

Global Fresh Hairtail Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Fresh Hairtail market size was valued at US\$ 3273 million in 2025 and is forecast to a readjusted size of US\$ 3868 million by 2032 with a CAGR of 2.1% during review period.

Fresh hairtail is a raw seafood product made from hairtail or ribbon fish through landing, grading, washing, chilling, fresh freezing, sectioning, steak cutting, filleting, heading, gutting, vacuum packing or carton-based cold-chain delivery. Its core value lies in preserving the fish's silver-white appearance, tender texture, fresh flavor and cooking suitability, while addressing the needs of households, foodservice operators, supermarkets, wholesalers and food processors for stable freshness, consistent specifications, lower loss and convenient handling. The product is commonly supplied as whole fish, sections, steaks, fillets, or headed and gutted forms, with quality maintained through icing, freezing, IQF processing and vacuum packaging. Key customers include seafood wholesalers, chain supermarkets, foodservice supply chains, prepared-food processors, export traders and cold-chain platforms. Its upstream chain covers marine capture, port sorting, raw-material procurement and cold storage; the midstream covers cleaning, cutting, freezing, packaging and inspection; and the downstream covers wholesale distribution, retail sales, foodservice cooking and further processing. This scope excludes cooked hairtail, seasoned hairtail, canned hairtail, dried hairtail and surimi-based products.

The fresh hairtail industry is essentially a raw seafood market shaped by marine capture resources, cold-chain processing capabilities and end-consumer dietary habits. Unlike deeply processed seafood products, the core competitiveness of fresh hairtail first lies in freshness preservation, size grading and loss control. Hairtail has tender flesh, a distinct silver-white appearance and strong household acceptance, making it suitable for

braising, pan-frying, steaming and foodservice dish preparation. It therefore maintains a stable consumption base in Asian markets. As seafood distribution shifts from traditional wholesale toward cold-chain supermarkets, fresh-food e-commerce and foodservice supply chains, companies need to transform a port-trading-driven model into one built on standardized specifications, reliable packaging, batch traceability and cold-chain delivery. The presence of whole fish, sections, steaks, fillets and headed and gutted forms shows that the industry is using product-form segmentation to reduce downstream handling costs and improve efficiency in foodservice and retail scenarios.

From the supply side, fresh hairtail is not a highly concentrated industrial product, but a fragmented seafood supply chain composed of capture resources, port cold storage, processing plants, exporters and regional channels. Chinese supplier pages show professional frozen hairtail production and export information, Vietnamese pages present hairtail, ribbon fish and specifications for different markets, Indian pages show fresh-frozen and whole ribbon fish supply, while Japanese foodservice frozen-food channels emphasize fillets, sections and boneless forms. These differences indicate that regional positioning varies across the value chain. China and Vietnam are more oriented toward processing and export supply, India is more focused on raw material and fresh-frozen whole fish, and Japan is more oriented toward refined specifications for professional foodservice channels. Future market-share expansion will depend less on the number of suppliers and more on stable raw-material procurement, quality systems such as HACCP, cold-chain warehousing capacity and specification development for different consumption markets.

From the demand perspective, the fresh hairtail market still has room for steady growth, but the growth logic should not be understood simply as higher catch volume. It is more likely to come from value improvement driven by product standardization and channel upgrading. Global marine capture resources are constrained by seasonality, fishery management and sustainability requirements, so relying solely on production expansion is unrealistic. Incremental value is more likely to come from higher-value specifications, large-size selection, vacuum packaging, IQF freshness preservation, customized foodservice supply and prepared-food raw-material matching. Household consumers focus on price, freshness and ease of preparation. Foodservice buyers focus on specification consistency, yield and stable supply. Supermarkets focus on packaging, labeling compliance and shrink control. Processors focus on raw-material cost and batch stability. As Asian seafood consumption remains strong and cold-chain infrastructure continues to improve, the market value of fresh hairtail is expected to grow moderately, with room to upgrade from a traditional bulk seafood product into a standardized cold-chain ingredient.

This report is a detailed and comprehensive analysis for global Fresh Hairtail market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Sales Form and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Fresh Hairtail market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Fresh Hairtail market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Fresh Hairtail market size and forecasts, by Sales Form and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Fresh Hairtail market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Fresh Hairtail

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Fresh Hairtail market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies

covered as a part of this study include Zhejiang Xingye Group, Donggang Daping Aquatic Foodstuffs, Gold Star Aquatic, Viet Asia Foods, West Coast Foods, Shin-ei Shokuhin, Seafood Link VN, APA Food, DA NANG Seaproducts Import-Export, Viet Fish, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Fresh Hairtail market is split by Sales Form and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Sales Form, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Sales Form

- Whole Fresh Hairtail

- Fresh Hairtail Sections

Market segment by Preservation Form

- Chilled Fresh Hairtail

- Fresh-Frozen Hairtail

- Quick-Frozen Hairtail

- Vacuum-Preserved Fresh Hairtail

- Ice-Stored Bulk Hairtail

Market segment by Packaging Form

- Bulk Hairtail

Bagged Hairtail

Tray-Packed Hairtail

Carton-Packed Hairtail

Gift-Boxed Hairtail

Market segment by Application

Home Cooking

Foodservice Dish Preparation

Ingredient Repacking and Retail Sale

Deep Processing Raw Material

Major players covered

Zhejiang Xingye Group

Donggang Daping Aquatic Foodstuffs

Gold Star Aquatic

Viet Asia Foods

West Coast Foods

Shin-ei Shokuhin

Seafood Link VN

APA Food

DA NANG Seaproducts Import-Export

Viet Fish

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Fresh Hairtail product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fresh Hairtail, with price, sales quantity, revenue, and global market share of Fresh Hairtail from 2021 to 2026.

Chapter 3, the Fresh Hairtail competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Fresh Hairtail breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Sales Form and by Application, with sales market share and growth rate by Sales Form, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with

sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Fresh Hairtail market forecast, by regions, by Sales Form, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Fresh Hairtail.

Chapter 14 and 15, to describe Fresh Hairtail sales channel, distributors, customers, research findings and conclusion.

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