

An aerial photograph of a city skyline at dusk, featuring numerous high-rise buildings and a monorail train on an elevated track. The image is overlaid with a semi-transparent dark blue filter.

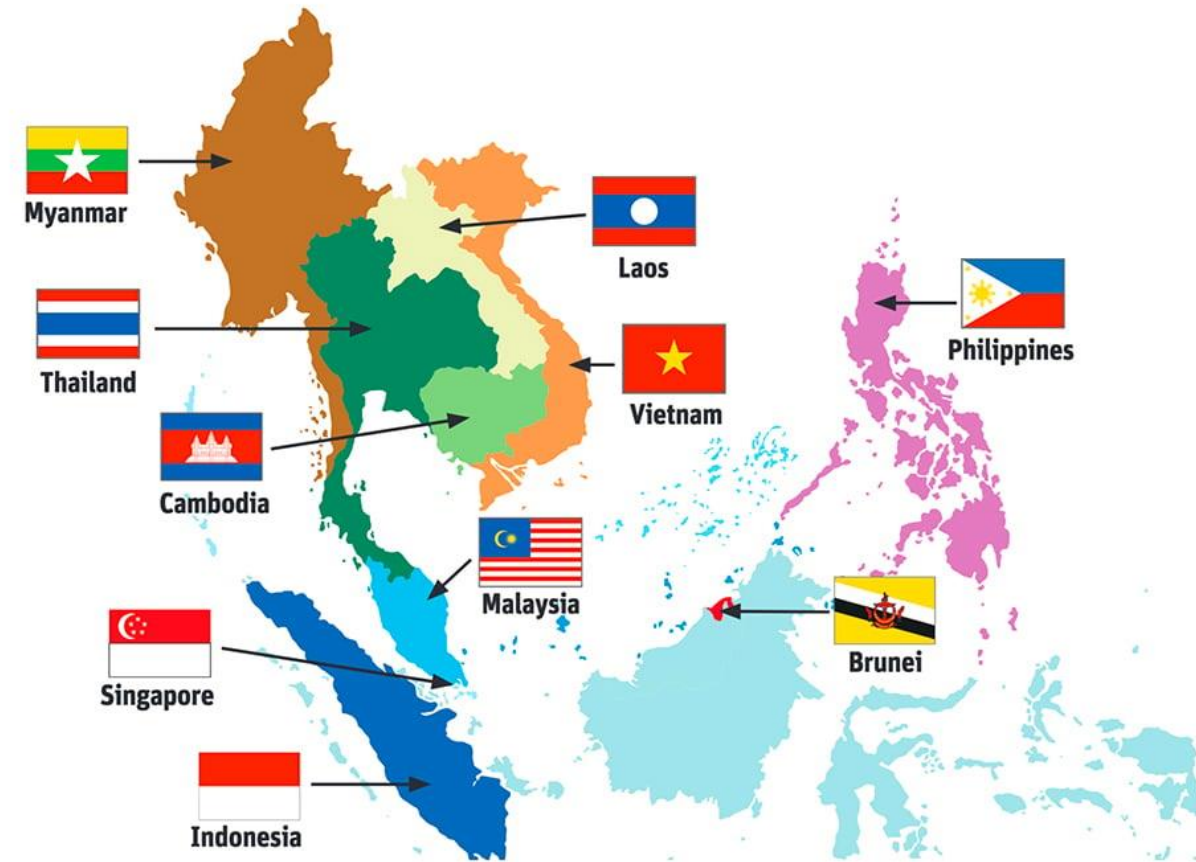
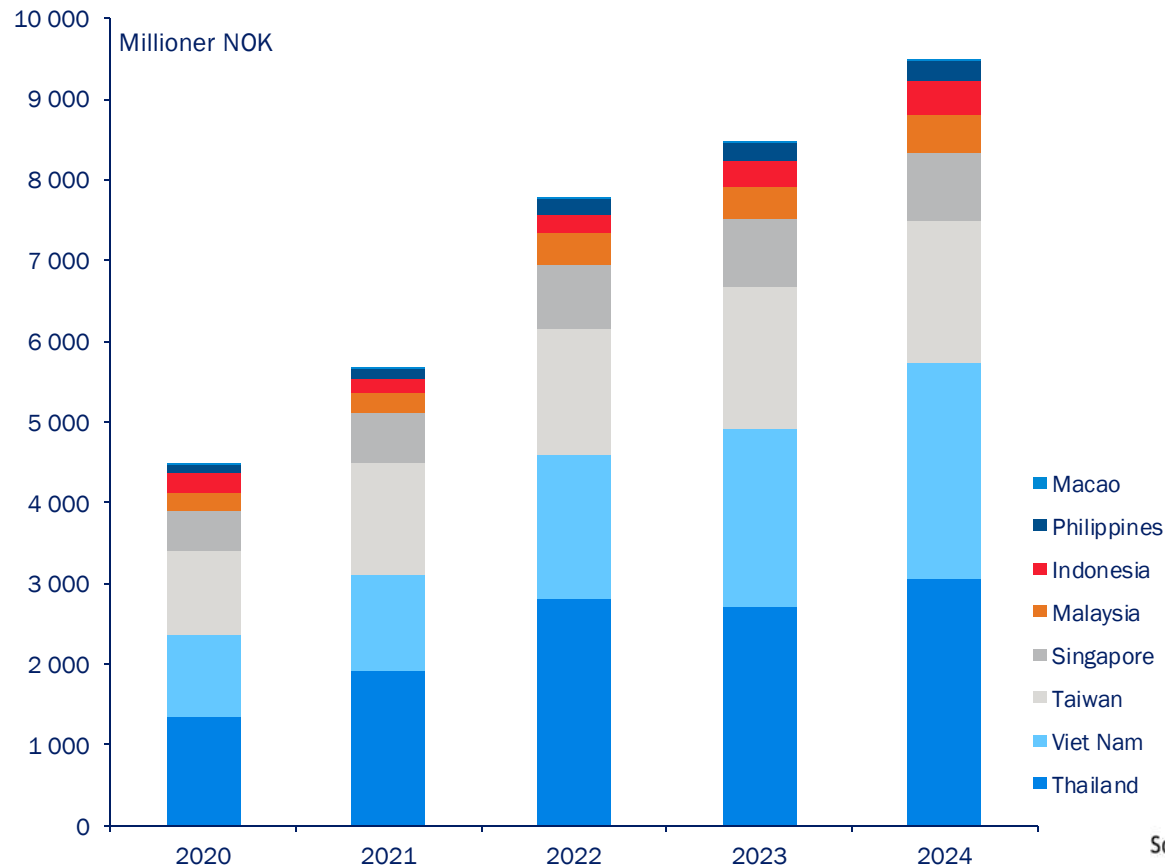
# Sjømatnasjonen Norge 2025 Våre nye sjømatvenner i Asia

Åshild Nakken | sjømatutsending til Sørøst-Asia

# Norsk eksport til Sørøst-Asia

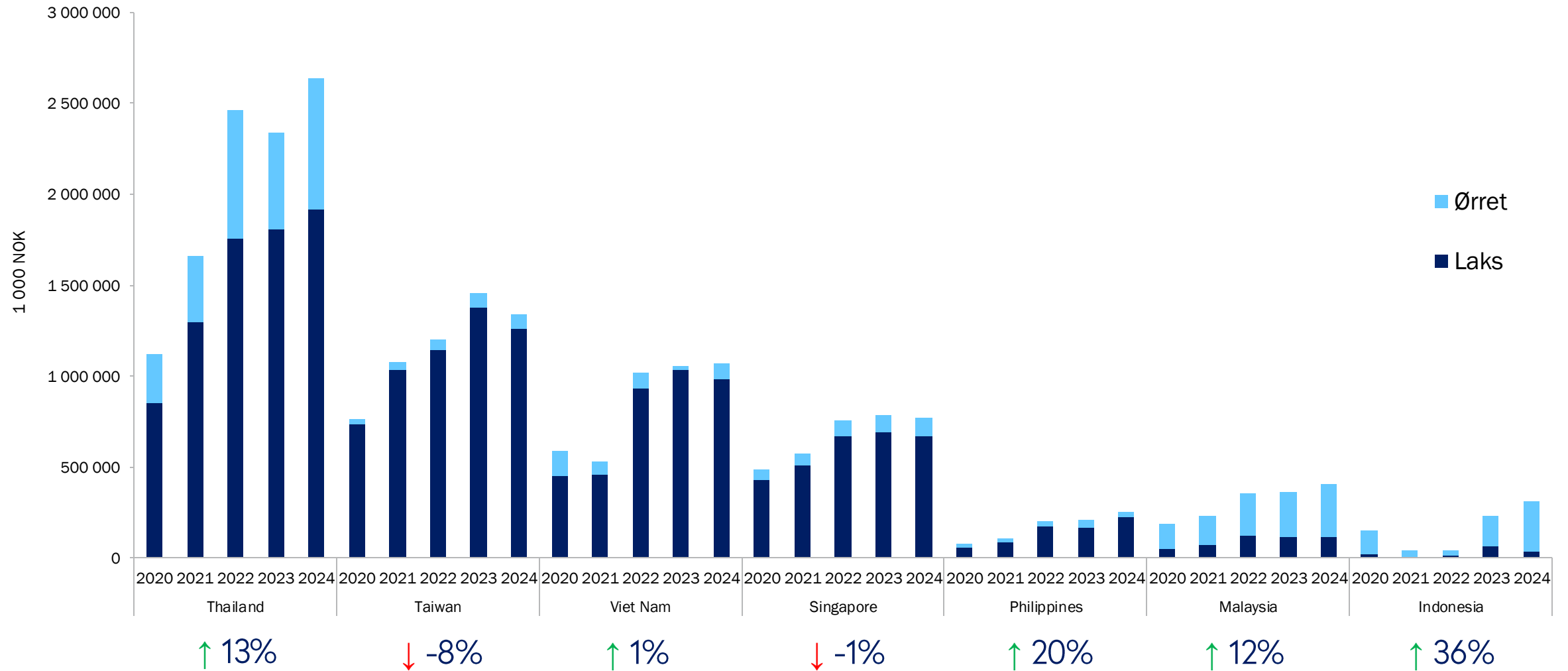
172,500 tons, NOK 9,5 billion – USD 881,5 million in 2025.

112,5% value increase from 2020 to 2024, Average yearly growth 21%

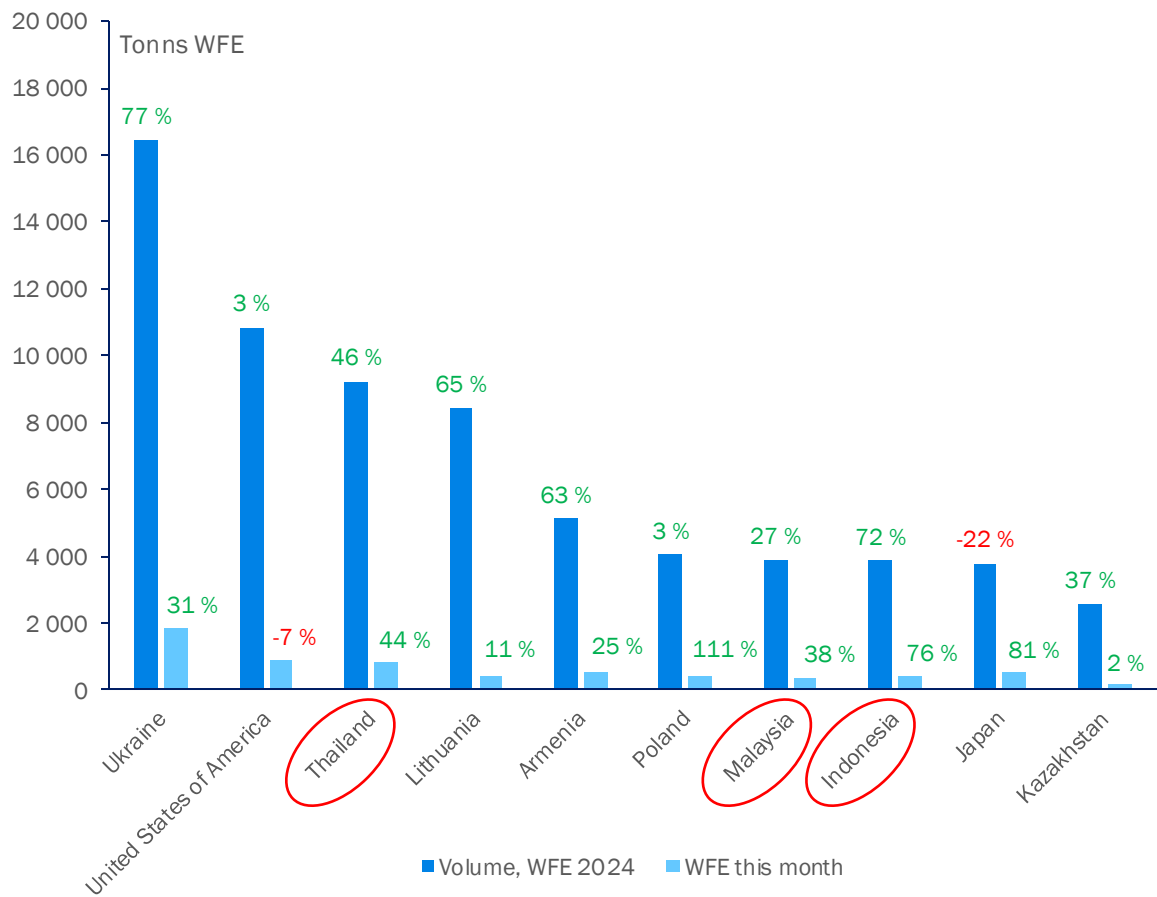


Source: ASEAN | GETTY IMAGES/WP graphic

# Norsk eksport av laks og ørret 2024, verdi



# Viktigste ørretmarkeder globalt



Thailand



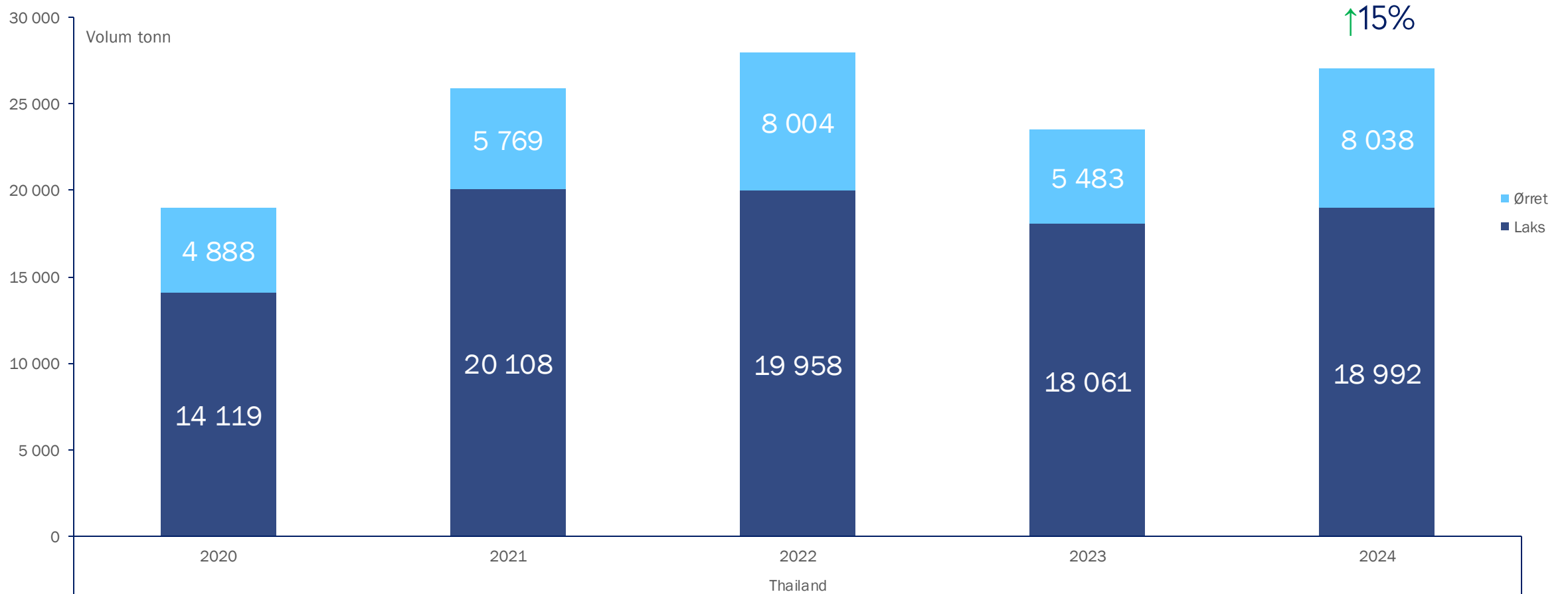


## Markedsstatus

- EFTA frihandelsavtale
- 5% toll hel fersk/frossen, 5% toll på filet
- Laksefiskmarkedet i Thailand rundt 28 000 tonn
- Norges markedsandel 71% Mest fersk
- Norsk laks kjennskap 50%,
- Norsk makrell kjennskap
- GDP vekst 16% til 2030



# Thailand: Norsk eksport av laks og ørret 2020-2024, volum



Vietnam

WinMart

NGÀY HỘI HẢI SẢN NA UY

SEA FROM NORWAY FROD

SEA FROM NORWAY FROD

NAU UY

Chọn hải sản từ Na Uy



CÁ HỒI NA UY

HOÀM HẢO CHO MỌI MÓN ĂN

Tiệm cà phê Thanh xuân

Đánh thức mọi khoảnh khắc trong ngày!

20%

20%

NU CAM TUC

MÁY ÉP N

1ly | 2  
30.0000 | 50

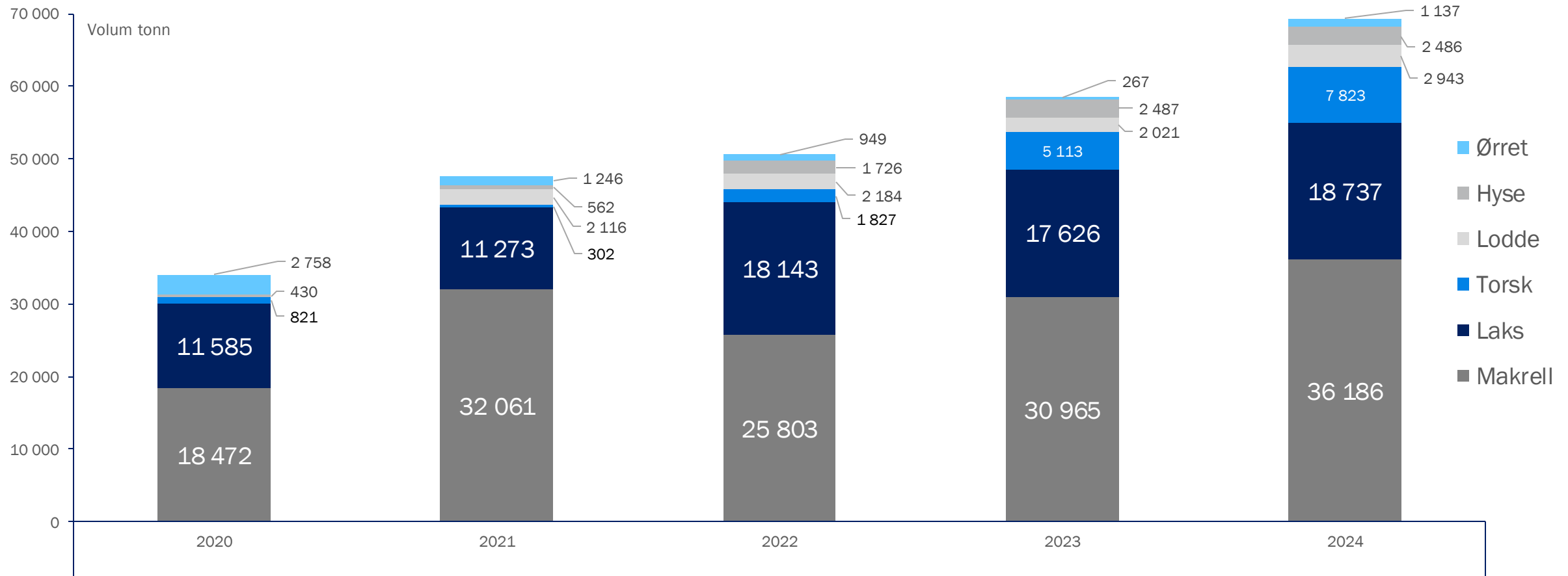


## Markedsstatus Vietnam

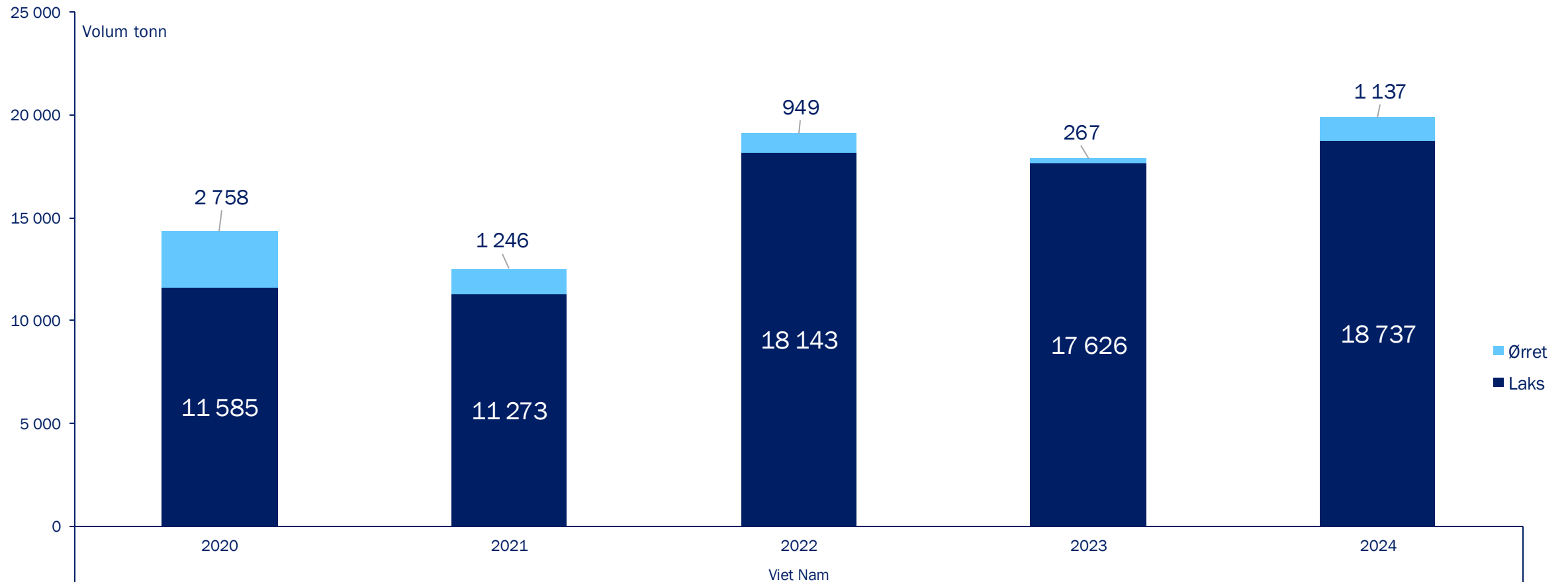
- 10% toll hel, og 15% på filet fersk/frossen. Australia og Chile frihandel.
- Laksefiskmarkedet er rundt 24 000 tonn
- Norges markedsandel 79%
- Norsk laks kjennskap 41%, Japan 47%
- Seafood from Norway logo kjennskap 79%
- Erling Braut Haaland recognition 78%
- Frosne lakse bi-produkter
- GDP expected to grow 32% to 2030



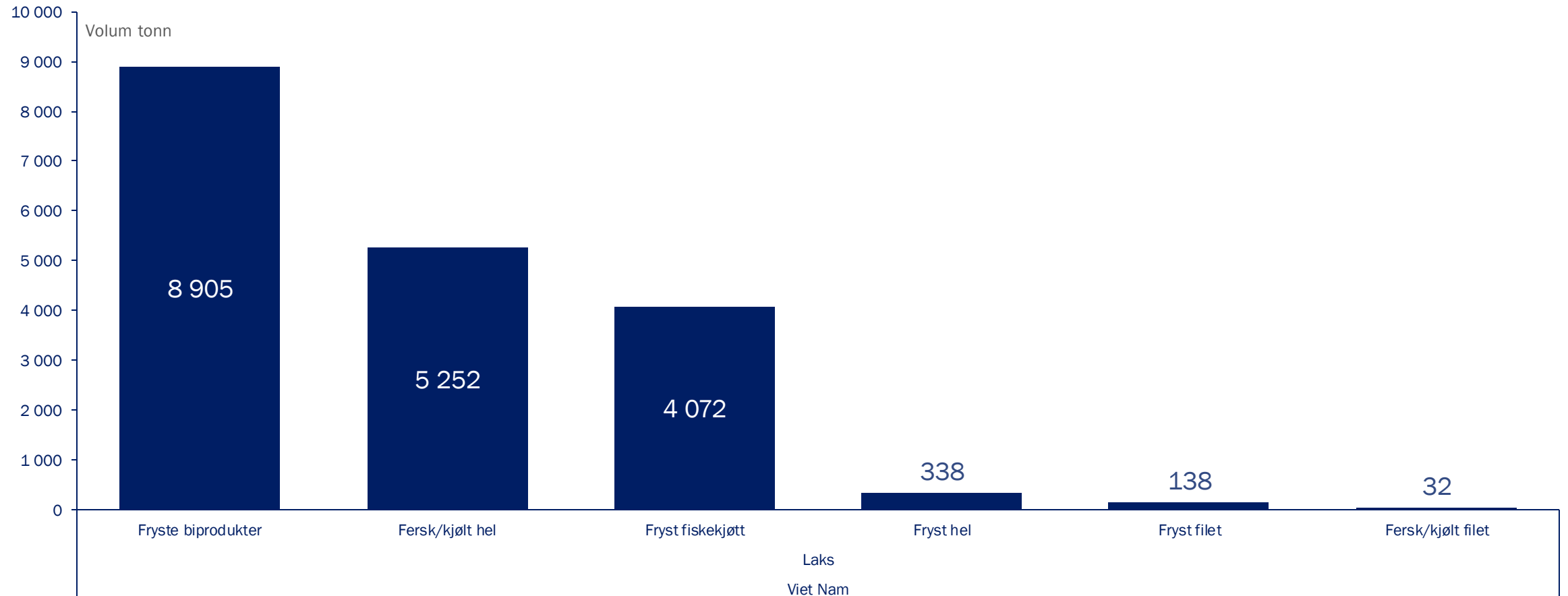
# Norsk sjømateksport til Vietnam 2020-2024, Volum



# Vietnam: Norsk eksport av laks og ørret 2020-2024, volum



# Vietnam: Norsk lakseeksport per produktkategori i 2024





## Drivere for konsum

- HEALTH
- TASTE
- GOOD VALUE
- CONVENIENCE
- ORIGIN
- SOCIAL APPEAL

Japanske restauranter:

- Taiwan: 10 000
- Thailand: 5 700
- Vietnam: 2 500





# TƯƠI NGON TỪ NGUỒN



TÊN PHONG NHẬP KHẨU CHE BIA



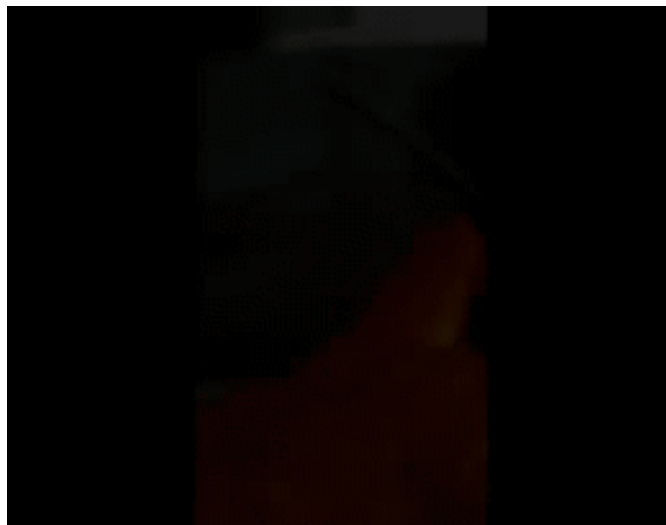


# Markedsstrategi



## KOL / Influencers

Align we key opinion leaders and influencer to raise awareness and preference.



## Media and PR activities

Paired with other promotion efforts to increase awareness and stimulate consumption.



## Retail and foodservice promo

To increase awareness, preference and consumption. Origin labelling

# Markedsstrategi



## Market insight

Track consumer and market developments. Map origin communication on Norwegian products in retail.



Food & Hotel Vietnam, 2025,  
18-20 March, Hanoi  
Organized every second year in  
Hanoi/Ho Chi Minh. First time  
participation in Hanoi 2025. 9  
exporters signed up.



Thaifex – Anuga 2025, 27 – 31 May  
An important regional meeting  
place. 22 exporters have signed up  
for the show in 2025.

# Hjemmekonsum



## In home consumption

Eat salmon once a week or more often

TH

VT

56

54

Eat salmon at home on Saturdays

46

42

Salmon is mostly consumed in the evening

73

63

Salmon is most commonly eaten with family /partner/spouse

59/43

68/50

Say eating salmon at home is relaxing / enjoy it for partying

47

3/22

Are 'planned finders' who plan to buy salmon

67

70

# Utekonsum av laks

TH	VT	Out of home consumption
43	46	...eat salmon once a week or more often
43	49	...of the meals are with family / partner / spouse
33	45	...of the meals was on a Saturday
40	34	...chose raw preparation last time
49	64	...of the meals was a dinner



# Dating food

De yngre velger laks og makrell på date (20-34 år).

Vietnam: 16%

Thailand: 6%

Taiwan: 17%

Taiwan: 26% makrell

Thailand: 8% makrell

...sier de var på date sist de spiste laks



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NORWAY



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