

Global Canned Salmon Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Canned salmon is a processed seafood product that involves the preservation of fresh salmon in a can for extended shelf life. This product caters to consumers seeking convenient, ready-to-eat seafood options with nutritional benefits. Canned salmon is positioned as a versatile ingredient for various dishes and a source of omega-3 fatty acids, proteins, and vitamins.

The global canned salmon market was valued at approximately \$2,100 million in 2023. It is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.5% from 2024 to 2032. Key drivers of this growth include increasing consumer awareness of the health benefits of seafood consumption, rising demand for convenient food options, and the versatility of canned salmon in different cuisines.

One prominent trend in the canned salmon market is the growing popularity of sustainable and eco-friendly products. Consumers are increasingly seeking responsibly sourced seafood products, leading to a rise in certifications such as MSC (Marine Stewardship Council) for canned salmon brands. This trend is driven by consumer preferences for environmentally conscious products and ethical sourcing practices.

Another trend shaping the market is the innovation in product offerings, such as flavored canned salmon variants, organic options, and convenient packaging formats like single-serve portions. These innovations cater to changing consumer preferences for unique flavors, health-conscious choices, and on-the-go consumption, thereby expanding the market reach of canned salmon products.

Regional distribution of the canned salmon market shows dominance in regions with high seafood consumption rates and strong fishing industries. Leading markets include North America, Europe, and Asia Pacific, driven by factors like a tradition of seafood consumption, increasing health consciousness, and the presence of key players in the seafood industry. Each region exhibits unique market dynamics influenced by cultural preferences, economic factors, and regulatory environments.

Despite the growth opportunities, the canned salmon market faces challenges such as price volatility of raw materials, competition from other protein sources, and concerns regarding the environmental impact of fishing practices. Companies in the market need to address these challenges by focusing on sustainable sourcing, product differentiation, and strategic pricing strategies to maintain competitiveness and meet evolving consumer demands.

This report provides a deep insight into the global Canned Salmon market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Canned Salmon Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Canned Salmon market in any manner.

Global Canned Salmon Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development

cycles by informing how you create product offerings for different segments.

Key Company

Bumble Bee Foods

Marine Harvest

Thai Union Frozen Products Company

Beijing Princess Seafood International Trading

Dong Won Fisheries

Empresas AquaChile

Labeyrie Fine Foods

Mogster Group

Princes Group

Tassal Group

Market Segmentation (by Type)

Farmed Canned Salmon

Wild Canned Salmon

Market Segmentation (by Application)

Convenience Stores

Supermarkets and Hypermarkets

Independent Retailers

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Canned Salmon Market

Overview of the regional outlook of the Canned Salmon Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your

competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Canned Salmon Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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