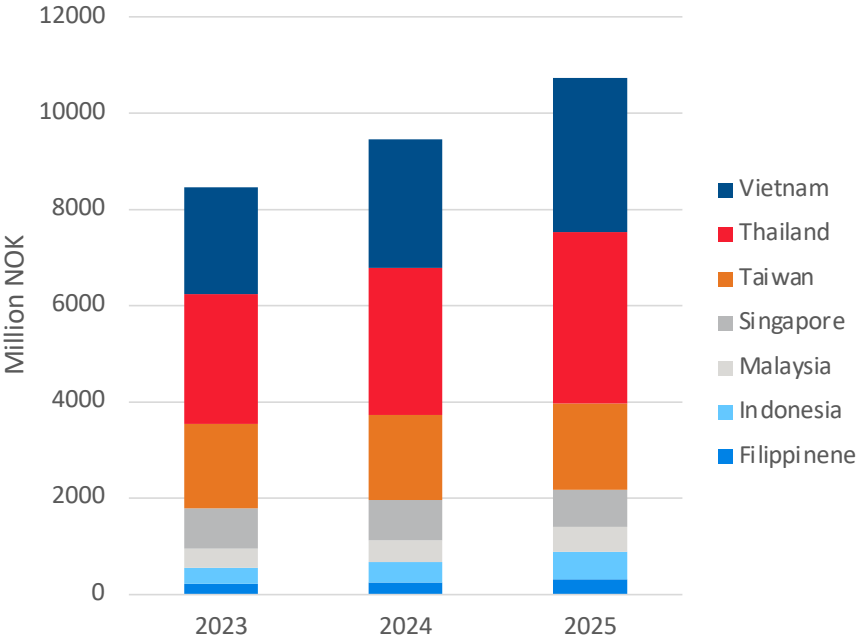


NORSK MAKRELL THAILAND & TAIWAN



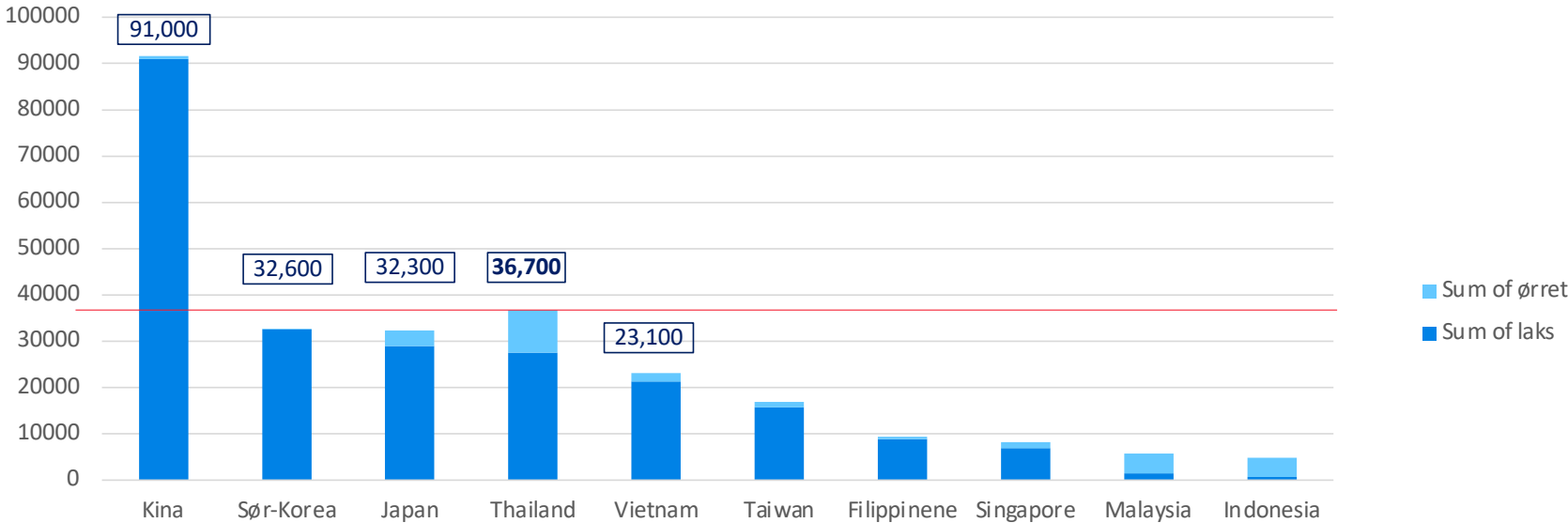
Norsk sjømateksport til Sørøst-Asia

2025: **Nok 12,5 mrd. +11%, 174,000 tons +1%**
 140% increase in value 2020-2024, average yearly growth 8%



Source: ASEAN | GETTY IMAGES/WP graphic

Norsk eksport av laks og ørret til Sørøst Asia 2025, volum

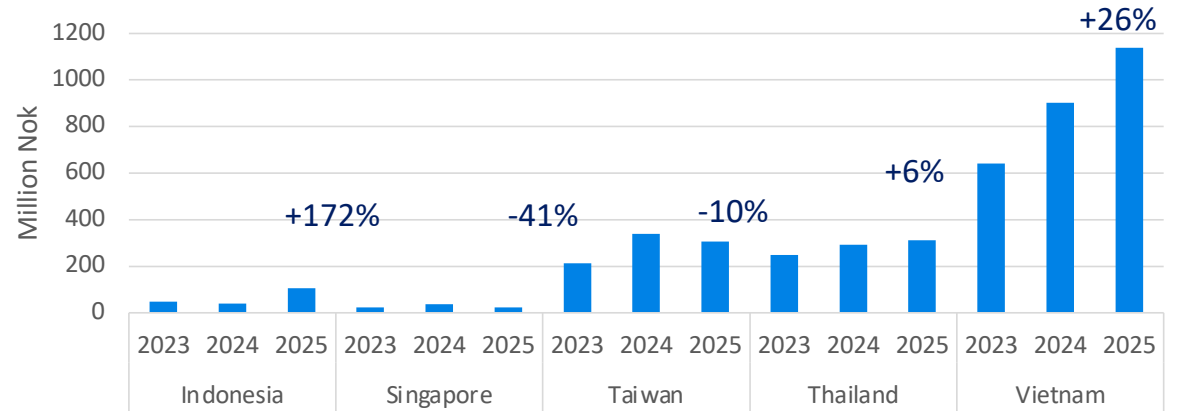


Norsk makrell til Sørøst-Asia 2025

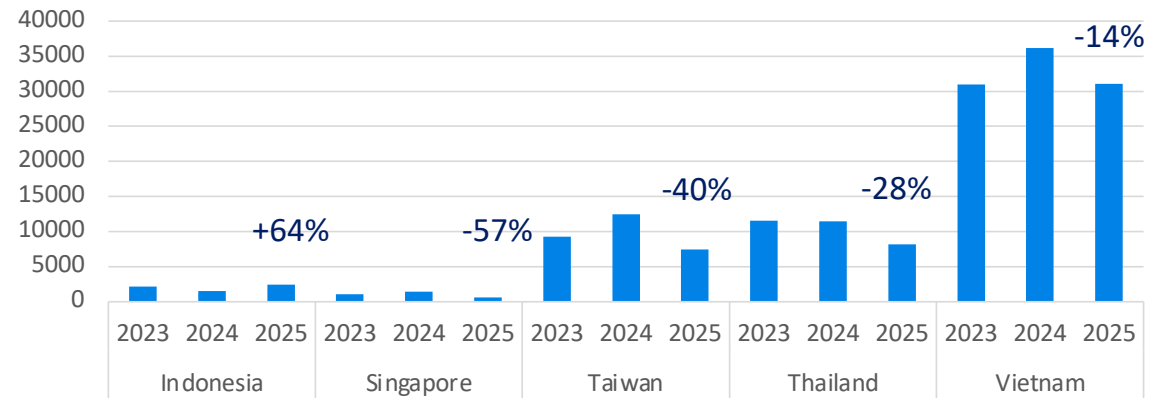
Verdi og Volum



Norsk makrell eksport 2025, Verdi



Norsk makrell eksport 2025, Volum



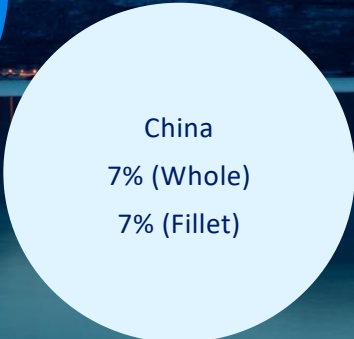
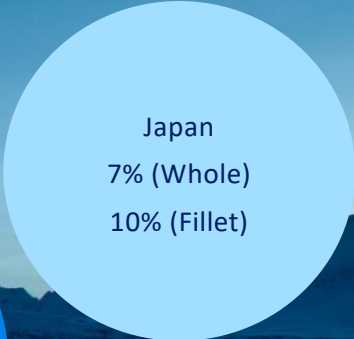
Taiwan

- 18000 tonn konsum totalt – norsk andel 88% - 12500tonn
- Atlantisk makrell 66% - lokal fangst 34%
- Salgskanaler: HORECA 50%, Retail 35%, Wet markets 10%, E-commerce 5%.
- Tariff whole mackerel 25% (this is the same as EU/GB and Iceland. Faroe Island has 37,5 %) and frozen fillet is 30%.

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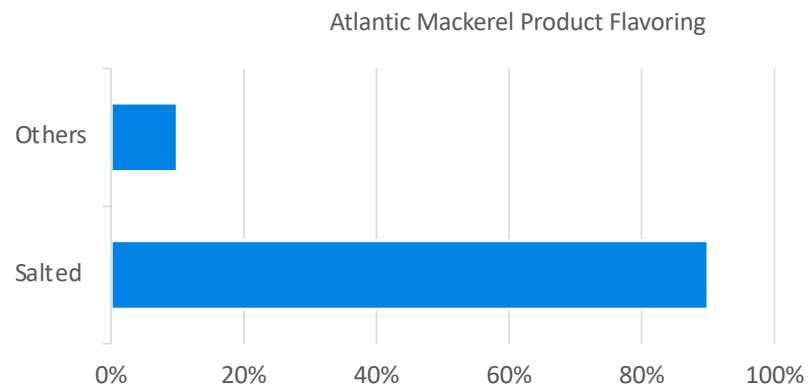


Mackerel Tariffs in Key Asian Markets

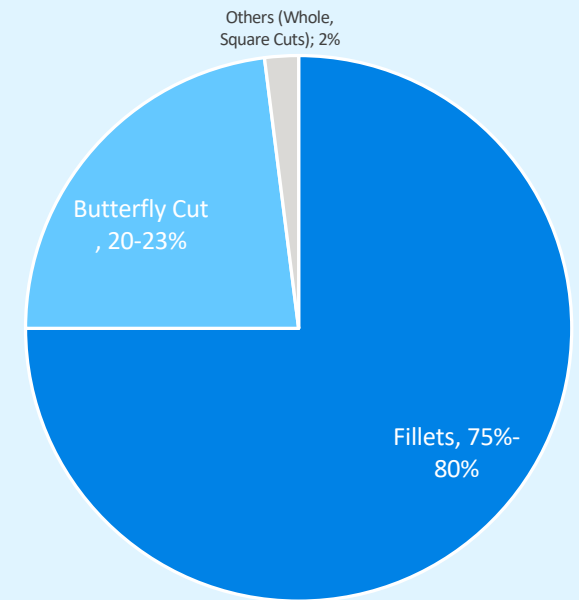


Source: NSC Insight based on Customs in each country

Norwegian Mackerel Products for Home Consumption.
The trend is shifting towards fillets over butterfly cuts.



Mackerel Cuts for Home Consumption



Source: Industry Interviews

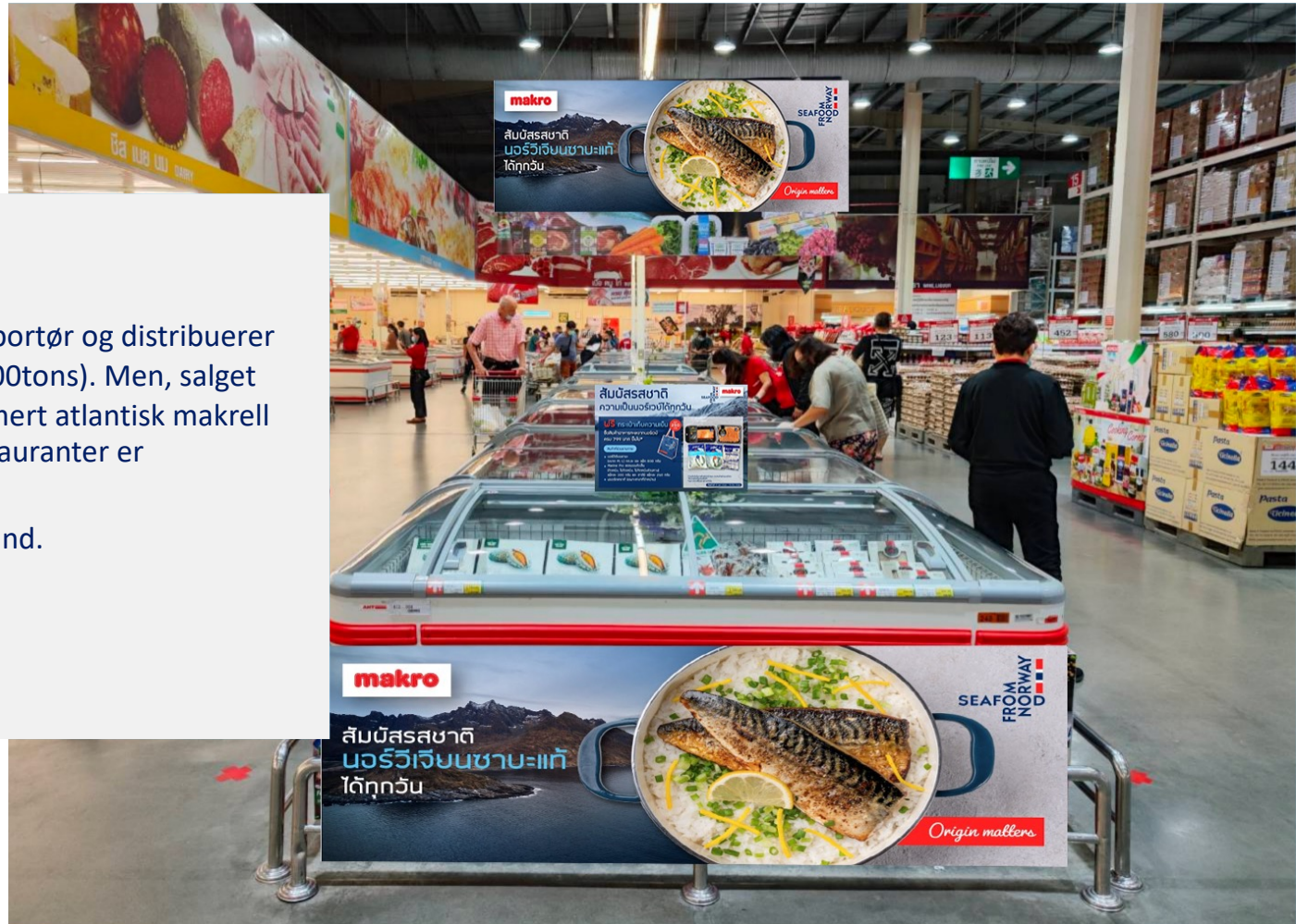


Thailand

- Konsum ca. 42 000tonn. Stillehavsmakrell dominerer med 70% andel.
- Atlantisk makrell 13 150 tonn. Norsk andel 89%
- 5% toll frossen hel og filet
- EFTA frihandelsavtale

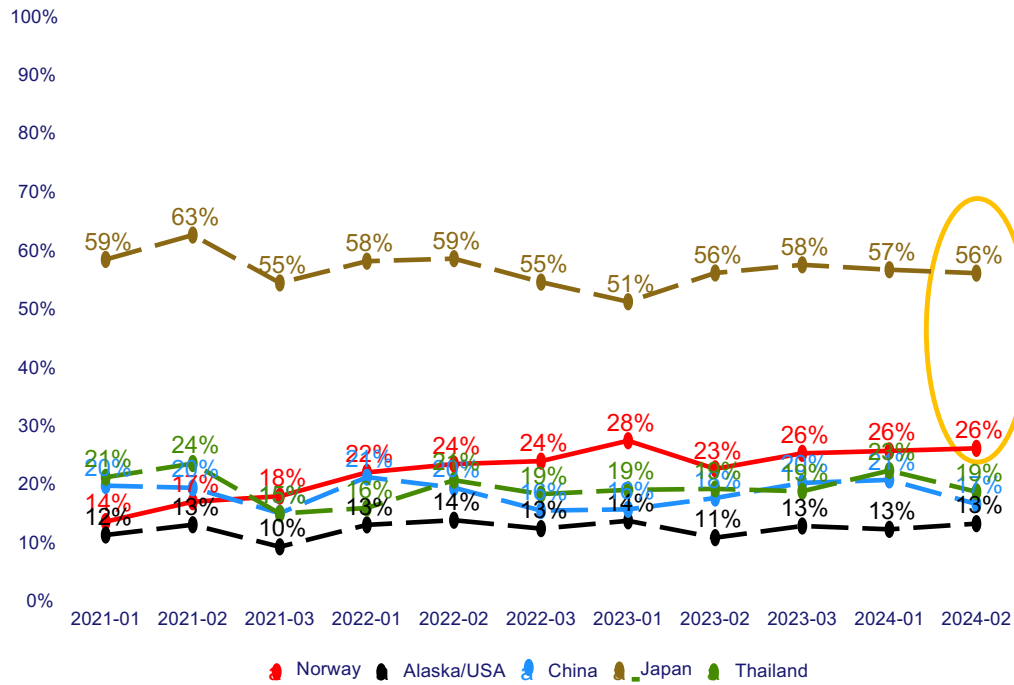
Salgskanaler makrell Thailand

- Cash & Carry (Makro) er største importør og distribuerer til hovedsakelig til foodservice (3,200tons). Men, salget til vanlige forbrukere øker. 99% etimert atlantisk makrell går til foodservice –> japanske restauranter er hovedkanal.
- 5700 japanske restauranter i Thailand.



Origin Matters

Mackerel Thailand



Which of these COUNTRIES OF ORIGIN have you been eating from in the past 3 months?

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SEAFOOD
FRONT
NORWAY

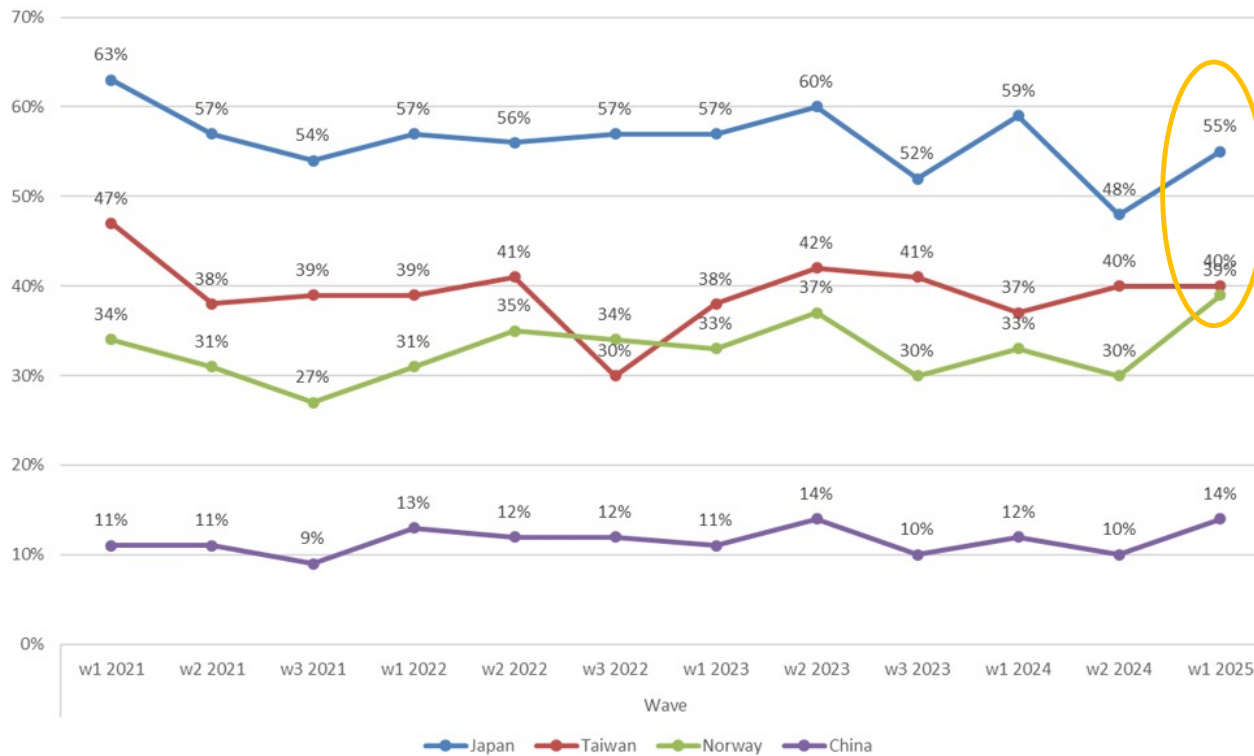
เนื้อดำและอร่อย
นอร์วีเจียนซาบะ

«Juicy and Tasty – Norwegian Saba»

Origin Matters

Mackerel Taiwan

Mackerel Taiwan - Unaided awareness



NORWEGIAN SEAFOOD COUNCIL

SEA FROM NORWAY 挪威海鮮

我選擇 挪威鯖魚

Erling Haaland 了解更多

Hvorfor velge norsk makrell?

SMAK
VALUE FOR MONEY
HELSE
LETT Å LAGE

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Når spiser de makrell?

THAILAND

77% spiser makrell hjemme minst en gang i uken
51% spiser makrell ute minst en gang i uken
Unge i alderen 20-34år er de som spiser oftest hjemme.
Hele 29% spiser makrell tre ganger i uken eller oftere.

TAIWAN

60% spiser makrell hjemme, 26% på restaurant, 14% take away/delivery
42% spiser makrell hjemme minst en gang i uken
30% spiser makrell ute minst en gang i uken.



26% i alderen 20-34 år sier de var på **DATE** sist gang de spiste makrell

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Kampanjer i restaurant



Taiwan: Ootoya - 50 stores nationwide
Thailand: Sushi Hana, Sushi Hiro, Sukishi – 61 stores

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Kampanjer i butikk og konkurranse blant butikksjefer



今天挪威海產推廣協會與家樂福
在內湖店舉辦挪威海鮮店長料理大賽

NORWEGIAN SEAFOOD COUNCIL



Results:

- Sales increase of 17.1% by volume and 28% by value during the promotion period. 166 Makro stores.
- Distributed 2,220 cooling bags during the campaign period

Media visit & Media Anniversary



Media Visits (New Year): 21

Media Anniversary (All Year): 36

NORWEGIAN SEAFOOD COUNCIL



Details:

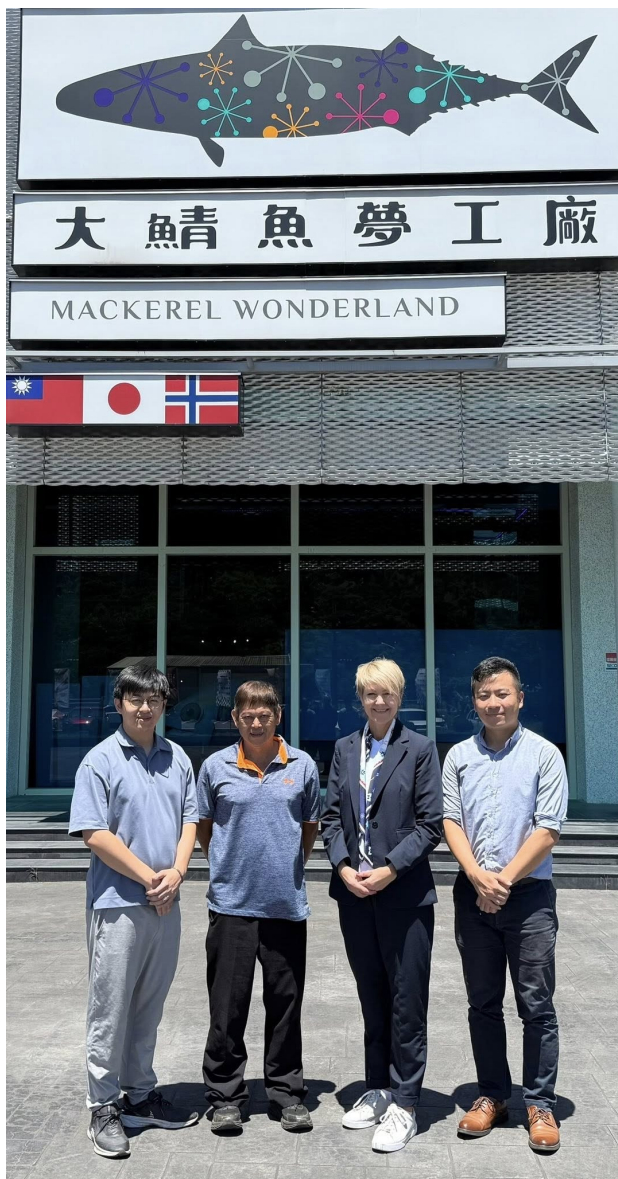
- One-on-one greeting with 21 publications in 2 days
- Media section: business, marketing, sustainability, technology, and modern
- Anniversary visits: 36 throughout the year



- Gifted them Norwegian Saba bento box with infographic leaflet
- Interview enquiries for further opportunities for media engagement







飲料 BEVERAGE

- ★ 鯖檸氣泡飲_內含鯖魚精 (冰) MACKEREL ESSENCE LEMON FIZZ (ICED) \$150元
- 百香果鳳梨氣泡飲 (冰) PASSION FRUIT AND PINEAPPLE FIZZ (ICED) \$120元
- 森林莓果氣泡飲 (冰) BERRY FIZZ (ICED) \$120元
- 美式咖啡 (冰/熱) AMERICANO (ICED/HOT) \$ 70元
- 拿鐵咖啡 (冰/熱) COFFEE LATTE (ICED/HOT) \$ 90元
- 高山包種茶 (冰/熱) HIGH MOUNTAIN POUCHONG TEA (ICED/HOT) \$ 80元
- 蜜香紅茶 (冰/熱) HONEY FLAVORED BLACK TEA (ICED/HOT) \$ 80元
- 大鯖魚招牌鮮奶茶 (冰) SIGNATURE BLACK TEA LATTE (ICED) \$100元
- 大鯖魚招牌紅茶 (冰) SIGNATURE BLACK TEA (ICED) \$ 60元
- 可可 (冰/熱) COCOA (ICED/HOT) \$ 80元
- 奶茶 (冰/熱) MILK TEA (ICED/HOT) \$ 80元



鯖魚可頌堡
MACKEREL CROISSANT



尚鯖菲力
MACKEREL FILLET

★ 鯖檸氣泡飲_內含鯖魚精 (冰)
MACKEREL ESSENCE LEMON FIZZ (ICED)

\$150元

Exit through the gift shop





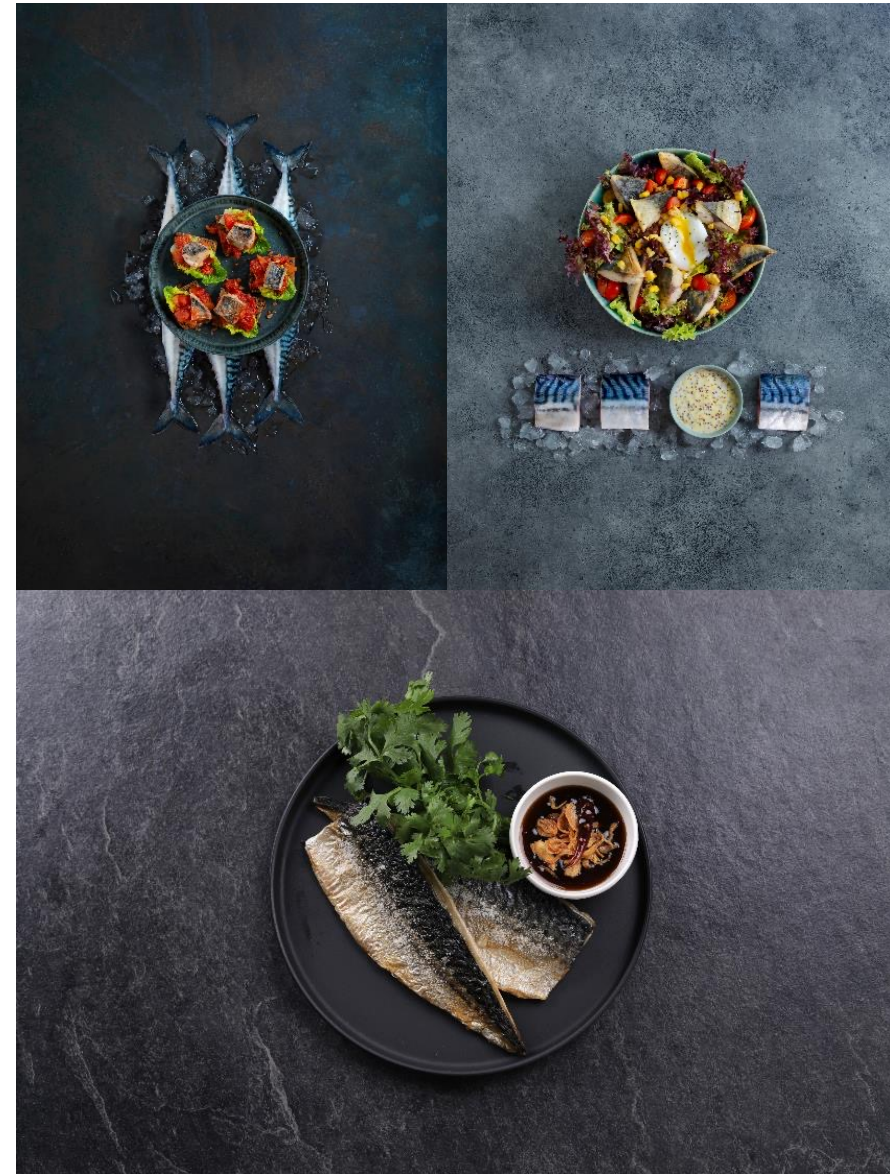
NORWEGIAN SEAFOOD COUNCIL

Tanker fra Taiwan

*“Mackerel is generally considered an affordable fish compared to other seafood options. However, **if prices continue to rise, consumers may shift to other protein sources, such as chicken,**” said one importer.*

*“We are interested in developing **boneless products**, but the high costs have slowed our progress, as the **final price would be too expensive for customers to accept,**” said one processor.*

*“In Taiwan, Atlantic mackerel is commonly marketed as Norwegian mackerel. However, with rising prices from Norway, there is a possibility that more value chain players will turn to **cheaper alternatives** from countries like Greenland—yet the mackerel **may still be labeled as Norwegian mackerel** on the product,” said one processor.*





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