

Canned Tuna Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/CDDC7663DCECEN.html>

Date: November 2024

Pages: 235

Price: US\$ 4,850.00 (Single User License)

ID: CDDC7663DCECEN

Abstracts

The Global Canned Tuna Market was valued at USD 39.6 billion in 2024 and is projected to grow at a CAGR of 4.4% between 2025 and 2034. Canned tuna, preserved in water, oil, or brine, has become a convenient and long-lasting protein source, widely appreciated for its affordability and nutritional value. Rich in protein and omega-3 fatty acids, it remains a staple in diets worldwide, especially as consumers prioritize healthier and more versatile meal options.

The market is driven by increasing health consciousness, growing demand for sustainable seafood, and the expansion of online retail channels. With online grocery sales rising rapidly, digital platforms have significantly boosted the accessibility of canned tuna, contributing to its steady market growth. Furthermore, regions focused on healthy living and convenience are adopting innovative packaging and product variations, such as low-sodium and flavored options, to cater to evolving consumer preferences.

The skipjack tuna segment accounted for USD 18.9 billion in 2024, growing at a CAGR of 4.8% during the forecast period. Its abundance and cost-effectiveness make skipjack a preferred choice in the canned tuna industry. Its fast reproduction rate also positions it as a sustainable seafood option, aligning with increasing environmental awareness among consumers. The mild flavor and versatility of skipjack tuna further enhance its appeal across diverse culinary applications.

Tuna packed in water dominated the market with a valuation of USD 15.3 billion in 2024 and is anticipated to grow at a 4.7% CAGR through 2034. This segment attracts health-conscious consumers seeking lower-fat and lower-calorie alternatives. As demand for clean-label and minimally processed foods rises, water-packed tuna is gaining traction,

particularly in fitness and weight management markets, due to its high protein content and simplicity.

Retail consumption of canned tuna reached USD 27.6 billion in 2024, with an expected CAGR of 4.6% from 2025 to 2034. Supermarkets, hypermarkets, and e-commerce platforms play a pivotal role in the distribution of canned tuna, offering a wide variety of products to meet diverse consumer needs. The rise of online sales and direct-to-consumer channels has further expanded the reach of canned tuna, making it a household staple worldwide.

In Germany, the canned tuna market was valued at USD 1.4 billion in 2024 and is forecast to grow at a 4.8% CAGR. German consumers increasingly prefer sustainably sourced products, driving demand for eco-friendly tuna options across various retail channels.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Increasing protein diet
 - 3.6.1.2 Expansion of the food industry
 - 3.6.1.3 Growing population
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Price volatility of tuna

- 3.6.2.2 Competition from alternative proteins
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2034 (USD BILLION) (KILO TONS)

- 5.1 Key trends
- 5.2 Skipjack tuna
- 5.3 Yellowfin tuna
- 5.4 Albacore tuna
- 5.5 Tongol tuna
- 5.6 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY PACKAGING, 2021-2034 (USD BILLION) (KILO TONS)

- 6.1 Key trends
- 6.2 Canned in water
- 6.3 Canned in oil
- 6.4 Canned in brine

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY END-USE, 2021-2034 (USD BILLION) (KILO TONS)

- 7.1 Key trends
- 7.2 Retail consumption
- 7.3 Foodservice and catering
- 7.4 Food processing
- 7.5 Others

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION) (KILO TONS)

- 8.1 Key trends
- 8.2 Supermarkets and hypermarkets
- 8.3 Convenience stores
- 8.4 Online retail
- 8.5 Specialty stores
- 8.6 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD BILLION) (KILO TONS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 UK
 - 9.3.2 Germany
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Russia
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
- 9.6 MEA
 - 9.6.1 South Africa
 - 9.6.2 Saudi Arabia
 - 9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

- 10.1 Bumble Bee Foods
- 10.2 Calvo Group
- 10.3 Century Pacific Food
- 10.4 Dongwon Group
- 10.5 Ocean Brands
- 10.6 Princes Limited
- 10.7 StarKist Co.
- 10.8 Thai Union Group
- 10.9 Tri Marine Group
- 10.10 Wild Planet Foods

I would like to order

Product name: Canned Tuna Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/CDDC7663DCECEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CDDC7663DCECEN.html>