# 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

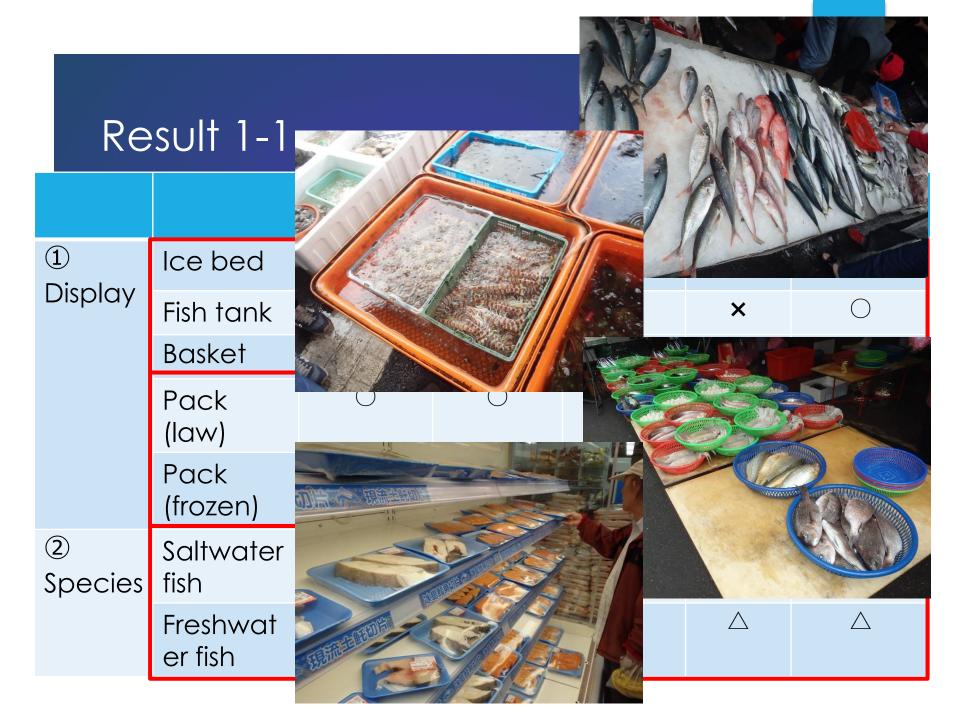


The way fish are sold in AEON LAKE TOWN MALL



## Research spots





## Result 1-2

	大潤發	Carrefour	Wellcome	全聯	Fish market
③Customer type	Family Couple	Family Tourist	A person Company employee Housewife	Elderly Housewife	Local people Professional of cooking
4 Access	<ul><li>Walk</li><li>Bike</li><li>Car</li></ul>	<ul><li>Walk</li><li>Bike</li><li>Car</li></ul>	• Walk • Bike	• Walk • Bike	• 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



aiwan and Japan

Japan Taiwan

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