

# **Global Fish Sauce Market Size study, by Type (Industrial, Traditional), by Composition (Basic, Premium), by End-User (Food Manufacturers, Retailers, Food Services) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Fish Sauce Market is valued at approximately USD xyz billion in 2021 and is anticipated to grow with a healthy growth rate of more than 3.2 % over the forecast period 2022-2028. Fish sauce is a popular ingredient produced from fermented salted anchovies or other fishes for up to two years. Fish sauce offers a rich, savory, earthy, and umami flavor to numerous meals, including pad thai, pho, green papaya salad, and stir-fries, and is most widely used in Southeast Asian cookery. Availability of Fish Sauce brands at various trade channels, rising awareness about health benefits associated with Fish Sauce, and key players strategizing and expanding their market have driven the adoption of Fish Sauce across the projected period. For Instance: Masan took a bold move in 2016 when it released Chin-Su Yod Thong fish sauce in the Thai market, considering Thailand is a traditional fish sauce market that distributes a variety of fish sauce products to many nations across the world. Stepping ahead of its niche, Nestlé also introduced its first Maggi fish sauce products in Vietnam in 2018 and it's the company's first foray into the worldwide fish sauce market. Also, expanding distribution channels and rising variety of products are most likely to boost the overall growth of the Fish Sauce market. However, risk of cholesterol and heart diseases and high concentration of salt can obstruct the market's expansion over the projection period of 2022-2028.

The key regions considered for the global Fish Sauce market study include Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading region across the world. Rising consumer demand due to various health benefits associated with Fish Sauce is driving the market growth in Asia Pacific. Whereas, North

America is also anticipated to exhibit the highest growth rate over the forecast period 2022-2028. The market is expected to grow during the projected period, due to expanding distribution channels.

Major market players included in this report are:

Red Boat Fish Sauce  
Thai Fish Sauce Factory Co. Ltd.  
Unilever  
Masan Group  
Rayong Fish Sauce Co. Ltd  
Rungroj Fish Sauce Co. Ltd.  
Pichai Fish Sauce Co. Ltd.  
Tang Sang Ha Company  
Marine Resources Development Co. Ltd.  
TeoTak Sauce Factory Co. Ltd

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Industrial  
Traditional

By Composition:

Basic  
Premium

By End-User:

Food Manufacturers  
Retail

Food Service

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Fish Sauce Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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