

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

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Abstracts

Report Overview

Fresh salmon is a highly sought-after seafood product known for its delicate flavor and nutritional benefits. It is a type of fish that belongs to the Salmonidae family and is typically found in cold waters. In the market, fresh salmon is positioned as a premium product due to its taste, health benefits, and versatility in culinary applications.

The current market size for fresh salmon in 2023 is estimated at approximately USD 10.5 billion. Looking ahead, the market is expected to grow at a Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032. This growth can be attributed to several key drivers and market forces.

One of the primary growth drivers for the fresh salmon market is the increasing consumer awareness of the health benefits associated with consuming seafood rich in omega-3 fatty acids. As more consumers prioritize healthy eating habits, the demand for fresh salmon continues to rise. Additionally, the growing popularity of high-protein diets and the shift towards sustainable and ethically sourced food products further contribute to market growth.

Another significant factor driving the market is the rise in disposable income levels, particularly in emerging economies. As consumers have more purchasing power, they are willing to spend on premium food products like fresh salmon. Moreover, the expanding e-commerce sector has made it easier for consumers to access a wider variety of seafood products, including fresh salmon, driving market growth.

In terms of market trends, there is a noticeable shift towards transparent and traceable

seafood supply chains. Consumers are increasingly interested in knowing the source of their food and whether it is sustainably sourced. This trend has led to certifications such as the Aquaculture Stewardship Council (ASC) and Marine Stewardship Council (MSC) becoming more prevalent in the fresh salmon market.

Furthermore, there is a growing preference for wild-caught salmon over farmed salmon due to concerns about environmental impact and the use of antibiotics in aquaculture. This trend has led to an increased focus on sustainable fishing practices and the promotion of wild-caught salmon as a premium and environmentally friendly option.

In terms of regional market distribution, leading markets for fresh salmon include North America, Europe, and Asia Pacific. North America dominates the market due to high consumer demand for seafood products and the presence of key players in the region. Europe follows closely behind, driven by a strong culinary culture that values fresh and high-quality seafood. In Asia Pacific, the market is growing rapidly due to changing dietary preferences and increasing awareness of the health benefits of consuming seafood.

Despite the positive outlook for the fresh salmon market, there are some key challenges that industry players need to address. These include fluctuating salmon prices due to supply chain disruptions, environmental concerns related to overfishing and habitat degradation, and regulatory challenges in ensuring sustainable fishing practices.

In conclusion, the fresh salmon market is poised for steady growth driven by factors such as increasing consumer awareness of health benefits, rising disposable incomes, and a shift towards sustainable food choices. By staying abreast of market trends, addressing key challenges, and focusing on regional market dynamics, businesses in the fresh salmon industry can capitalize on the growing demand for this premium seafood product.

This report provides a deep insight into the global Fresh 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 Fresh 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 Fresh Salmon market in any manner.

Global Fresh 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

Marine Harvest

Tenderloin Fine Food

Joyvio

Acorn International

Cermaq Group ASA

Leroy Seafood Group ASA

Mowi ASA

SalMar ASA

Cermaq Group AS

Lerøy Seafood Group

Market Segmentation (by Type)

Fresh Salmon Fillet

Fresh Whole Salmon

Other

Market Segmentation (by Application)

Restaurant

Food Processing Plants

Supermarket

Other

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 Fresh Salmon Market

Overview of the regional outlook of the Fresh 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 Fresh 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.

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