

Global Vegan Tuna Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Vegan Tuna market size was valued at US\$ 177 million in 2024 and is forecast to a readjusted size of USD 256 million by 2031 with a CAGR of 5.5% during review period.

Increasing public awareness about the health consequences of consuming animal products as well as ethical issues surrounding animal agriculture is gradually leading to an increase in mainstream popularity of veganism which is driving the market growth in the forecasted period. The leaders in the market are launching unique products to satisfy the demands of consumers around the world. These products are similar to canned tuna in taste and texture while combining ingredients that offer an overload of health benefits. Vegan tuna contains a lot of fiber, which is useful for improving digestion and preventing obesity and cardiovascular disease. . The Industry is working on developing a texture that is flaky and has a fishy flavor without overwhelming the senses. As a result of consumer preferences changing more and more restaurants and major food chains are offering vegan foods to their customers. As soy and peas are the prime sources of vegan tuna and they are rich in protein and also give the texture of tuna. A soy allergy can cause hyperactivity of the immune system and even lead to anaphylaxis. An increasing number of people are allergic to soy and peas, which is hindering the market growth of the Industry and making it more challenging for manufacturers to manufacture allergen-free vegan tuna. Due to an increase in diseases related to birds and swine, the use of vegan tuna has increased in recent years. A decline in the demand for non-vegetarian meals and consistently a rise in the demand for vegan products have been shown. By attracting consumers' attention to the vegan tuna market and using the market budget to leverage this opportunity, vegan tuna manufacturers may be able to take advantage of this opportunity in the forecasted period. Consumers' interest in the vegan product is driving the market growth and

manufacturers have to maintain high nutritional values without compromising the taste or texture. Determining proper salt and sugar proportions for vegan tunas, considering several health concerns, which is a challenge for manufacturers and high prices of the product will further limit the market growth.

The global vegan tuna market refers to the market for plant-based alternatives to traditional tuna, which are designed to mimic the taste, texture, and appearance of tuna without using any animal-derived ingredients. Plant-based tuna options have gained popularity in recent years due to the increasing demand for plant-based and sustainable protein sources, concerns about overfishing and the impact on marine ecosystems, and the growing number of individuals following vegan or vegetarian diets. The market for vegan tuna is driven by several factors, including the rising awareness of the environmental impact of traditional fishing practices, the health benefits associated with plant-based diets, and the demand for cruelty-free and sustainable food options. Vegan tuna products are typically made from ingredients such as soy protein, wheat gluten, pea protein, or a combination of plant-based protein sources. These products are formulated to replicate the taste and texture of tuna and are often available in various formats, including canned, pouches, or frozen options. Geographically, North America, Europe, Asia-Pacific, Latin America, and the Middle East and Africa are key regions in the global vegan tuna market. The market is influenced by factors such as consumer preferences, dietary habits, product availability, and cultural factors. Developed regions, such as North America and Europe, have a higher market penetration due to the presence of a larger vegan and vegetarian population, as well as a greater demand for plant-based protein options. Key players in the global vegan tuna market include both established food manufacturers and startups specializing in plant-based products. These companies invest in research and development to create innovative plant-based tuna alternatives, improve taste and texture, and expand product offerings. Additionally, collaborations with retailers, restaurants, and foodservice providers help increase product visibility and availability. There are several advantages as well as challenges associated with the global vegan tuna market. Advantages include reduced environmental impact, sustainability, animal welfare considerations, and the potential health benefits of plant-based diets. However, challenges include the need to accurately replicate the taste and texture of traditional tuna, market competition, and the need for consumer education and acceptance of plant-based alternatives.

This report is a detailed and comprehensive analysis for global Vegan Tuna market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type 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 Vegan Tuna market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Vegan Tuna market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Vegan Tuna market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Vegan Tuna market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Vegan Tuna

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 Vegan Tuna 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 Good Catch, Ocean Hugger Foods, Sophie's Kitchen, New Wave Foods, Gardein, Beyond Meat, Prime Roots, Atlantic Natural Foods, Nestlé S.A, Avant Meats, etc.

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

Market Segmentation

Vegan Tuna market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, 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 Type

Soy-Based Protein

Wheat-Based Protein

Pea-Based Protein

Potato-Based Protein

Rice-Based Protein

Others

Market segment by Application

Online Sales

Offline Sales

Major players covered

Good Catch

Ocean Hugger Foods

Sophie's Kitchen

New Wave Foods

Gardein

Beyond Meat

Prime Roots

Atlantic Natural Foods

Nestl? S.A

Avant Meats

Tuno

Vantastic Foods

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 Vegan Tuna product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Vegan Tuna, with price, sales quantity, revenue, and global market share of Vegan Tuna from 2020 to 2025.

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

Chapter 4, the Vegan Tuna breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Vegan Tuna market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Vegan Tuna.

Chapter 14 and 15, to describe Vegan Tuna sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Vegan Tuna Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Soy-Based Protein

1.3.3 Wheat-Based Protein

1.3.4 Pea-Based Protein

1.3.5 Potato-Based Protein

1.3.6 Rice-Based Protein

1.3.7 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global Vegan Tuna Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Online Sales

1.4.3 Offline Sales

1.5 Global Vegan Tuna Market Size & Forecast

1.5.1 Global Vegan Tuna Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Vegan Tuna Sales Quantity (2020-2031)

1.5.3 Global Vegan Tuna Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Good Catch

2.1.1 Good Catch Details

2.1.2 Good Catch Major Business

2.1.3 Good Catch Vegan Tuna Product and Services

2.1.4 Good Catch Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Good Catch Recent Developments/Updates

2.2 Ocean Hugger Foods

2.2.1 Ocean Hugger Foods Details

2.2.2 Ocean Hugger Foods Major Business

2.2.3 Ocean Hugger Foods Vegan Tuna Product and Services

2.2.4 Ocean Hugger Foods Vegan Tuna Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2020-2025)

2.2.5 Ocean Hugger Foods Recent Developments/Updates

2.3 Sophie's Kitchen

2.3.1 Sophie's Kitchen Details

2.3.2 Sophie's Kitchen Major Business

2.3.3 Sophie's Kitchen Vegan Tuna Product and Services

2.3.4 Sophie's Kitchen Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Sophie's Kitchen Recent Developments/Updates

2.4 New Wave Foods

2.4.1 New Wave Foods Details

2.4.2 New Wave Foods Major Business

2.4.3 New Wave Foods Vegan Tuna Product and Services

2.4.4 New Wave Foods Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 New Wave Foods Recent Developments/Updates

2.5 Gardein

2.5.1 Gardein Details

2.5.2 Gardein Major Business

2.5.3 Gardein Vegan Tuna Product and Services

2.5.4 Gardein Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Gardein Recent Developments/Updates

2.6 Beyond Meat

2.6.1 Beyond Meat Details

2.6.2 Beyond Meat Major Business

2.6.3 Beyond Meat Vegan Tuna Product and Services

2.6.4 Beyond Meat Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Beyond Meat Recent Developments/Updates

2.7 Prime Roots

2.7.1 Prime Roots Details

2.7.2 Prime Roots Major Business

2.7.3 Prime Roots Vegan Tuna Product and Services

2.7.4 Prime Roots Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Prime Roots Recent Developments/Updates

2.8 Atlantic Natural Foods

2.8.1 Atlantic Natural Foods Details

- 2.8.2 Atlantic Natural Foods Major Business
- 2.8.3 Atlantic Natural Foods Vegan Tuna Product and Services
- 2.8.4 Atlantic Natural Foods Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.8.5 Atlantic Natural Foods Recent Developments/Updates
- 2.9 Nestl? S.A
 - 2.9.1 Nestl? S.A Details
 - 2.9.2 Nestl? S.A Major Business
 - 2.9.3 Nestl? S.A Vegan Tuna Product and Services
 - 2.9.4 Nestl? S.A Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 Nestl? S.A Recent Developments/Updates
- 2.10 Avant Meats
 - 2.10.1 Avant Meats Details
 - 2.10.2 Avant Meats Major Business
 - 2.10.3 Avant Meats Vegan Tuna Product and Services
 - 2.10.4 Avant Meats Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.10.5 Avant Meats Recent Developments/Updates
- 2.11 Tuno
 - 2.11.1 Tuno Details
 - 2.11.2 Tuno Major Business
 - 2.11.3 Tuno Vegan Tuna Product and Services
 - 2.11.4 Tuno Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.11.5 Tuno Recent Developments/Updates
- 2.12 Vantastic Foods
 - 2.12.1 Vantastic Foods Details
 - 2.12.2 Vantastic Foods Major Business
 - 2.12.3 Vantastic Foods Vegan Tuna Product and Services
 - 2.12.4 Vantastic Foods Vegan Tuna Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.12.5 Vantastic Foods Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: VEGAN TUNA BY MANUFACTURER

- 3.1 Global Vegan Tuna Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Vegan Tuna Revenue by Manufacturer (2020-2025)
- 3.3 Global Vegan Tuna Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Vegan Tuna by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Vegan Tuna Manufacturer Market Share in 2024

3.4.3 Top 6 Vegan Tuna Manufacturer Market Share in 2024

3.5 Vegan Tuna Market: Overall Company Footprint Analysis

3.5.1 Vegan Tuna Market: Region Footprint

3.5.2 Vegan Tuna Market: Company Product Type Footprint

3.5.3 Vegan Tuna Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Vegan Tuna Market Size by Region

4.1.1 Global Vegan Tuna Sales Quantity by Region (2020-2031)

4.1.2 Global Vegan Tuna Consumption Value by Region (2020-2031)

4.1.3 Global Vegan Tuna Average Price by Region (2020-2031)

4.2 North America Vegan Tuna Consumption Value (2020-2031)

4.3 Europe Vegan Tuna Consumption Value (2020-2031)

4.4 Asia-Pacific Vegan Tuna Consumption Value (2020-2031)

4.5 South America Vegan Tuna Consumption Value (2020-2031)

4.6 Middle East & Africa Vegan Tuna Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Vegan Tuna Sales Quantity by Type (2020-2031)

5.2 Global Vegan Tuna Consumption Value by Type (2020-2031)

5.3 Global Vegan Tuna Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Vegan Tuna Sales Quantity by Application (2020-2031)

6.2 Global Vegan Tuna Consumption Value by Application (2020-2031)

6.3 Global Vegan Tuna Average Price by Application (2020-2031)

7 NORTH AMERICA

7.1 North America Vegan Tuna Sales Quantity by Type (2020-2031)

- 7.2 North America Vegan Tuna Sales Quantity by Application (2020-2031)
- 7.3 North America Vegan Tuna Market Size by Country
 - 7.3.1 North America Vegan Tuna Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Vegan Tuna Consumption Value by Country (2020-2031)
 - 7.3.3 United States Market Size and Forecast (2020-2031)
 - 7.3.4 Canada Market Size and Forecast (2020-2031)
 - 7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

- 8.1 Europe Vegan Tuna Sales Quantity by Type (2020-2031)
- 8.2 Europe Vegan Tuna Sales Quantity by Application (2020-2031)
- 8.3 Europe Vegan Tuna Market Size by Country
 - 8.3.1 Europe Vegan Tuna Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Vegan Tuna Consumption Value by Country (2020-2031)
 - 8.3.3 Germany Market Size and Forecast (2020-2031)
 - 8.3.4 France Market Size and Forecast (2020-2031)
 - 8.3.5 United Kingdom Market Size and Forecast (2020-2031)
 - 8.3.6 Russia Market Size and Forecast (2020-2031)
 - 8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Vegan Tuna Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Vegan Tuna Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Vegan Tuna Market Size by Region
 - 9.3.1 Asia-Pacific Vegan Tuna Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Vegan Tuna Consumption Value by Region (2020-2031)
 - 9.3.3 China Market Size and Forecast (2020-2031)
 - 9.3.4 Japan Market Size and Forecast (2020-2031)
 - 9.3.5 South Korea Market Size and Forecast (2020-2031)
 - 9.3.6 India Market Size and Forecast (2020-2031)
 - 9.3.7 Southeast Asia Market Size and Forecast (2020-2031)
 - 9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

- 10.1 South America Vegan Tuna Sales Quantity by Type (2020-2031)
- 10.2 South America Vegan Tuna Sales Quantity by Application (2020-2031)

10.3 South America Vegan Tuna Market Size by Country

- 10.3.1 South America Vegan Tuna Sales Quantity by Country (2020-2031)
- 10.3.2 South America Vegan Tuna Consumption Value by Country (2020-2031)
- 10.3.3 Brazil Market Size and Forecast (2020-2031)
- 10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Vegan Tuna Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Vegan Tuna Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Vegan Tuna Market Size by Country
 - 11.3.1 Middle East & Africa Vegan Tuna Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Vegan Tuna Consumption Value by Country (2020-2031)
 - 11.3.3 Turkey Market Size and Forecast (2020-2031)
 - 11.3.4 Egypt Market Size and Forecast (2020-2031)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)
 - 11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

- 12.1 Vegan Tuna Market Drivers
- 12.2 Vegan Tuna Market Restraints
- 12.3 Vegan Tuna Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Vegan Tuna and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Vegan Tuna
- 13.3 Vegan Tuna Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Vegan Tuna Typical Distributors

14.3 Vegan Tuna Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Vegan Tuna Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Vegan Tuna Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Good Catch Basic Information, Manufacturing Base and Competitors

Table 4. Good Catch Major Business

Table 5. Good Catch Vegan Tuna Product and Services

Table 6. Good Catch Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Good Catch Recent Developments/Updates

Table 8. Ocean Hugger Foods Basic Information, Manufacturing Base and Competitors

Table 9. Ocean Hugger Foods Major Business

Table 10. Ocean Hugger Foods Vegan Tuna Product and Services

Table 11. Ocean Hugger Foods Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Ocean Hugger Foods Recent Developments/Updates

Table 13. Sophie's Kitchen Basic Information, Manufacturing Base and Competitors

Table 14. Sophie's Kitchen Major Business

Table 15. Sophie's Kitchen Vegan Tuna Product and Services

Table 16. Sophie's Kitchen Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Sophie's Kitchen Recent Developments/Updates

Table 18. New Wave Foods Basic Information, Manufacturing Base and Competitors

Table 19. New Wave Foods Major Business

Table 20. New Wave Foods Vegan Tuna Product and Services

Table 21. New Wave Foods Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. New Wave Foods Recent Developments/Updates

Table 23. Gardein Basic Information, Manufacturing Base and Competitors

Table 24. Gardein Major Business

Table 25. Gardein Vegan Tuna Product and Services

Table 26. Gardein Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Gardein Recent Developments/Updates

Table 28. Beyond Meat Basic Information, Manufacturing Base and Competitors

Table 29. Beyond Meat Major Business

Table 30. Beyond Meat Vegan Tuna Product and Services

Table 31. Beyond Meat Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Beyond Meat Recent Developments/Updates

Table 33. Prime Roots Basic Information, Manufacturing Base and Competitors

Table 34. Prime Roots Major Business

Table 35. Prime Roots Vegan Tuna Product and Services

Table 36. Prime Roots Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Prime Roots Recent Developments/Updates

Table 38. Atlantic Natural Foods Basic Information, Manufacturing Base and Competitors

Table 39. Atlantic Natural Foods Major Business

Table 40. Atlantic Natural Foods Vegan Tuna Product and Services

Table 41. Atlantic Natural Foods Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Atlantic Natural Foods Recent Developments/Updates

Table 43. Nestl? S.A Basic Information, Manufacturing Base and Competitors

Table 44. Nestl? S.A Major Business

Table 45. Nestl? S.A Vegan Tuna Product and Services

Table 46. Nestl? S.A Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Nestl? S.A Recent Developments/Updates

Table 48. Avant Meats Basic Information, Manufacturing Base and Competitors

Table 49. Avant Meats Major Business

Table 50. Avant Meats Vegan Tuna Product and Services

Table 51. Avant Meats Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. Avant Meats Recent Developments/Updates

Table 53. Tuno Basic Information, Manufacturing Base and Competitors

Table 54. Tuno Major Business

Table 55. Tuno Vegan Tuna Product and Services

Table 56. Tuno Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. Tuno Recent Developments/Updates

Table 58. Vantastic Foods Basic Information, Manufacturing Base and Competitors

Table 59. Vantastic Foods Major Business

Table 60. Vantastic Foods Vegan Tuna Product and Services

Table 61. Vantastic Foods Vegan Tuna Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Vantastic Foods Recent Developments/Updates

Table 63. Global Vegan Tuna Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 64. Global Vegan Tuna Revenue by Manufacturer (2020-2025) & (USD Million)

Table 65. Global Vegan Tuna Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 66. Market Position of Manufacturers in Vegan Tuna, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 67. Head Office and Vegan Tuna Production Site of Key Manufacturer

Table 68. Vegan Tuna Market: Company Product Type Footprint

Table 69. Vegan Tuna Market: Company Product Application Footprint

Table 70. Vegan Tuna New Market Entrants and Barriers to Market Entry

Table 71. Vegan Tuna Mergers, Acquisition, Agreements, and Collaborations

Table 72. Global Vegan Tuna Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 73. Global Vegan Tuna Sales Quantity by Region (2020-2025) & (K Units)

Table 74. Global Vegan Tuna Sales Quantity by Region (2026-2031) & (K Units)

Table 75. Global Vegan Tuna Consumption Value by Region (2020-2025) & (USD Million)

Table 76. Global Vegan Tuna Consumption Value by Region (2026-2031) & (USD Million)

Table 77. Global Vegan Tuna Average Price by Region (2020-2025) & (US\$/Unit)

Table 78. Global Vegan Tuna Average Price by Region (2026-2031) & (US\$/Unit)

Table 79. Global Vegan Tuna Sales Quantity by Type (2020-2025) & (K Units)

Table 80. Global Vegan Tuna Sales Quantity by Type (2026-2031) & (K Units)

Table 81. Global Vegan Tuna Consumption Value by Type (2020-2025) & (USD Million)

Table 82. Global Vegan Tuna Consumption Value by Type (2026-2031) & (USD Million)

Table 83. Global Vegan Tuna Average Price by Type (2020-2025) & (US\$/Unit)

Table 84. Global Vegan Tuna Average Price by Type (2026-2031) & (US\$/Unit)

Table 85. Global Vegan Tuna Sales Quantity by Application (2020-2025) & (K Units)

Table 86. Global Vegan Tuna Sales Quantity by Application (2026-2031) & (K Units)

Table 87. Global Vegan Tuna Consumption Value by Application (2020-2025) & (USD Million)

Table 88. Global Vegan Tuna Consumption Value by Application (2026-2031) & (USD Million)

Table 89. Global Vegan Tuna Average Price by Application (2020-2025) & (US\$/Unit)

Table 90. Global Vegan Tuna Average Price by Application (2026-2031) & (US\$/Unit)

Table 91. North America Vegan Tuna Sales Quantity by Type (2020-2025) & (K Units)

Table 92. North America Vegan Tuna Sales Quantity by Type (2026-2031) & (K Units)

Table 93. North America Vegan Tuna Sales Quantity by Application (2020-2025) & (K Units)

Table 94. North America Vegan Tuna Sales Quantity by Application (2026-2031) & (K Units)

Table 95. North America Vegan Tuna Sales Quantity by Country (2020-2025) & (K Units)

Table 96. North America Vegan Tuna Sales Quantity by Country (2026-2031) & (K Units)

Table 97. North America Vegan Tuna Consumption Value by Country (2020-2025) & (USD Million)

Table 98. North America Vegan Tuna Consumption Value by Country (2026-2031) & (USD Million)

Table 99. Europe Vegan Tuna Sales Quantity by Type (2020-2025) & (K Units)

Table 100. Europe Vegan Tuna Sales Quantity by Type (2026-2031) & (K Units)

Table 101. Europe Vegan Tuna Sales Quantity by Application (2020-2025) & (K Units)

Table 102. Europe Vegan Tuna Sales Quantity by Application (2026-2031) & (K Units)

Table 103. Europe Vegan Tuna Sales Quantity by Country (2020-2025) & (K Units)

Table 104. Europe Vegan Tuna Sales Quantity by Country (2026-2031) & (K Units)

Table 105. Europe Vegan Tuna Consumption Value by Country (2020-2025) & (USD Million)

Table 106. Europe Vegan Tuna Consumption Value by Country (2026-2031) & (USD Million)

Table 107. Asia-Pacific Vegan Tuna Sales Quantity by Type (2020-2025) & (K Units)

Table 108. Asia-Pacific Vegan Tuna Sales Quantity by Type (2026-2031) & (K Units)

Table 109. Asia-Pacific Vegan Tuna Sales Quantity by Application (2020-2025) & (K Units)

Table 110. Asia-Pacific Vegan Tuna Sales Quantity by Application (2026-2031) & (K Units)

Table 111. Asia-Pacific Vegan Tuna Sales Quantity by Region (2020-2025) & (K Units)

Table 112. Asia-Pacific Vegan Tuna Sales Quantity by Region (2026-2031) & (K Units)

Table 113. Asia-Pacific Vegan Tuna Consumption Value by Region (2020-2025) & (USD Million)

Table 114. Asia-Pacific Vegan Tuna Consumption Value by Region (2026-2031) & (USD Million)

Table 115. South America Vegan Tuna Sales Quantity by Type (2020-2025) & (K Units)

Table 116. South America Vegan Tuna Sales Quantity by Type (2026-2031) & (K Units)

Table 117. South America Vegan Tuna Sales Quantity by Application (2020-2025) & (K Units)

Table 118. South America Vegan Tuna Sales Quantity by Application (2026-2031) & (K Units)

Units)

Table 119. South America Vegan Tuna Sales Quantity by Country (2020-2025) & (K Units)

Table 120. South America Vegan Tuna Sales Quantity by Country (2026-2031) & (K Units)

Table 121. South America Vegan Tuna Consumption Value by Country (2020-2025) & (USD Million)

Table 122. South America Vegan Tuna Consumption Value by Country (2026-2031) & (USD Million)

Table 123. Middle East & Africa Vegan Tuna Sales Quantity by Type (2020-2025) & (K Units)

Table 124. Middle East & Africa Vegan Tuna Sales Quantity by Type (2026-2031) & (K Units)

Table 125. Middle East & Africa Vegan Tuna Sales Quantity by Application (2020-2025) & (K Units)

Table 126. Middle East & Africa Vegan Tuna Sales Quantity by Application (2026-2031) & (K Units)

Table 127. Middle East & Africa Vegan Tuna Sales Quantity by Country (2020-2025) & (K Units)

Table 128. Middle East & Africa Vegan Tuna Sales Quantity by Country (2026-2031) & (K Units)

Table 129. Middle East & Africa Vegan Tuna Consumption Value by Country (2020-2025) & (USD Million)

Table 130. Middle East & Africa Vegan Tuna Consumption Value by Country (2026-2031) & (USD Million)

Table 131. Vegan Tuna Raw Material

Table 132. Key Manufacturers of Vegan Tuna Raw Materials

Table 133. Vegan Tuna Typical Distributors

Table 134. Vegan Tuna Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Vegan Tuna Picture
- Figure 2. Global Vegan Tuna Revenue by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global Vegan Tuna Revenue Market Share by Type in 2024
- Figure 4. Soy-Based Protein Examples
- Figure 5. Wheat-Based Protein Examples
- Figure 6. Pea-Based Protein Examples
- Figure 7. Potato-Based Protein Examples
- Figure 8. Rice-Based Protein Examples
- Figure 9. Others Examples
- Figure 10. Global Vegan Tuna Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Figure 11. Global Vegan Tuna Revenue Market Share by Application in 2024
- Figure 12. Online Sales Examples
- Figure 13. Offline Sales Examples
- Figure 14. Global Vegan Tuna Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 15. Global Vegan Tuna Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 16. Global Vegan Tuna Sales Quantity (2020-2031) & (K Units)
- Figure 17. Global Vegan Tuna Price (2020-2031) & (US\$/Unit)
- Figure 18. Global Vegan Tuna Sales Quantity Market Share by Manufacturer in 2024
- Figure 19. Global Vegan Tuna Revenue Market Share by Manufacturer in 2024
- Figure 20. Producer Shipments of Vegan Tuna by Manufacturer Sales (\$MM) and Market Share (%): 2024
- Figure 21. Top 3 Vegan Tuna Manufacturer (Revenue) Market Share in 2024
- Figure 22. Top 6 Vegan Tuna Manufacturer (Revenue) Market Share in 2024
- Figure 23. Global Vegan Tuna Sales Quantity Market Share by Region (2020-2031)
- Figure 24. Global Vegan Tuna Consumption Value Market Share by Region (2020-2031)
- Figure 25. North America Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 26. Europe Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 27. Asia-Pacific Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 28. South America Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 29. Middle East & Africa Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 30. Global Vegan Tuna Sales Quantity Market Share by Type (2020-2031)

- Figure 31. Global Vegan Tuna Consumption Value Market Share by Type (2020-2031)
- Figure 32. Global Vegan Tuna Average Price by Type (2020-2031) & (US\$/Unit)
- Figure 33. Global Vegan Tuna Sales Quantity Market Share by Application (2020-2031)
- Figure 34. Global Vegan Tuna Revenue Market Share by Application (2020-2031)
- Figure 35. Global Vegan Tuna Average Price by Application (2020-2031) & (US\$/Unit)
- Figure 36. North America Vegan Tuna Sales Quantity Market Share by Type (2020-2031)
- Figure 37. North America Vegan Tuna Sales Quantity Market Share by Application (2020-2031)
- Figure 38. North America Vegan Tuna Sales Quantity Market Share by Country (2020-2031)
- Figure 39. North America Vegan Tuna Consumption Value Market Share by Country (2020-2031)
- Figure 40. United States Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 41. Canada Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 42. Mexico Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 43. Europe Vegan Tuna Sales Quantity Market Share by Type (2020-2031)
- Figure 44. Europe Vegan Tuna Sales Quantity Market Share by Application (2020-2031)
- Figure 45. Europe Vegan Tuna Sales Quantity Market Share by Country (2020-2031)
- Figure 46. Europe Vegan Tuna Consumption Value Market Share by Country (2020-2031)
- Figure 47. Germany Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 48. France Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 49. United Kingdom Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 50. Russia Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 51. Italy Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 52. Asia-Pacific Vegan Tuna Sales Quantity Market Share by Type (2020-2031)
- Figure 53. Asia-Pacific Vegan Tuna Sales Quantity Market Share by Application (2020-2031)
- Figure 54. Asia-Pacific Vegan Tuna Sales Quantity Market Share by Region (2020-2031)
- Figure 55. Asia-Pacific Vegan Tuna Consumption Value Market Share by Region (2020-2031)
- Figure 56. China Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 57. Japan Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 58. South Korea Vegan Tuna Consumption Value (2020-2031) & (USD Million)
- Figure 59. India Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 60. Southeast Asia Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 61. Australia Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 62. South America Vegan Tuna Sales Quantity Market Share by Type (2020-2031)

Figure 63. South America Vegan Tuna Sales Quantity Market Share by Application (2020-2031)

Figure 64. South America Vegan Tuna Sales Quantity Market Share by Country (2020-2031)

Figure 65. South America Vegan Tuna Consumption Value Market Share by Country (2020-2031)

Figure 66. Brazil Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 67. Argentina Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 68. Middle East & Africa Vegan Tuna Sales Quantity Market Share by Type (2020-2031)

Figure 69. Middle East & Africa Vegan Tuna Sales Quantity Market Share by Application (2020-2031)

Figure 70. Middle East & Africa Vegan Tuna Sales Quantity Market Share by Country (2020-2031)

Figure 71. Middle East & Africa Vegan Tuna Consumption Value Market Share by Country (2020-2031)

Figure 72. Turkey Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 73. Egypt Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 74. Saudi Arabia Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 75. South Africa Vegan Tuna Consumption Value (2020-2031) & (USD Million)

Figure 76. Vegan Tuna Market Drivers

Figure 77. Vegan Tuna Market Restraints

Figure 78. Vegan Tuna Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Manufacturing Cost Structure Analysis of Vegan Tuna in 2024

Figure 81. Manufacturing Process Analysis of Vegan Tuna

Figure 82. Vegan Tuna Industrial Chain

Figure 83. Sales Channel: Direct to End-User vs Distributors

Figure 84. Direct Channel Pros & Cons

Figure 85. Indirect Channel Pros & Cons

Figure 86. Methodology

Figure 87. Research Process and Data Source

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