

# **Sushi Grade Seafood Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Sushi Grade Seafood Market was valued at USD 10.1 billion in 2024 and is projected to grow at a CAGR of 5% to reach USD 16.2 billion by 2034. This impressive growth trajectory reflects the rising global appetite for premium, high-quality seafood, particularly as sushi continues to gain popularity across diverse demographics and regions. The growing interest in Japanese cuisine, combined with increasing health consciousness and a desire for upscale dining experiences, is driving a significant surge in demand for sushi-grade seafood. These products are not just a culinary trend—they are a lifestyle choice for health-focused consumers seeking nutritious, clean-label proteins. Sushi-grade seafood is held to strict quality, safety, and freshness standards, making it suitable for raw consumption without compromising health. Strict cold chain logistics and temperature controls eliminate risks from parasites and pathogens, ensuring the seafood remains safe and fresh from sea to table.

The global market is experiencing a shift in both consumption habits and purchasing channels. As consumers become more knowledgeable about sushi and raw seafood preparation, many are turning to home preparation with confidence. Retailers and online seafood platforms are capitalizing on this trend, offering curated selections of sushi-grade fish that meet professional standards. From fine dining to home kitchens, sushi-grade seafood is now a staple in the modern consumer's diet, especially among those seeking high-protein, low-fat, and nutrient-rich food options. Social media and digital food culture have further fueled the demand, with sushi appearing prominently in food blogs, influencer content, and healthy lifestyle trends. The accessibility of home meal kits and subscription-based seafood delivery services has also expanded the market, allowing consumers to enjoy restaurant-quality sushi from the comfort of home.

In the United States, sushi-grade seafood remains a standout category, generating USD 2.1 billion in 2024 with a steady 5% CAGR projected through 2034. The US market benefits from a strong dining-out culture, but retail sales are gaining momentum as consumers become more comfortable preparing sushi at home. Coastal cities continue to lead in consumption, but sushi's popularity is expanding into inland regions thanks to better logistics and nationwide distribution networks. Online seafood retailers and specialty grocers are key players in this evolution, offering fresh, high-quality seafood with full traceability and certification, appealing to environmentally and health-conscious buyers.

Asia maintains its dominance as a production powerhouse and major consumer market, led by countries with rich culinary traditions. However, Europe is quickly catching up, with an increasing number of sushi restaurants and high-end supermarkets introducing sushi-grade offerings to a broader consumer base. Countries like the UK, Germany, and France are seeing double-digit growth in this segment, driven by rising incomes and changing food preferences.

By product type, the market is segmented into tuna, shrimp, salmon, and others. Tuna holds the largest market share at 42.1% in 2024. Known for its velvety texture, rich flavor, and premium positioning, tuna remains the preferred choice for sushi lovers, especially in fine dining establishments. High-fat varieties like bluefin tuna dominate top-tier sushi menus, while the growing demand for sustainable and ethically sourced options is pushing producers toward certified, eco-conscious sourcing practices.

When it comes to sourcing methods, wild-caught seafood leads the market with a 60.8% share, driven by consumer perceptions of superior taste and higher nutritional value. However, as global regulations tighten and natural resources face strain, farm-raised options are stepping in to meet consistent quality and supply demands. Aquaculture systems are becoming more advanced, offering high-quality tuna, salmon, and shrimp that align with safety standards, traceability, and sustainability goals.

Industry leaders such as Tassal Group, Grupo Nueva Pescanova, Cermaq, Proximar Seafood, and Bakkafrøst are taking strategic steps to solidify their positions. These companies are heavily investing in sustainable aquaculture technologies, expanding digital sales platforms, and developing eco-friendly, traceable supply chains. Many are also pursuing product certifications and forming strategic partnerships with premium retail and hospitality brands to broaden their market presence and reach new consumer segments.

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
  - 1.5.2 Data mining 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 Trump administration tariffs
  - 3.2.1 Impact on trade
    - 3.2.1.1 Trade volume disruptions
    - 3.2.1.2 Retaliatory measures
  - 3.2.2 Impact on the industry
    - 3.2.2.1 Supply-side impact (raw materials)
      - 3.2.2.1.1 Price volatility in key materials
      - 3.2.2.1.2 Supply chain restructuring
      - 3.2.2.1.3 Production cost implications
    - 3.2.2.2 Demand-side impact (selling price)

- 3.2.2.2.1 Price transmission to end markets
  - 3.2.2.2.2 Market share dynamics
  - 3.2.2.2.3 Consumer response patterns
  - 3.2.3 Key companies impacted
  - 3.2.4 Strategic industry responses
    - 3.2.4.1 Supply chain reconfiguration
    - 3.2.4.2 Pricing and product strategies
    - 3.2.4.3 Policy engagement
  - 3.2.5 Outlook and future considerations
  - 3.3 Trade statistics (HS Code)
    - 3.3.1 Major exporting countries, 2021-2024 (Kilo Tons)
    - 3.3.2 Major importing countries, 2021-2024 (Kilo Tons)
- Note: the above trade statistics will be provided for key countries only.
- 3.4 Supplier landscape
  - 3.5 Profit margin analysis
  - 3.6 Key news & initiatives
  - 3.7 Regulatory landscape
  - 3.8 Impact forces
    - 3.8.1 Growth drivers
      - 3.8.1.1 Global appetite for sushi fuels demand for premium seafood.
      - 3.8.1.2 Sushi grade seafood aligns with wellness and low-fat diets.
      - 3.8.1.3 E-commerce and DIY kits make sushi accessible to all.
    - 3.8.2 Industry pitfalls & challenges
      - 3.8.2.1 Stringent quality controls drive up operational complexity.
      - 3.8.2.2 Environmental limits and sourcing issues strain supply chains.
  - 3.9 Growth potential analysis
  - 3.10 Porter's analysis
  - 3.11 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 SIZE AND FORECAST, BY TYPE, 2021 – 2034 (USD BILLION, KILO TONS)**

- 5.1 Key trends
- 5.2 Tuna
- 5.3 Salmon
- 5.4 Shrimp
- 5.5 Others (octopus, squid, etc.)

## **CHAPTER 6 MARKET SIZE AND FORECAST, BY SOURCING, 2021 – 2034 (USD BILLION, KILO TONS)**

- 6.1 Key trends
- 6.2 Wild caught
- 6.3 Farmed
- 6.4 Others

## **CHAPTER 7 MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2034 (USD BILLION, KILO TONS)**

- 7.1 Key trends
- 7.2 Foodservice
- 7.3 Retail
- 7.4 Direct sales

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (USD BILLION) (KILO TONS)**

- 8.1 Key trends
- 8.2 North America
  - 8.2.1 U.S.
  - 8.2.2 Canada
- 8.3 Europe
  - 8.3.1 Germany
  - 8.3.2 UK
  - 8.3.3 France
  - 8.3.4 Spain
  - 8.3.5 Italy
  - 8.3.6 Netherlands
- 8.4 Asia Pacific
  - 8.4.1 China
  - 8.4.2 India

- 8.4.3 Japan
- 8.4.4 Australia
- 8.4.5 South Korea
- 8.5 Latin America
  - 8.5.1 Brazil
  - 8.5.2 Mexico
  - 8.5.3 Argentina
- 8.6 Middle East and Africa
  - 8.6.1 Saudi Arabia
  - 8.6.2 South Africa
  - 8.6.3 UAE

## **CHAPTER 9 COMPANY PROFILES**

- 9.1 Bakkafrost
- 9.2 Blue Ocean Mariculture
- 9.3 Cermaq
- 9.4 Faroe Islands Salmon Producers
- 9.5 Grupo Nueva Pescanova
- 9.6 Ming Hong International
- 9.7 Mt. Cook Alpine Salmon
- 9.8 Proximar Seafood
- 9.9 Seatopia
- 9.10 Tassal Group

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