MARKET PLAN
2025 - 2030

Taiwan
Salmon

October 2024

NORWEGIAN SEAFOOD COUNCIL

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OVERALL SEAFOOD MARKET

The **total seafood market** in Taiwan is 0,7 million tonnes (+1% 5Y). Consumption per capita is 29,7 kg annually.

MARKET ACCESS

The tariff on whole salmon is 10% (Faroe Island has 20 %) and fresh fillet is 24 % whereas frozen fillet is 15% (Faroe Island has 35% on both)

THE SPECIES MARKET

- The salmon market in Taiwan is 20 thousand tonnes (-39% 3Y). Norway has a market share of 71% (+26 pp 3Y). The largest competitors are Chile (14% ,-20 pp 3Y), United Kingdom (9% , +1 pp 3Y), and Canada (4% , +2 pp 3Y)
- Taiwan prefer big salmon 7+kg. 67% of Atlantic salmon is imported whole fresh, 19% whole frozen.

- Sales channels Norwegian Salmon: Horeca/Retail: 80/20. Japanese restaurants and buffets are the primary drivers for fresh salmon. Foodservice: Japanese restaurants 70%, lunch boxes 15%, bufets 10%, other 5%.The Taiwan foodservice market is expected to grow 3% during 2024-2030. Taiwan has more then 10 000 Japanese restaurants.
- PX Mart is the largest retailer, Costco, Carrefour and Mia c'bon are other important sales channels for salmon.

- Norway has a good position within in the minds of Taiwanese consumers with an awareness of 61% (Japan 36%, Canada 24%, Chile 16%, Alaska/USA 15%)
- Norway has a preference of 60%. (Japan (29%, Canada 20%, Alaska/USA 17%, Taiwan 16%, Chile 14%).
- SFN-logo recognition is 32% and has been stable around 30% the last years.

Other information

IMF expects a GDP per capita of 34 432 USD in 2024. Real GDP per capita is expected to grow 13% from 2024 to 2029.
The population is 23 million in 2024. Population is expected to not change from 2024 to 2029. Taiwanese are eating their salmon 55% at home, 33% in restaurants and 11% from takeway or delivery.

Macro trends (by 2030)

13%
GDP growth

0%
Population growth

Key competitors

1. Chile (14%)
2. UK (9%)
3. Canada (4%)

Sales channels retail

1. Supermarkets
2. Hypermarkets
3. Convenience stores
4. E-commerce

Consumption formats

1. Smoked (%)
2. Natural fresh (%)
3. Prepared (%)
4. Natural frozen (%)

Strategic implications for Norwegian salmon and NSC's market efforts

Salmon is the most preferred fish among Taiwanese consumers and Norwegian salmon has a strong position amongst Taiwanese consumers (awareness). Most consumers make their decisions in store (31 % of consumers are unplanned deciders) making in store campaigns relevant.

In addition, NSC will run origin campaigns with selected Japanese restaurants as the foodservice is a dominating channel (80%) for Norwegian salmon.

Conducting a POS mapping of origin communication in retail is essential to establish a baseline for origin labeling, ensuring clear visibility of origin in both foodservice and retail.

OBJECTIVE OVERVIEW 2025 - 2030

Market goal

By 2030 increase Norwegian salmon by 5% volume to 15 300 tons from 14 600 tons in 2023.

NOTE. The market goal has been set in collaboration with NSC's advisory group and reflects a common desired goal dependent on efforts beyond The Norwegian Seafood Council's marketing efforts.

NSC's objectives in Taiwan

Objective 1

Increase awareness and preference of Norwegian Salmon compared to other origin.

KPI 1 *Maintain unaided awareness at 60%*

KPI 2 *Maintain prefernce of 60%*

Objective 2
Retail

Increase branding of origin in retail.

KPI 1 *Increase recall from 32% to 40%*

Objective 3

Increase value for the Norwegian seafood industry and our partners in the market

KPI 1 *Customer satisfaction survery*

Market strategy 2025 - 2030

To maintain the position for Norwegian Salmon in Taiwan the NSC will invest in retail and foodservice campaigns (primarily Japanese restaurants) paired with media and PR activities towards target groups in northern Taiwan, (incl. Taipei)

To increase knowledge and handling of Norwegian Salmon the NSC will organise salmon academies for relevant staff in retail and foodservice.

Overview of key deliveries and objectives 2025 – 2030

	Baseline	2025	2026	2027	2028	2029	Objective 2030
Objective 1	Increase unaided awareness	Unaided awareness over 60	Unaided awareness over 60	Unaided awareness over 60	Unaided awareness over 60	Unaided awareness over 60	Unaided awareness over 60
Key deliveries		Media campaigns, PR and POS/retail	Media campaigns, PR and POS/retail	Media campaigns, PR and POS/retail	Media campaigns, PR and POS/retail	Media campaigns, PR and POS/retail	
Objective 2	N/A		TBD	TBD	TBD	TBD	
Key deliveries		Establish baseline	TBD	TBD	TBD	TBD	
Objective 3	High perceived value for the Norwegian salmon industry						Satisfaction above 70%
Key deliveries		Industry communication Market study Seafood seminar Salmon academy	Industry communication Market study Seafood seminar Salmon academy	Industry communication Market study Seafood seminar Salmon academy	Industry communication Market study Seafood seminar Salmon academy	Industry communication Market study Seafood seminar Salmon academy	

Overview of activities 2025

	Q1	Q2	Q3	Q4	Budget allocation
Objective 1 **Increase awareness, preference and frequency**			Restaurant, media campaign	Restaurant, media campaign	40 % Media
Objective 2 **Increase branding**	POS mapping of origin communication on Norwegian products in retail and Horeca to establish baseline	In store campaign		In store campaign	30 % POS 20% PR
Objective 3 **Increase value for industry and partners**			Salmon academy	Seafood seminar / Appreciation lunch	10%


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