



The way fish are
sold in
supermarket

~ CASES IN TAIWAN ~

Objectives

JAPAN / TAIWAN comparison

- ▶ Knowing how fish are sold in Taiwan
- ▶ Characteristics, common points and different points.
- ▶ Find out the reason

Our interests

① Display

② Species

③ Customer type

At first we went to the LARGEST shopping complex in Japan



AEON
KOSHIGAYA
LAKE TOWN
MALL
SAITAMA
JAPAN



Lecture by AEON staff



The way fish
are sold in
AEON
LAKE TOWN
MALL



Research spots



Result 1-1



①
Display

Ice bed
Fish tank
Basket

×

○

Pack
(law)
Pack
(frozen)

②
Species

Saltwater
fish
Freshwat
er fish



△

△

Result 1-2

	大潤發	Carrefour	Wellcome	全聯	Fish market
③ Customer type	Family Couple	Family Tourist	A person Company employee Housewife	Elderly Housewife	Local people Professional of cooking
④ Access	<ul style="list-style-type: none">• Walk• Bike• Car	<ul style="list-style-type: none">• Walk• Bike• Car	<ul style="list-style-type: none">• Walk• Bike	<ul style="list-style-type: none">• Walk• Bike	<ul style="list-style-type: none">• Walk• Bike

Result2-1

Common points with Taiwan and Japan

	Common points
Display	Pack (polystyrene • plastic)
Layout	Entrance→Vegetables • Fruits→Meat • Fish
Species	Freshwater fish < Saltwater fish

- ▶ Similar to Japan : Historical background
- ▶ Geographical features: Both are islands



Taiwan and Japan

Japan

Taiwan



SIZE OF SLICE

Daily portion or In bulk

- ▶ LOVE 火鍋 (Hot pot)
- ▶ Eat a lot each time
- ▶ Family eat together
- ▶ Eating out culture
- ▶ Less home cooking, more female employee

Our findings

- ① Fish are sold in the very similar way due to the common life style and natural environment
- ② Similar species are sold too, but processed foods have more kinds in Taiwan due to high HOT POT dish's consumption