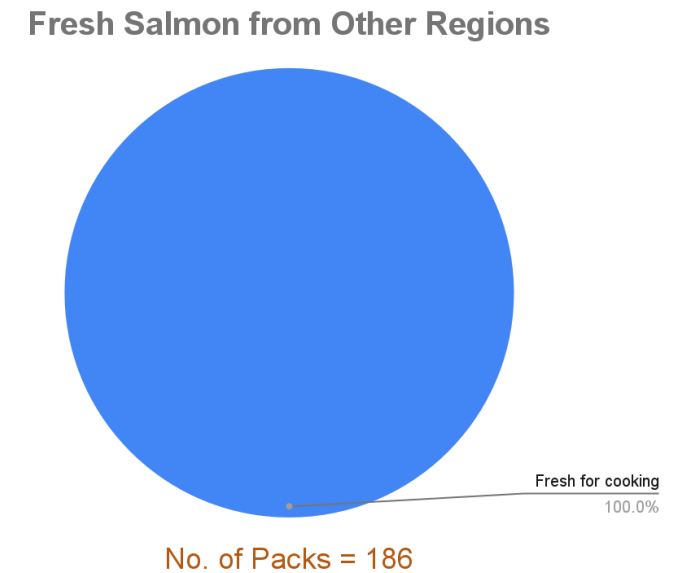
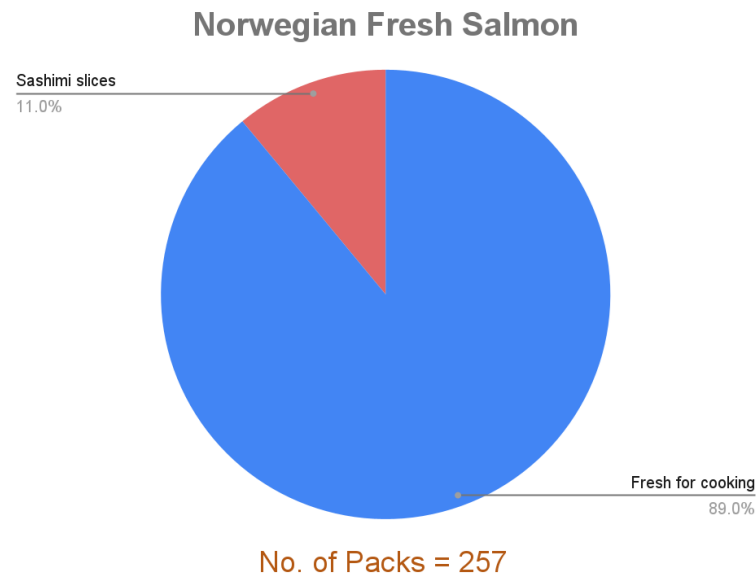
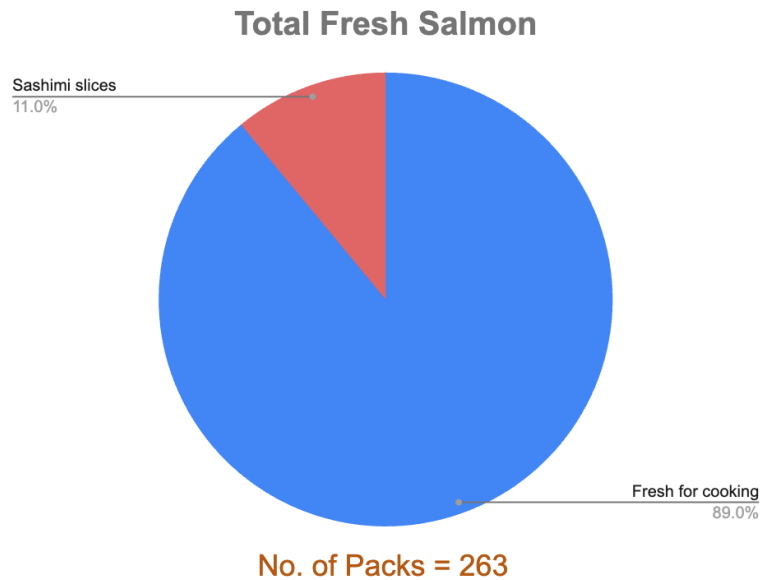


Total Frozen Salmon









Fresh Salmon Breakdown by Product Type

- Out of the total number of 263 packs of fresh salmon, 28 packs are sashimi slices (11%) and 235 packs are fresh salmon for cooking (89%).
- For Norwegian fresh salmon, out of the total number of 257 packs, 28 packs are sashimi slices (11%) and 229 packs are fresh salmon for cooking (89%).
- For fresh salmon from other regions, out of the total number of 6 packs, all 6 packs are fresh salmon for cooking (100%).



Appendix 1:

The three stores for retail observation in Taipei City from **November 1, 2025 - November 21, 2025**

Hypermarket	Supermarket	Wholesale
		
		
No. 188, Section 1, Jiuzong Rd, Neihu District, Taipei City, 114	193, Sec. 3, Xindian Dist., New Taipei City	No. 268, Section 1, Jiuzong Rd, Neihu District, Taipei City, 114

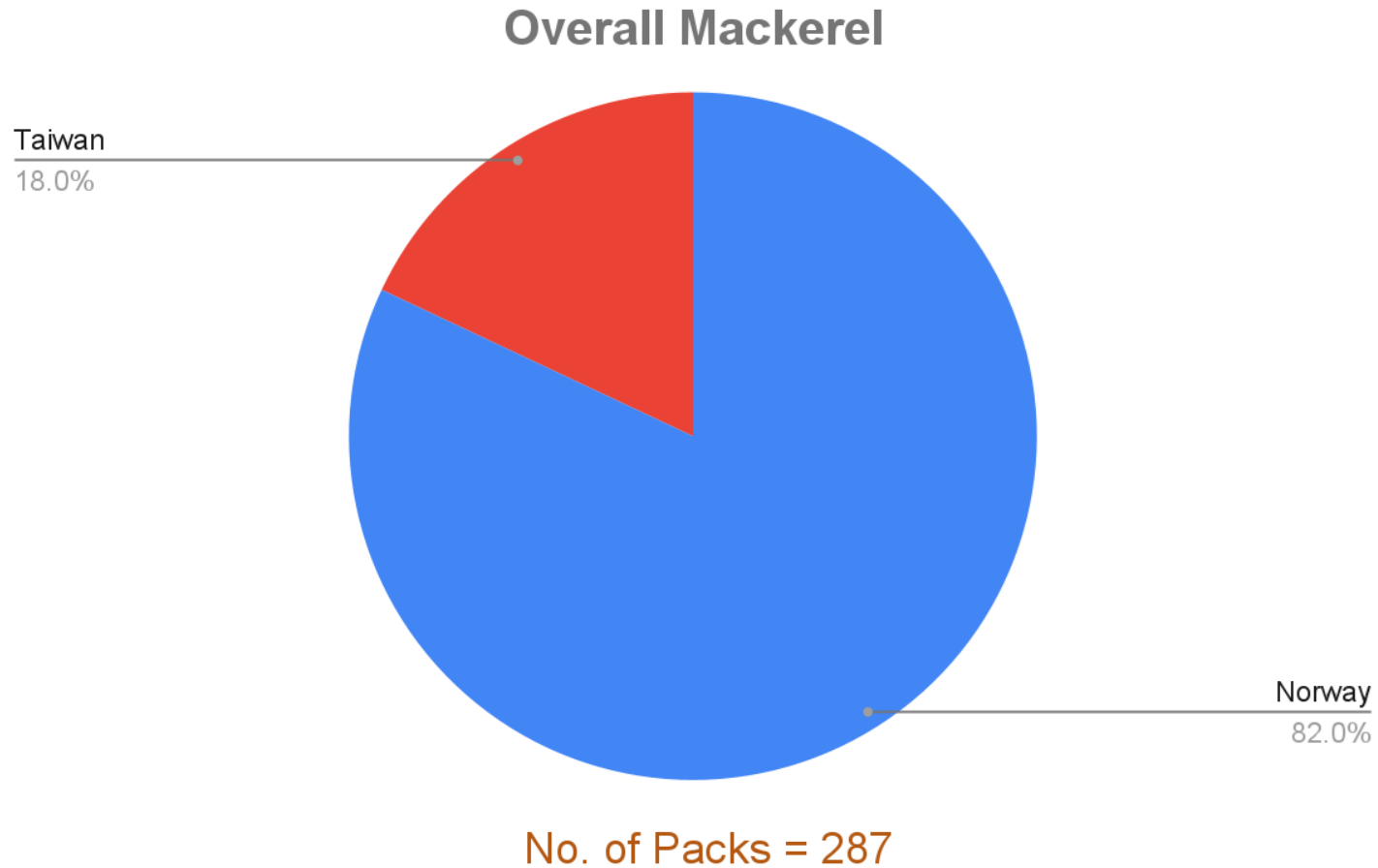
Appendix 2:

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

	Fresh salmon	Frozen salmon	Total
Estimated No. of SKUs	19	59	78
Estimated total No. of packs	263	186	449
Estimated total No. of packs breakdown by country of origin			
Norway	257 (98%)	51 (27%)	308 (69%)
With “Seafood From Norway” Label	253 (96%)	14 (8%)	267 (59%)
Chile	6 (2%)	135 (73%)	141 (31%)
TOTAL	263 (100%)	186 (100%)	449 (100%)

Mackerel in Selected Retail

- Overall, there were an estimate of 287 packs of mackerel in the three stores visited in Taipei City, all are frozen mackerel
- Out of the total number of packs of mackerel, 82% are from Norway, and the remaining ones are from Taiwan (18%).

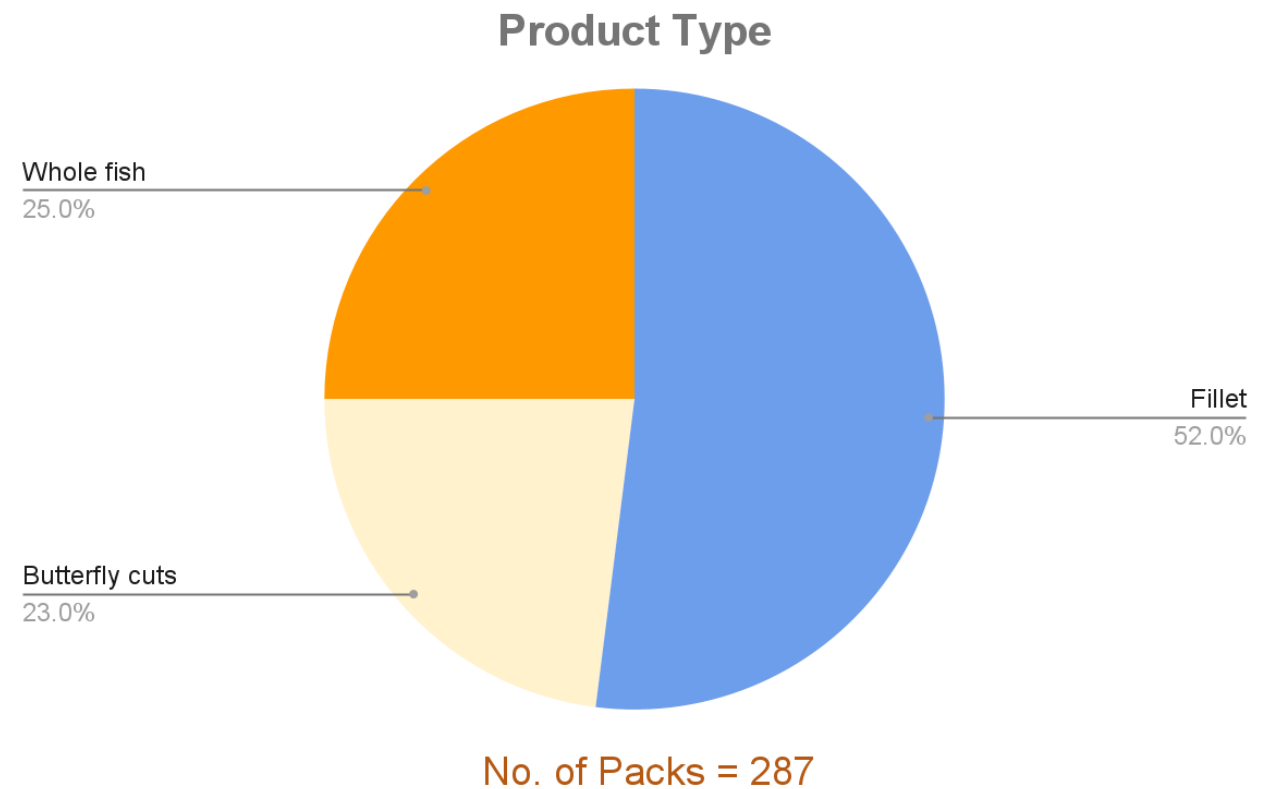
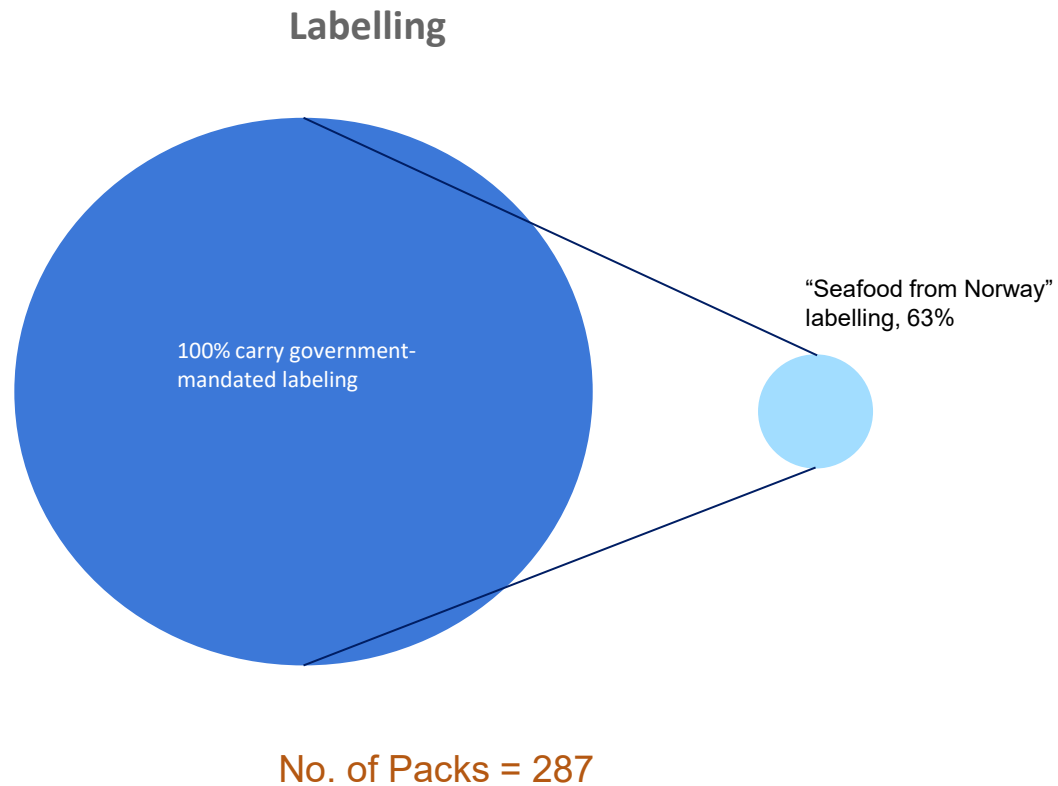


Frozen Mackerel Products in Selected Retail

Product	Mackerel Products			
	Salted Fillet	Salted Fillet	Fish steak	Butterfly cuts
				
Store	Costco	Mega PX Mart	Mega PX Mart	Mega PX Mart
Store Type	Wholesale	Hypermarket	Hypermarket	Hypermarket
Country of origin	Norway	Taiwan	Norway	Norway
Processor	RunFeng	Not Specified	Not Specified	Not Specified
Price and weight	(499 NTD/1000g)	(149 NTD/500g)	(249 NTD/ 500g)	(109 NTD/300g)
	(499 NTD/kg)	(298 NTD/kg)	(498 NTD/kg)	(363 NTD/kg)
Price in NOK	170 NOK/kg	101 NOK/kg	169 NOK/kg	124 NOK/kg

Labelling and product type

- All mackerel products have legal labelling, and 82% have "Seafood from Norway" labelling.
- There were a total of 287 packs of mackerel products observed, all of which were frozen. This includes 148 packs of mackerel fillet (52%), 66 packs of steak (23%), and 73 packs of whole mackerel (25%).



Appendix 3:

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

	All mackerel
Estimated No. of SKUs	4
Estimated total No. of packs	287
Estimated total No. of packs breakdown by country of origin	
Norway	234 (82%)
With "Seafood From Norway" Label	234 (82%)
Taiwan	53 (18%)
TOTAL	287 (100%)