

Global Quick-frozen Surimi Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Quick-frozen Surimi Products market size is expected to reach \$ 5559 million by 2032, rising at a market growth of 5.4% CAGR during the forecast period (2026-2032).

In 2025, global Quick-frozen Surimi Products sales reached approximately 1,570.59K MT, with an average global market price of around US\$ 2,415 per MT.

Quick-frozen surimi products are frozen prepared seafood foods made primarily from surimi—a refined fish protein paste produced by deboning/skin removal, repeated washing, and de-fatting of fish meat—then blended with salt, starch/sugars, protein enhancers and seasonings, emulsified/chopped, formed into items such as imitation crab sticks, fish balls, fish tofu, chikuwa or tempura-style cakes, and often pre-cooked or heat-set. The products are rapidly frozen under controlled low-temperature conditions (typically bringing the core temperature down to -18°C or below in a short time) and distributed through a cold chain. The 'quick-freeze + cold-chain' system helps preserve gel texture, flavor and juiciness, reduces microbial risk, extends shelf life, and enables standardized, scalable supply for retail, foodservice, and industrial meal applications.

Quick-frozen surimi products are typically manufactured under a 'standardized formulation + scaled continuous processing + cold-chain fulfillment' model. Producers often run their own brands for both retail and foodservice, while also taking OEM/ODM contracts to keep utilization high. A typical process is: incoming surimi inspection and controlled thawing → ingredient dosing and high-speed chopping/emulsification (salt-soluble proteins build the gel network) → forming (extrusion/molding/battering-breading) → pre-cooking or heat setting (steam/boil) → rapid freezing (tunnel/spiral/IQF fluidized) → metal detection/checkweighing/packaging → frozen storage at -18°C and cold-chain distribution. Gross margin is mainly driven by surimi and auxiliary material costs, product mix (premium imitation-crab/ready-to-eat vs bulk hotpot items), channel

rebates/marketing, and line efficiency/yield. A common industry range is roughly 18%-35%; branded players with strong R&D, higher-value SKUs and better cold-chain execution tend to be at the upper end, while bulk OEM-heavy producers are usually lower. The value chain upstream includes surimi raw materials (e.g., pollock and other whitefish), starch/protein additives, flavors/seasonings, packaging materials, and refrigeration equipment; midstream covers surimi-product processing plants and frozen warehousing; downstream spans supermarkets/e-commerce, restaurants/hotpot chains, institutional catering, and food-industry buyers where cold-chain warehousing and last-mile temperature control are critical capabilities and cost drivers.

Market Development Opportunities & Main Driving Factors

Quick-frozen surimi products are benefiting from the convergence of convenience eating, at-home meal prep, and the standardization needs of chain foodservice. The category is evolving from classic hotpot ingredients into versatile, high-turnover protein formats that are ready-to-cook, ready-to-heat, and easy to integrate into multiple dishes. Based on disclosures in annual reports of leading food and seafood processors, many players are upgrading product mix toward value-added frozen foods and improving profitability through branding and refined channel operations. In parallel, government planning and investment in cold-chain logistics, especially for aquatic products and frozen foods, strengthens the infrastructure foundation for broader geographic penetration, more stable quality, and lower loss rates, amplifying scale advantages in fulfillment and unit economics.

Market Challenges, Risks, & Restraints

The largest uncertainty still comes from raw materials and cost pass-through. Surimi input costs can swing with catch dynamics, trade conditions, and foreign-exchange movements, while energy prices transmit directly into freezing, cold storage, and refrigerated transportation. Risk discussions in company filings commonly highlight raw material price volatility, FX exposure, and cyclical marine product pricing, pointing to potential timing mismatches between input costs and selling prices. Meanwhile, rising requirements for food safety and compliance, including traceability, testing, wastewater treatment, energy efficiency, and packaging reduction, lift the operating threshold. This may pressure near-term costs, but it also accelerates consolidation toward larger, better-capitalized manufacturers with stronger quality systems and compliance capabilities.

Downstream Demand Trends

Downstream demand is shifting into a 'retail ready-to-heat + foodservice industrialization' pattern. Retail channels increasingly prefer standardized, traceable SKUs with reliable reheating performance for quick home meals and lighter eating occasions. Foodservice and industrial buyers, such as hotpot chains, oden-style operations, institutional catering, and further processors, prioritize stable supply, consistent texture, and controllable cost, pushing continuous iteration in formulation,

forming, freezing technology, and quality management. Combining operational disclosures with broker commentary, the competitive focus is moving from supply availability to structural upgrading and brand premium. Higher surimi content, cleaner labels, functional positioning, and localized flavor innovation are expected to be key levers for growth and margin quality.

This report studies the global Quick-frozen Surimi Products production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Quick-frozen Surimi Products 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 Quick-frozen Surimi Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Quick-frozen Surimi Products total production and demand, 2021-2032, (K MT)

Global Quick-frozen Surimi Products total production value, 2021-2032, (USD Million)

Global Quick-frozen Surimi Products production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K MT), (based on production site)

Global Quick-frozen Surimi Products consumption by region & country, CAGR, 2021-2032 & (K MT)

U.S. VS China: Quick-frozen Surimi Products domestic production, consumption, key domestic manufacturers and share

Global Quick-frozen Surimi Products production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K MT)

Global Quick-frozen Surimi Products production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

Global Quick-frozen Surimi Products production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K MT)

This report profiles key players in the global Quick-frozen Surimi Products 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 Anjoyfood, Viciunai Group, Kibun Foods, Trident Seafoods, Ichimasa Kamaboko, Angulas Aguinaga, Luck Union Foods, Fleury Michon, Sugiyu, Haixin, 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 Quick-frozen Surimi Products market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), volume (production, consumption) & (K MT) and average price (US\$/MT) by manufacturer, by Type, 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 Quick-frozen Surimi Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Quick-frozen Surimi Products Market, Segmentation by Type:

Steamed and Boiled

Fried

Grilled/Roasted

Biomimetic

Global Quick-frozen Surimi Products Market, Segmentation by Raw Material Source:

Marine Fish

Freshwater Fish

Others

Global Quick-frozen Surimi Products Market, Segmentation by Raw Material Purity:

Pure Fish

Compound Meat

Others

Global Quick-frozen Surimi Products Market, Segmentation by Sales Channels:

Online Sales

Offline Sales

Global Quick-frozen Surimi Products Market, Segmentation by Application:

Households

HoReCa

Others

Companies Profiled:

Anjoyfood

Viciunai Group

Kibun Foods

Trident Seafoods

Ichimasa Kamaboko

Angulas Aguinaga

Luck Union Foods

Fleury Michon

Sugiyo

Haixin

Coraya

Aquamar

Gadre Marine

Shenglong Industrial

Fujimitsu

Haibawang

QL Foods

Trans-Ocean Products (Maruha Nichiro)

Nissui

Nueva Pescanova

Thong Siek Global

Longsheng

Fuzhou Baiyang Seafood

Saint Malo

Key Questions Answered:

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

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