

Global Tunny Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Tunny, also known as longfin tuna, is a species of fish that holds significance in the seafood industry. With a sleek body and rich flavor, tunny is highly sought after in various cuisines worldwide. The market for tunny is characterized by its premium positioning due to its taste, texture, and nutritional benefits.

As of 2023, the global market size for tunny stands at approximately USD 700 million. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.50% from 2024 to 2032. This growth can be attributed to several key drivers and market forces.

One of the primary growth drivers for the tunny market is the increasing consumer awareness regarding the health benefits of seafood consumption. Tunny is rich in omega-3 fatty acids, vitamins, and minerals, making it a popular choice among health-conscious consumers. Additionally, the growing demand for high-protein food products is fueling the market growth for tunny.

Another significant factor driving the market is the rise in disposable income levels, especially in emerging economies. As consumers have more purchasing power, there is a greater willingness to spend on premium seafood products like tunny. This trend is further supported by the expanding middle-class population in regions such as Asia-Pacific and Latin America.

Furthermore, the emphasis on sustainable fishing practices and certifications such as Marine Stewardship Council (MSC) is influencing the market dynamics for tunny.

Consumers are increasingly preferring products that are sourced responsibly, leading to a shift towards sustainable tuna fishing methods.

In terms of market trends, one notable trend is the increasing popularity of canned tunny products. Canned tunny offers convenience, longer shelf life, and versatility in usage, driving its demand among consumers. Additionally, the rising trend of seafood consumption in ready-to-eat formats is boosting the market for processed tunny products.

Moreover, the market is witnessing a growing preference for wild-caught tunny over farmed alternatives due to perceived taste and quality differences. This trend is shaping consumer preferences and influencing purchasing decisions in the tunny market.

Regionally, leading markets for tunny include Asia-Pacific, Europe, and North America. Asia-Pacific dominates the market due to the high consumption of seafood in countries like Japan, China, and South Korea. In Europe, countries like Spain, Italy, and France have a strong tradition of seafood consumption, driving demand for tunny products. North America also presents significant opportunities for tunny market growth, particularly in the United States.

In conclusion, while the tunny market shows promising growth prospects, it also faces challenges. One key challenge is the impact of environmental factors such as overfishing and climate change on tuna populations. Sustainable sourcing practices and conservation efforts will be crucial in addressing these challenges and ensuring the long-term viability of the tunny market.

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

Global Tunny 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

Thai Union

Dongwon Group

Bolton Group

A.E.C. Canning Company

American Tuna

Century Pacific Food

Bumble Bee Foods

Crown Prince

Golden Prize Canning

Ocean's

Grupo Calvo

Clean Seas Tuna

Stehr Group

Sojitz Corporation

Cofaco

Dalian Ocean Fishing

Shandong Zhonglu Oceanic Fisheries

CNFC Overseas Fisheries

Zhejiang Ocean Family

Shanghai Kaichuang Marine International

Shandong Blue Run Group

Ping Tai Rong Ocean Fishery Group

Market Segmentation (by Type)

Atlantic Bluefin Tuna

Southern Bluefin Tuna

Bigeye Tuna

Yellowfin Tuna

Longfin Tuna

Skipjack Tuna

Others

Market Segmentation (by Application)

Raw Consumption

Processed

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 Tunny Market

Overview of the regional outlook of the Tunny 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 Tunny 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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