

Global Fresh Hairtail Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Fresh Hairtail market size is expected to reach \$ 3868 million by 2032, rising at a market growth of 2.1% CAGR during the forecast period (2026-2032).

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 studies the global Fresh Hairtail production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Fresh Hairtail and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Fresh Hairtail that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Fresh Hairtail total production and demand, 2021-2032, (Tons)

Global Fresh Hairtail total production value, 2021-2032, (USD Million)

Global Fresh Hairtail production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Fresh Hairtail consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Fresh Hairtail domestic production, consumption, key domestic manufacturers and share

Global Fresh Hairtail production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Fresh Hairtail production by Sales Form, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Fresh Hairtail production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Fresh Hairtail market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Fresh Hairtail market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Sales Form, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Fresh Hairtail Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Fresh Hairtail Market, Segmentation by Sales Form:

Whole Fresh Hairtail

Fresh Hairtail Sections

Global Fresh Hairtail Market, Segmentation by Preservation Form:

Chilled Fresh Hairtail

Fresh-Frozen Hairtail

Quick-Frozen Hairtail

Vacuum-Preserved Fresh Hairtail

Ice-Stored Bulk Hairtail

Global Fresh Hairtail Market, Segmentation by Packaging Form:

Bulk Hairtail

Bagged Hairtail

Tray-Packed Hairtail

Carton-Packed Hairtail

Gift-Boxed Hairtail

Global Fresh Hairtail Market, Segmentation by Application:

Home Cooking

Foodservice Dish Preparation

Ingredient Repacking and Retail Sale

Deep Processing Raw Material

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Fresh Hairtail market?
2. What is the demand of the global Fresh Hairtail market?
3. What is the year over year growth of the global Fresh Hairtail market?
4. What is the production and production value of the global Fresh Hairtail market?
5. Who are the key producers in the global Fresh Hairtail market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Fresh Hairtail Introduction
- 1.2 World Fresh Hairtail Supply & Forecast
 - 1.2.1 World Fresh Hairtail Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Fresh Hairtail Production (2021-2032)
 - 1.2.3 World Fresh Hairtail Pricing Trends (2021-2032)
- 1.3 World Fresh Hairtail Production by Region (Based on Production Site)
 - 1.3.1 World Fresh Hairtail Production Value by Region (2021-2032)
 - 1.3.2 World Fresh Hairtail Production by Region (2021-2032)
 - 1.3.3 World Fresh Hairtail Average Price by Region (2021-2032)
 - 1.3.4 North America Fresh Hairtail Production (2021-2032)
 - 1.3.5 Europe Fresh Hairtail Production (2021-2032)
 - 1.3.6 China Fresh Hairtail Production (2021-2032)
 - 1.3.7 Japan Fresh Hairtail Production (2021-2032)
 - 1.3.8 Southeast Asia Fresh Hairtail Production (2021-2032)
 - 1.3.9 India Fresh Hairtail Production (2021-2032)
 - 1.3.10 South America Fresh Hairtail Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Fresh Hairtail Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Fresh Hairtail Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Fresh Hairtail Demand (2021-2032)
- 2.2 World Fresh Hairtail Consumption by Region
 - 2.2.1 World Fresh Hairtail Consumption by Region (2021-2026)
 - 2.2.2 World Fresh Hairtail Consumption Forecast by Region (2027-2032)
- 2.3 United States Fresh Hairtail Consumption (2021-2032)
- 2.4 China Fresh Hairtail Consumption (2021-2032)
- 2.5 Europe Fresh Hairtail Consumption (2021-2032)
- 2.6 Japan Fresh Hairtail Consumption (2021-2032)
- 2.7 South Korea Fresh Hairtail Consumption (2021-2032)
- 2.8 ASEAN Fresh Hairtail Consumption (2021-2032)
- 2.9 India Fresh Hairtail Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Fresh Hairtail Production Value by Manufacturer (2021-2026)

3.2 World Fresh Hairtail Production by Manufacturer (2021-2026)

3.3 World Fresh Hairtail Average Price by Manufacturer (2021-2026)

3.4 Fresh Hairtail Company Evaluation Quadrant

3.5 Industry Rank and Concentration Rate (CR)

3.5.1 Global Fresh Hairtail Industry Rank of Major Manufacturers

3.5.2 Global Concentration Ratios (CR4) for Fresh Hairtail in 2025

3.5.3 Global Concentration Ratios (CR8) for Fresh Hairtail in 2025

3.6 Fresh Hairtail Market: Overall Company Footprint Analysis

3.6.1 Fresh Hairtail Market: Region Footprint

3.6.2 Fresh Hairtail Market: Company Product Type Footprint

3.6.3 Fresh Hairtail Market: Company Product Application Footprint

3.7 Competitive Environment

3.7.1 Historical Structure of the Industry

3.7.2 Barriers of Market Entry

3.7.3 Factors of Competition

3.8 New Entrant and Capacity Expansion Plans

3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Fresh Hairtail Production Value Comparison

4.1.1 United States VS China: Fresh Hairtail Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Fresh Hairtail Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Fresh Hairtail Production Comparison

4.2.1 United States VS China: Fresh Hairtail Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Fresh Hairtail Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Fresh Hairtail Consumption Comparison

4.3.1 United States VS China: Fresh Hairtail Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Fresh Hairtail Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Fresh Hairtail Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Fresh Hairtail Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Fresh Hairtail Production Value (2021-2026)

4.4.3 United States Based Manufacturers Fresh Hairtail Production (2021-2026)

4.5 China Based Fresh Hairtail Manufacturers and Market Share

4.5.1 China Based Fresh Hairtail Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Fresh Hairtail Production Value (2021-2026)

4.5.3 China Based Manufacturers Fresh Hairtail Production (2021-2026)

4.6 Rest of World Based Fresh Hairtail Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Fresh Hairtail Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Fresh Hairtail Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Fresh Hairtail Production (2021-2026)

5 MARKET ANALYSIS BY SALES FORM

5.1 World Fresh Hairtail Market Size Overview by Sales Form: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Sales Form

5.2.1 Whole Fresh Hairtail

5.2.2 Fresh Hairtail Sections

5.3 Market Segment by Sales Form

5.3.1 World Fresh Hairtail Production by Sales Form (2021-2032)

5.3.2 World Fresh Hairtail Production Value by Sales Form (2021-2032)

5.3.3 World Fresh Hairtail Average Price by Sales Form (2021-2032)

6 MARKET ANALYSIS BY PRESERVATION FORM

6.1 World Fresh Hairtail Market Size Overview by Preservation Form: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Preservation Form

6.2.1 Chilled Fresh Hairtail

6.2.2 Fresh-Frozen Hairtail

6.2.3 Quick-Frozen Hairtail

6.2.4 Vacuum-Preserved Fresh Hairtail

6.2.5 Ice-Stored Bulk Hairtail

6.3 Market Segment by Preservation Form

6.3.1 World Fresh Hairtail Production by Preservation Form (2021-2032)

6.3.2 World Fresh Hairtail Production Value by Preservation Form (2021-2032)

6.3.3 World Fresh Hairtail Average Price by Preservation Form (2021-2032)

7 MARKET ANALYSIS BY PACKAGING FORM

7.1 World Fresh Hairtail Market Size Overview by Packaging Form: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Packaging Form

7.2.1 Bulk Hairtail

7.2.2 Bagged Hairtail

7.2.3 Tray-Packed Hairtail

7.2.4 Carton-Packed Hairtail

7.2.5 Gift-Boxed Hairtail

7.3 Market Segment by Packaging Form

7.3.1 World Fresh Hairtail Production by Packaging Form (2021-2032)

7.3.2 World Fresh Hairtail Production Value by Packaging Form (2021-2032)

7.3.3 World Fresh Hairtail Average Price by Packaging Form (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Fresh Hairtail Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Home Cooking

8.2.2 Foodservice Dish Preparation

8.2.3 Ingredient Repacking and Retail Sale

8.2.4 Deep Processing Raw Material

8.3 Market Segment by Application

8.3.1 World Fresh Hairtail Production by Application (2021-2032)

8.3.2 World Fresh Hairtail Production Value by Application (2021-2032)

8.3.3 World Fresh Hairtail Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Zhejiang Xingye Group

9.1.1 Zhejiang Xingye Group Details

9.1.2 Zhejiang Xingye Group Major Business

9.1.3 Zhejiang Xingye Group Fresh Hairtail Product and Services

9.1.4 Zhejiang Xingye Group Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Zhejiang Xingye Group Recent Developments/Updates

- 9.1.6 Zhejiang Xingye Group Competitive Strengths & Weaknesses
- 9.2 Donggang Daping Aquatic Foodstuffs
 - 9.2.1 Donggang Daping Aquatic Foodstuffs Details
 - 9.2.2 Donggang Daping Aquatic Foodstuffs Major Business
 - 9.2.3 Donggang Daping Aquatic Foodstuffs Fresh Hairtail Product and Services
 - 9.2.4 Donggang Daping Aquatic Foodstuffs Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.2.5 Donggang Daping Aquatic Foodstuffs Recent Developments/Updates
 - 9.2.6 Donggang Daping Aquatic Foodstuffs Competitive Strengths & Weaknesses
- 9.3 Gold Star Aquatic
 - 9.3.1 Gold Star Aquatic Details
 - 9.3.2 Gold Star Aquatic Major Business
 - 9.3.3 Gold Star Aquatic Fresh Hairtail Product and Services
 - 9.3.4 Gold Star Aquatic Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Gold Star Aquatic Recent Developments/Updates
 - 9.3.6 Gold Star Aquatic Competitive Strengths & Weaknesses
- 9.4 Viet Asia Foods
 - 9.4.1 Viet Asia Foods Details
 - 9.4.2 Viet Asia Foods Major Business
 - 9.4.3 Viet Asia Foods Fresh Hairtail Product and Services
 - 9.4.4 Viet Asia Foods Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Viet Asia Foods Recent Developments/Updates
 - 9.4.6 Viet Asia Foods Competitive Strengths & Weaknesses
- 9.5 West Coast Foods
 - 9.5.1 West Coast Foods Details
 - 9.5.2 West Coast Foods Major Business
 - 9.5.3 West Coast Foods Fresh Hairtail Product and Services
 - 9.5.4 West Coast Foods Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.5.5 West Coast Foods Recent Developments/Updates
 - 9.5.6 West Coast Foods Competitive Strengths & Weaknesses
- 9.6 Shin-ei Shokuhin
 - 9.6.1 Shin-ei Shokuhin Details
 - 9.6.2 Shin-ei Shokuhin Major Business
 - 9.6.3 Shin-ei Shokuhin Fresh Hairtail Product and Services
 - 9.6.4 Shin-ei Shokuhin Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.6.5 Shin-ei Shokuhin Recent Developments/Updates
- 9.6.6 Shin-ei Shokuhin Competitive Strengths & Weaknesses
- 9.7 Seafood Link VN
 - 9.7.1 Seafood Link VN Details
 - 9.7.2 Seafood Link VN Major Business
 - 9.7.3 Seafood Link VN Fresh Hairtail Product and Services
 - 9.7.4 Seafood Link VN Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Seafood Link VN Recent Developments/Updates
 - 9.7.6 Seafood Link VN Competitive Strengths & Weaknesses
- 9.8 APA Food
 - 9.8.1 APA Food Details
 - 9.8.2 APA Food Major Business
 - 9.8.3 APA Food Fresh Hairtail Product and Services
 - 9.8.4 APA Food Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 APA Food Recent Developments/Updates
 - 9.8.6 APA Food Competitive Strengths & Weaknesses
- 9.9 DA NANG Seaproducts Import-Export
 - 9.9.1 DA NANG Seaproducts Import-Export Details
 - 9.9.2 DA NANG Seaproducts Import-Export Major Business
 - 9.9.3 DA NANG Seaproducts Import-Export Fresh Hairtail Product and Services
 - 9.9.4 DA NANG Seaproducts Import-Export Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 DA NANG Seaproducts Import-Export Recent Developments/Updates
 - 9.9.6 DA NANG Seaproducts Import-Export Competitive Strengths & Weaknesses
- 9.10 Viet Fish
 - 9.10.1 Viet Fish Details
 - 9.10.2 Viet Fish Major Business
 - 9.10.3 Viet Fish Fresh Hairtail Product and Services
 - 9.10.4 Viet Fish Fresh Hairtail Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Viet Fish Recent Developments/Updates
 - 9.10.6 Viet Fish Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Fresh Hairtail Industry Chain
- 10.2 Fresh Hairtail Upstream Analysis

- 10.2.1 Fresh Hairtail Core Raw Materials
- 10.2.2 Main Manufacturers of Fresh Hairtail Core Raw Materials
- 10.3 Midstream Analysis
- 10.4 Downstream Analysis
- 10.5 Fresh Hairtail Production Mode
- 10.6 Fresh Hairtail Procurement Model
- 10.7 Fresh Hairtail Industry Sales Model and Sales Channels
 - 10.7.1 Fresh Hairtail Sales Model
 - 10.7.2 Fresh Hairtail Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Fresh Hairtail Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Fresh Hairtail Production Value by Region (2021-2026) & (USD Million)

Table 3. World Fresh Hairtail Production Value by Region (2027-2032) & (USD Million)

Table 4. World Fresh Hairtail Production Value Market Share by Region (2021-2026)

Table 5. World Fresh Hairtail Production Value Market Share by Region (2027-2032)

Table 6. World Fresh Hairtail Production by Region (2021-2026) & (Tons)

Table 7. World Fresh Hairtail Production by Region (2027-2032) & (Tons)

Table 8. World Fresh Hairtail Production Market Share by Region (2021-2026)

Table 9. World Fresh Hairtail Production Market Share by Region (2027-2032)

Table 10. World Fresh Hairtail Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Fresh Hairtail Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Fresh Hairtail Major Market Trends

Table 13. World Fresh Hairtail Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Tons)

Table 14. World Fresh Hairtail Consumption by Region (2021-2026) & (Tons)

Table 15. World Fresh Hairtail Consumption Forecast by Region (2027-2032) & (Tons)

Table 16. World Fresh Hairtail Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Fresh Hairtail Producers in 2025

Table 18. World Fresh Hairtail Production by Manufacturer (2021-2026) & (Tons)

Table 19. Production Market Share of Key Fresh Hairtail Producers in 2025

Table 20. World Fresh Hairtail Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Fresh Hairtail Company Evaluation Quadrant

Table 22. World Fresh Hairtail Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Fresh Hairtail Production Site of Key Manufacturer

Table 24. Fresh Hairtail Market: Company Product Type Footprint

Table 25. Fresh Hairtail Market: Company Product Application Footprint

Table 26. Fresh Hairtail Competitive Factors

Table 27. Fresh Hairtail New Entrant and Capacity Expansion Plans

Table 28. Fresh Hairtail Mergers & Acquisitions Activity

Table 29. United States VS China Fresh Hairtail Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Fresh Hairtail Production Comparison, (2021 & 2025

& 2032) & (Tons)

Table 31. United States VS China Fresh Hairtail Consumption Comparison, (2021 & 2025 & 2032) & (Tons)

Table 32. United States Based Fresh Hairtail Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Fresh Hairtail Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Fresh Hairtail Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Fresh Hairtail Production (2021-2026) & (Tons)

Table 36. United States Based Manufacturers Fresh Hairtail Production Market Share (2021-2026)

Table 37. China Based Fresh Hairtail Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Fresh Hairtail Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Fresh Hairtail Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Fresh Hairtail Production, (2021-2026) & (Tons)

Table 41. China Based Manufacturers Fresh Hairtail Production Market Share (2021-2026)

Table 42. Rest of World Based Fresh Hairtail Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Fresh Hairtail Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Fresh Hairtail Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Fresh Hairtail Production, (2021-2026) & (Tons)

Table 46. Rest of World Based Manufacturers Fresh Hairtail Production Market Share (2021-2026)

Table 47. World Fresh Hairtail Production Value by Sales Form, (USD Million), 2021 & 2025 & 2032

Table 48. World Fresh Hairtail Production by Sales Form (2021-2026) & (Tons)

Table 49. World Fresh Hairtail Production by Sales Form (2027-2032) & (Tons)

Table 50. World Fresh Hairtail Production Value by Sales Form (2021-2026) & (USD Million)

Table 51. World Fresh Hairtail Production Value by Sales Form (2027-2032) & (USD

Million)

Table 52. World Fresh Hairtail Average Price by Sales Form (2021-2026) & (US\$/Ton)

Table 53. World Fresh Hairtail Average Price by Sales Form (2027-2032) & (US\$/Ton)

Table 54. World Fresh Hairtail Production Value by Preservation Form, (USD Million),
2021 & 2025 & 2032

Table 55. World Fresh Hairtail Production by Preservation Form (2021-2026) & (Tons)

Table 56. World Fresh Hairtail Production by Preservation Form (2027-2032) & (Tons)

Table 57. World Fresh Hairtail Production Value by Preservation Form (2021-2026) &
(USD Million)

Table 58. World Fresh Hairtail Production Value by Preservation Form (2027-2032) &
(USD Million)

Table 59. World Fresh Hairtail Average Price by Preservation Form (2021-2026) &
(US\$/Ton)

Table 60. World Fresh Hairtail Average Price by Preservation Form (2027-2032) &
(US\$/Ton)

Table 61. World Fresh Hairtail Production Value by Packaging Form, (USD Million),
2021 & 2025 & 2032

Table 62. World Fresh Hairtail Production by Packaging Form (2021-2026) & (Tons)

Table 63. World Fresh Hairtail Production by Packaging Form (2027-2032) & (Tons)

Table 64. World Fresh Hairtail Production Value by Packaging Form (2021-2026) &
(USD Million)

Table 65. World Fresh Hairtail Production Value by Packaging Form (2027-2032) &
(USD Million)

Table 66. World Fresh Hairtail Average Price by Packaging Form (2021-2026) &
(US\$/Ton)

Table 67. World Fresh Hairtail Average Price by Packaging Form (2027-2032) &
(US\$/Ton)

Table 68. World Fresh Hairtail Production Value by Application, (USD Million), 2021 &
2025 & 2032

Table 69. World Fresh Hairtail Production by Application (2021-2026) & (Tons)

Table 70. World Fresh Hairtail Production by Application (2027-2032) & (Tons)

Table 71. World Fresh Hairtail Production Value by Application (2021-2026) & (USD
Million)

Table 72. World Fresh Hairtail Production Value by Application (2027-2032) & (USD
Million)

Table 73. World Fresh Hairtail Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Fresh Hairtail Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Zhejiang Xingye Group Basic Information, Manufacturing Base and
Competitors

Table 76. Zhejiang Xingye Group Major Business
Table 77. Zhejiang Xingye Group Fresh Hairtail Product and Services
Table 78. Zhejiang Xingye Group Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 79. Zhejiang Xingye Group Recent Developments/Updates
Table 80. Zhejiang Xingye Group Competitive Strengths & Weaknesses
Table 81. Donggang Daping Aquatic Foodstuffs Basic Information, Manufacturing Base and Competitors
Table 82. Donggang Daping Aquatic Foodstuffs Major Business
Table 83. Donggang Daping Aquatic Foodstuffs Fresh Hairtail Product and Services
Table 84. Donggang Daping Aquatic Foodstuffs Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. Donggang Daping Aquatic Foodstuffs Recent Developments/Updates
Table 86. Donggang Daping Aquatic Foodstuffs Competitive Strengths & Weaknesses
Table 87. Gold Star Aquatic Basic Information, Manufacturing Base and Competitors
Table 88. Gold Star Aquatic Major Business
Table 89. Gold Star Aquatic Fresh Hairtail Product and Services
Table 90. Gold Star Aquatic Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. Gold Star Aquatic Recent Developments/Updates
Table 92. Gold Star Aquatic Competitive Strengths & Weaknesses
Table 93. Viet Asia Foods Basic Information, Manufacturing Base and Competitors
Table 94. Viet Asia Foods Major Business
Table 95. Viet Asia Foods Fresh Hairtail Product and Services
Table 96. Viet Asia Foods Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Viet Asia Foods Recent Developments/Updates
Table 98. Viet Asia Foods Competitive Strengths & Weaknesses
Table 99. West Coast Foods Basic Information, Manufacturing Base and Competitors
Table 100. West Coast Foods Major Business
Table 101. West Coast Foods Fresh Hairtail Product and Services
Table 102. West Coast Foods Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. West Coast Foods Recent Developments/Updates
Table 104. West Coast Foods Competitive Strengths & Weaknesses
Table 105. Shin-ei Shokuhin Basic Information, Manufacturing Base and Competitors
Table 106. Shin-ei Shokuhin Major Business
Table 107. Shin-ei Shokuhin Fresh Hairtail Product and Services

Table 108. Shin-ei Shokuhin Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Shin-ei Shokuhin Recent Developments/Updates
Table 110. Shin-ei Shokuhin Competitive Strengths & Weaknesses
Table 111. Seafood Link VN Basic Information, Manufacturing Base and Competitors
Table 112. Seafood Link VN Major Business
Table 113. Seafood Link VN Fresh Hairtail Product and Services
Table 114. Seafood Link VN Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Seafood Link VN Recent Developments/Updates
Table 116. Seafood Link VN Competitive Strengths & Weaknesses
Table 117. APA Food Basic Information, Manufacturing Base and Competitors
Table 118. APA Food Major Business
Table 119. APA Food Fresh Hairtail Product and Services
Table 120. APA Food Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. APA Food Recent Developments/Updates
Table 122. APA Food Competitive Strengths & Weaknesses
Table 123. DA NANG Seaproducts Import-Export Basic Information, Manufacturing Base and Competitors
Table 124. DA NANG Seaproducts Import-Export Major Business
Table 125. DA NANG Seaproducts Import-Export Fresh Hairtail Product and Services
Table 126. DA NANG Seaproducts Import-Export Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. DA NANG Seaproducts Import-Export Recent Developments/Updates
Table 128. DA NANG Seaproducts Import-Export Competitive Strengths & Weaknesses
Table 129. Viet Fish Basic Information, Manufacturing Base and Competitors
Table 130. Viet Fish Major Business
Table 131. Viet Fish Fresh Hairtail Product and Services
Table 132. Viet Fish Fresh Hairtail Production (Tons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. Viet Fish Recent Developments/Updates
Table 134. Viet Fish Competitive Strengths & Weaknesses
Table 135. Global Key Players of Fresh Hairtail Upstream (Raw Materials)
Table 136. Global Fresh Hairtail Typical Customers
Table 137. Fresh Hairtail Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Fresh Hairtail Picture

Figure 2. World Fresh Hairtail Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Fresh Hairtail Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Fresh Hairtail Production (2021-2032) & (Tons)

Figure 5. World Fresh Hairtail Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Fresh Hairtail Production Value Market Share by Region (2021-2032)

Figure 7. World Fresh Hairtail Production Market Share by Region (2021-2032)

Figure 8. North America Fresh Hairtail Production (2021-2032) & (Tons)

Figure 9. Europe Fresh Hairtail Production (2021-2032) & (Tons)

Figure 10. China Fresh Hairtail Production (2021-2032) & (Tons)

Figure 11. Japan Fresh Hairtail Production (2021-2032) & (Tons)

Figure 12. Southeast Asia Fresh Hairtail Production (2021-2032) & (Tons)

Figure 13. India Fresh Hairtail Production (2021-2032) & (Tons)

Figure 14. South America Fresh Hairtail Production (2021-2032) & (Tons)

Figure 15. Fresh Hairtail Market Drivers

Figure 16. Factors Affecting Demand

Figure 17. World Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 18. World Fresh Hairtail Consumption Market Share by Region (2021-2032)

Figure 19. United States Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 20. China Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 21. Europe Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 22. Japan Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 23. South Korea Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 24. ASEAN Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 25. India Fresh Hairtail Consumption (2021-2032) & (Tons)

Figure 26. Producer Shipments of Fresh Hairtail by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 27. Global Four-firm Concentration Ratios (CR4) for Fresh Hairtail Markets in 2025

Figure 28. Global Four-firm Concentration Ratios (CR8) for Fresh Hairtail Markets in 2025

Figure 29. United States VS China: Fresh Hairtail Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Fresh Hairtail Production Market Share Comparison

(2021 & 2025 & 2032)

Figure 31. United States VS China: Fresh Hairtail Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 32. United States Based Manufacturers Fresh Hairtail Production Market Share 2025

Figure 33. China Based Manufacturers Fresh Hairtail Production Market Share 2025

Figure 34. Rest of World Based Manufacturers Fresh Hairtail Production Market Share 2025

Figure 35. World Fresh Hairtail Production Value by Sales Form, (USD Million), 2021 & 2025 & 2032

Figure 36. World Fresh Hairtail Production Value Market Share by Sales Form in 2025

Figure 37. Whole Fresh Hairtail

Figure 38. Fresh Hairtail Sections

Figure 39. World Fresh Hairtail Production Market Share by Sales Form (2021-2032)

Figure 40. World Fresh Hairtail Production Value Market Share by Sales Form (2021-2032)

Figure 41. World Fresh Hairtail Average Price by Sales Form (2021-2032) & (US\$/Ton)

Figure 42. World Fresh Hairtail Production Value by Preservation Form, (USD Million), 2021 & 2025 & 2032

Figure 43. World Fresh Hairtail Production Value Market Share by Preservation Form in 2025

Figure 44. Chilled Fresh Hairtail

Figure 45. Fresh-Frozen Hairtail

Figure 46. Quick-Frozen Hairtail

Figure 47. Vacuum-Preserved Fresh Hairtail

Figure 48. Ice-Stored Bulk Hairtail

Figure 49. World Fresh Hairtail Production Market Share by Preservation Form (2021-2032)

Figure 50. World Fresh Hairtail Production Value Market Share by Preservation Form (2021-2032)

Figure 51. World Fresh Hairtail Average Price by Preservation Form (2021-2032) & (US\$/Ton)

Figure 52. World Fresh Hairtail Production Value by Packaging Form, (USD Million), 2021 & 2025 & 2032

Figure 53. World Fresh Hairtail Production Value Market Share by Packaging Form in 2025

Figure 54. Bulk Hairtail

Figure 55. Bagged Hairtail

Figure 56. Tray-Packed Hairtail

Figure 57. Carton-Packed Hairtail

Figure 58. Gift-Boxed Hairtail

Figure 59. World Fresh Hairtail Production Market Share by Packaging Form
(2021-2032)

Figure 60. World Fresh Hairtail Production Value Market Share by Packaging Form
(2021-2032)

Figure 61. World Fresh Hairtail Average Price by Packaging Form (2021-2032) &
(US\$/Ton)

Figure 62. World Fresh Hairtail Production Value by Application, (USD Million), 2021 &
2025 & 2032

Figure 63. World Fresh Hairtail Production Value Market Share by Application in 2025

Figure 64. Home Cooking

Figure 65. Foodservice Dish Preparation

Figure 66. Ingredient Repacking and Retail Sale

Figure 67. Deep Processing Raw Material

Figure 68. World Fresh Hairtail Production Market Share by Application (2021-2032)

Figure 69. World Fresh Hairtail Production Value Market Share by Application
(2021-2032)

Figure 70. World Fresh Hairtail Average Price by Application (2021-2032) & (US\$/Ton)

Figure 71. Fresh Hairtail Industry Chain

Figure 72. Fresh Hairtail Procurement Model

Figure 73. Fresh Hairtail Sales Model

Figure 74. Fresh Hairtail Sales Channels, Direct Sales, and Distribution

Figure 75. Methodology

Figure 76. Research Process and Data Source

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