

# **Frozen Hake Market By Species (Atlantic Hake, Pacific Hake, Others) , By Form (Frozen Whole Hake, Frozen Hake Fillets, Others) By Distribution Channel (Local Distributors, Supermarkets/Hypermarkets, Online Channels) : Global Opportunity Analysis and Industry Forecast, 2024-2034**

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## **Abstracts**

The frozen hake market was valued at \$1.4 billion in 2023, and is projected to reach \$3.1 billion by 2034, growing at a CAGR of 7.3% from 2024 to 2034.

Hake is a deep-water fish that is low in saturated fats and hence has low calories. It is a rich source of proteins, omega-3 fatty acids, vitamins such as B12 and D, and minerals, thus serving as one of the key sources of essential nutrients. Its mild flavor, delicate texture, and nutritional benefits makes it a preferred choice for various culinary applications. The freezing process helps to lock in its nutrients and flavor, ensuring its longer shelf life and retaining its quality until it reaches the consumer.

The growth of the global frozen hake market is majorly driven by increase in awareness among health-conscious consumers about the health benefits of frozen hake and shift in consumer preference toward healthy and natural foods, including frozen hake, which is a healthier protein option as compared to red meat. Furthermore, alarming increase in prevalence of cardiac diseases significantly contributes toward the market growth. This is attributed to the fact that research findings have determined that the consumption of seafood, including hake, significantly alleviates the risk of strokes and hypertension. Moreover, increase in demand for frozen hake from both home cooking and the food service industry fosters the market growth, as its mild flavor and versatility in various recipes make it a popular choice. Moreover, rise in consumer awareness

about sustainable and ethical sourcing of hake propels the growth of the market. This drives the demand for hake sourced from sustainable fisheries that are certified by organizations such as the Marine Stewardship Council (MSC). Approximately 674 fisheries are engaged in the MSC program, which aims to promote sustainable fishing practices and ensures the health and viability of the world's oceans. Increase in popularity of convenience and ready-to-cook products due to increasing workforce and hectic lifestyle fosters the demand for frozen hake products that save time and effort in meal preparation. However, availability of healthier alternatives and rise in trend of veganism act as the key deterrent factor of the global market. On the contrary, advancements in freezing and packaging technologies that help to maintain the quality and shelf life of frozen hake are expected to offer remunerative opportunities for the growth of the market during the forecast period. Moreover, to cater to changing consumer preferences, companies are introducing innovative product formats such as hake fillets, portions, nuggets, and value-added products with various seasonings, thus strengthening the market growth.

The global frozen hake market is segmented into species, form, distribution channel, and region. On the basis of species, the market is divided into Atlantic hake, Pacific hake, and others. By form, it is segregated into frozen whole hake, frozen hake fillets, and others. Depending on distribution channel, it is classified into local distributors, supermarkets/hypermarkets, and online channels. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

On the basis of species, the Atlantic hake segment is expected to dominate the market by 2034.

Depending on form, the frozen whole segment is anticipated to exhibit highest growth during the forecast period.

By distribution channel, the local distributors segment is projected to lead the market in the coming years.

Region wise, frozen hake is likely to gain high prominence in Asia-Pacific in the near future.

### Competition Analysis

Competitive analysis and profiles of the major players in the global frozen hake market include Pacific Seafood, High Liner Foods, Igl%li%Group, Trident Seafoods, Nomad Foods, Cooke Aquaculture, Thai Union Group, Pescanova, Maruha Nichiro, and Oceana Group. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships t%li%strengthen their foothold in the competitive market.

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Brands Share Analysis

Expanded list for Company Profiles

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

SWOT Analysis

## Key Market Segments

### By Species

Atlantic Hake

Pacific Hake

Others

### By Form

Frozen Whole Hake

Frozen Hake Fillets

Others

### By Distribution Channel

Local Distributors

Supermarkets/Hypermarkets

## Online Channels

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Pacific Seafood

High Liner Foods

Igl%li%Group

Trident Seafoods

Nomad Foods

Cooke Aquaculture

Thai Union Group

Pescanova

Maruha Nichiro

Oceana Group

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: FROZEN ROMAINE MARKET, BY FORM**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Form
- 4.2. Frozen Romaine Hearts
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities



- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Frozen Chopped Romaine
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country
- 4.4. Frozen Whole Romaine Heads
  - 4.4.1. Key Market Trends, Growth Factors and Opportunities
  - 4.4.2. Market Size and Forecast, By Region
  - 4.4.3. Market Share Analysis, By Country

## **CHAPTER 5: FROZEN ROMAINE MARKET, BY END USE**

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By End Use
- 5.2. Restaurants Hotels
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Household Consumption
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country

## **CHAPTER 6: FROZEN ROMAINE MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Overview
  - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Specialty Grocers
  - 6.2.1. Key Market Trends, Growth Factors and Opportunities
  - 6.2.2. Market Size and Forecast, By Region
  - 6.2.3. Market Share Analysis, By Country
- 6.3. Supermarkets/Hypermarkets
  - 6.3.1. Key Market Trends, Growth Factors and Opportunities
  - 6.3.2. Market Size and Forecast, By Region
  - 6.3.3. Market Share Analysis, By Country
- 6.4. Online Channels
  - 6.4.1. Key Market Trends, Growth Factors and Opportunities
  - 6.4.2. Market Size and Forecast, By Region

### 6.4.3. Market Share Analysis, By Country

## **CHAPTER 7: FROZEN ROMAINE MARKET, BY REGION**

### 7.1. Market Overview

#### 7.1.1 Market Size and Forecast, By Region

### 7.2. North America

#### 7.2.1. Key Market Trends and Opportunities

#### 7.2.2. Market Size and Forecast, By Form

#### 7.2.3. Market Size and Forecast, By End Use

#### 7.2.4. Market Size and Forecast, By Distribution Channel

#### 7.2.5. Market Size and Forecast, By Country

#### 7.2.6. U.S. Frozen Romaine Market

##### 7.2.6.1. Market Size and Forecast, By Form

##### 7.2.6.2. Market Size and Forecast, By End Use

##### 7.2.6.3. Market Size and Forecast, By Distribution Channel

#### 7.2.7. Canada Frozen Romaine Market

##### 7.2.7.1. Market Size and Forecast, By Form

##### 7.2.7.2. Market Size and Forecast, By End Use

##### 7.2.7.3. Market Size and Forecast, By Distribution Channel

#### 7.2.8. Mexico Frozen Romaine Market

##### 7.2.8.1. Market Size and Forecast, By Form

##### 7.2.8.2. Market Size and Forecast, By End Use

##### 7.2.8.3. Market Size and Forecast, By Distribution Channel

### 7.3. Europe

#### 7.3.1. Key Market Trends and Opportunities

#### 7.3.2. Market Size and Forecast, By Form

#### 7.3.3. Market Size and Forecast, By End Use

#### 7.3.4. Market Size and Forecast, By Distribution Channel

#### 7.3.5. Market Size and Forecast, By Country

#### 7.3.6. France Frozen Romaine Market

##### 7.3.6.1. Market Size and Forecast, By Form

##### 7.3.6.2. Market Size and Forecast, By End Use

##### 7.3.6.3. Market Size and Forecast, By Distribution Channel

#### 7.3.7. Germany Frozen Romaine Market

##### 7.3.7.1. Market Size and Forecast, By Form

##### 7.3.7.2. Market Size and Forecast, By End Use

##### 7.3.7.3. Market Size and Forecast, By Distribution Channel

#### 7.3.8. Italy Frozen Romaine Market

- 7.3.8.1. Market Size and Forecast, By Form
- 7.3.8.2. Market Size and Forecast, By End Use
- 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Frozen Romaine Market
  - 7.3.9.1. Market Size and Forecast, By Form
  - 7.3.9.2. Market Size and Forecast, By End Use
  - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Frozen Romaine Market
  - 7.3.10.1. Market Size and Forecast, By Form
  - 7.3.10.2. Market Size and Forecast, By End Use
  - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Russia Frozen Romaine Market
  - 7.3.11.1. Market Size and Forecast, By Form
  - 7.3.11.2. Market Size and Forecast, By End Use
  - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.3.12. Rest of Europe Frozen Romaine Market
  - 7.3.12.1. Market Size and Forecast, By Form
  - 7.3.12.2. Market Size and Forecast, By End Use
  - 7.3.12.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
  - 7.4.1. Key Market Trends and Opportunities
  - 7.4.2. Market Size and Forecast, By Form
  - 7.4.3. Market Size and Forecast, By End Use
  - 7.4.4. Market Size and Forecast, By Distribution Channel
  - 7.4.5. Market Size and Forecast, By Country
  - 7.4.6. China Frozen Romaine Market
    - 7.4.6.1. Market Size and Forecast, By Form
    - 7.4.6.2. Market Size and Forecast, By End Use
    - 7.4.6.3. Market Size and Forecast, By Distribution Channel
  - 7.4.7. Japan Frozen Romaine Market
    - 7.4.7.1. Market Size and Forecast, By Form
    - 7.4.7.2. Market Size and Forecast, By End Use
    - 7.4.7.3. Market Size and Forecast, By Distribution Channel
  - 7.4.8. India Frozen Romaine Market
    - 7.4.8.1. Market Size and Forecast, By Form
    - 7.4.8.2. Market Size and Forecast, By End Use
    - 7.4.8.3. Market Size and Forecast, By Distribution Channel
  - 7.4.9. South Korea Frozen Romaine Market
    - 7.4.9.1. Market Size and Forecast, By Form

- 7.4.9.2. Market Size and Forecast, By End Use
- 7.4.9.3. Market Size and Forecast, By Distribution Channel
- 7.4.10. Australia Frozen Romaine Market
  - 7.4.10.1. Market Size and Forecast, By Form
  - 7.4.10.2. Market Size and Forecast, By End Use
  - 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Thailand Frozen Romaine Market
  - 7.4.11.1. Market Size and Forecast, By Form
  - 7.4.11.2. Market Size and Forecast, By End Use
  - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.4.12. Malaysia Frozen Romaine Market
  - 7.4.12.1. Market Size and Forecast, By Form
  - 7.4.12.2. Market Size and Forecast, By End Use
  - 7.4.12.3. Market Size and Forecast, By Distribution Channel
- 7.4.13. Indonesia Frozen Romaine Market
  - 7.4.13.1. Market Size and Forecast, By Form
  - 7.4.13.2. Market Size and Forecast, By End Use
  - 7.4.13.3. Market Size and Forecast, By Distribution Channel
- 7.4.14. Rest of Asia-Pacific Frozen Romaine Market
  - 7.4.14.1. Market Size and Forecast, By Form
  - 7.4.14.2. Market Size and Forecast, By End Use
  - 7.4.14.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
  - 7.5.1. Key Market Trends and Opportunities
  - 7.5.2. Market Size and Forecast, By Form
  - 7.5.3. Market Size and Forecast, By End Use
  - 7.5.4. Market Size and Forecast, By Distribution Channel
  - 7.5.5. Market Size and Forecast, By Country
  - 7.5.6. Brazil Frozen Romaine Market
    - 7.5.6.1. Market Size and Forecast, By Form
    - 7.5.6.2. Market Size and Forecast, By End Use
    - 7.5.6.3. Market Size and Forecast, By Distribution Channel
  - 7.5.7. South Africa Frozen Romaine Market
    - 7.5.7.1. Market Size and Forecast, By Form
    - 7.5.7.2. Market Size and Forecast, By End Use
    - 7.5.7.3. Market Size and Forecast, By Distribution Channel
  - 7.5.8. Saudi Arabia Frozen Romaine Market
    - 7.5.8.1. Market Size and Forecast, By Form
    - 7.5.8.2. Market Size and Forecast, By End Use

- 7.5.8.3. Market Size and Forecast, By Distribution Channel
- 7.5.9. UAE Frozen Romaine Market
  - 7.5.9.1. Market Size and Forecast, By Form
  - 7.5.9.2. Market Size and Forecast, By End Use
  - 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Argentina Frozen Romaine Market
  - 7.5.10.1. Market Size and Forecast, By Form
  - 7.5.10.2. Market Size and Forecast, By End Use
  - 7.5.10.3. Market Size and Forecast, By Distribution Channel
- 7.5.11. Rest of LAMEA Frozen Romaine Market
  - 7.5.11.1. Market Size and Forecast, By Form
  - 7.5.11.2. Market Size and Forecast, By End Use
  - 7.5.11.3. Market Size and Forecast, By Distribution Channel

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Dole Food Company
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio
  - 9.1.6. Business Performance
  - 9.1.7. Key Strategic Moves and Developments
- 9.2. Fresh Del Monte Produce Inc.
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio

- 9.2.6. Business Performance
- 9.2.7. Key Strategic Moves and Developments
- 9.3. Bonduelle Group
  - 9.3.1. Company Overview
  - 9.3.2. Key Executives
  - 9.3.3. Company Snapshot
  - 9.3.4. Operating Business Segments
  - 9.3.5. Product Portfolio
  - 9.3.6. Business Performance
  - 9.3.7. Key Strategic Moves and Developments
- 9.4. Greenyard
  - 9.4.1. Company Overview
  - 9.4.2. Key Executives
  - 9.4.3. Company Snapshot
  - 9.4.4. Operating Business Segments
  - 9.4.5. Product Portfolio
  - 9.4.6. Business Performance
  - 9.4.7. Key Strategic Moves and Developments
- 9.5. Ardo Group
  - 9.5.1. Company Overview
  - 9.5.2. Key Executives
  - 9.5.3. Company Snapshot
  - 9.5.4. Operating Business Segments
  - 9.5.5. Product Portfolio
  - 9.5.6. Business Performance
  - 9.5.7. Key Strategic Moves and Developments
- 9.6. Birds Eye
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments
  - 9.6.5. Product Portfolio
  - 9.6.6. Business Performance
  - 9.6.7. Key Strategic Moves and Developments
- 9.7. McCain Foods
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments

- 9.7.5. Product Portfolio
- 9.7.6. Business Performance
- 9.7.7. Key Strategic Moves and Developments
- 9.8. Hain Celestial Group
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. Pinguin
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio
  - 9.9.6. Business Performance
  - 9.9.7. Key Strategic Moves and Developments
- 9.10. Findus Group
  - 9.10.1. Company Overview
  - 9.10.2. Key Executives
  - 9.10.3. Company Snapshot
  - 9.10.4. Operating Business Segments
  - 9.10.5. Product Portfolio
  - 9.10.6. Business Performance
  - 9.10.7. Key Strategic Moves and Developments

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