

Global Sashimi Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Sashimi competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Sashimi is a traditional Japanese dish that refers to the way of eating fresh fish or seafood directly after cutting them into thin slices. It does not contain rice, unlike sushi. High-quality, raw fish such as tuna, salmon, sea bream, mackerel, etc. are usually used in the production process, as well as shellfish, shrimp, octopus, sea urchin, etc. It is often served with condiments such as soy sauce, mustard, shiso leaves or shredded radish. Due to the characteristics of raw food, the freshness, processing methods and hygiene standards of the ingredients are extremely high. Sashimi not only reflects the Japanese cuisine's respect for the original flavor of the ingredients, but is also regarded as a healthy food because of its high protein, low fat and rich Omega-3 fatty acids. In recent years, the sashimi market has shown a steady growth trend, benefiting from the continued global pursuit of healthy, high-protein diets, especially in North America, Europe and East Asia. Consumers' preference for the original flavor of ingredients has increased the demand for sashimi-grade seafood. At the same time, the development of cold chain logistics and e-commerce channels has also expanded the sashimi consumption scene, extending from high-end Japanese restaurants to daily family tables. With the advancement of marine farming technology and quality supervision, the supply chain has become more standardized. In addition, the acceptance of Japanese food culture by young consumer groups has increased year by year, making this category gradually transform from "high-end luxury" to "high-frequency light luxury". Despite the challenges of resource sustainability and food safety, its market still has high growth resilience and regional segmentation potential. The sashimi market is centered on Japan as the core consumer market, while continuing to expand in China's coastal cities, North America

and Europe's high-end catering sector. Product prices are highly dependent on fish species, parts and origins, with clear price levels from popular sea bream to luxury tuna belly meat. The consumer groups are concentrated in urban white-collar workers, those who prefer healthy diets and young people. They pursue a high-protein, low-fat refined diet experience and promote the trend of sashimi from high-end tables to daily light luxury. The overall market has strong structural resilience and growth potential due to its cultural attributes and health value.

The global Sashimi market size was estimated at USD 660.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Sashimi market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Sashimi market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Sashimi market.

Global Sashimi Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Mowi
Ocean Waves Products
SalMar
AquaChile
Hokkai Suisan
Oceanside Seafood
Cermaq
Maximum Seafood
Highland Farms
Northline Seafoods
Nueva Pescanova
Lerøy Seafood Group
Nissui
Maruha Nichiro
Kyokuyo Co., Ltd.
Thai Union Group
Tassal Group
Cooke Aquaculture

Market Segmentation (by Type)

Red
White
Other

Market Segmentation (by Application)

Catering Industry
Retail

Others

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 Sashimi Market

Overview of the regional outlook of the Sashimi Market:

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 Sashimi 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 shares the main producing countries of Sashimi, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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