

# **Canned Seafood Market Size, Share & Trends Analysis Report By Product (Fish, Shellfish), By Distribution Channel (Food Service, Retail), By Region (North America, Asia Pacific, Europe), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Canned Seafood Market Growth & Trends**

The global canned seafood market size is expected to reach USD 44.27 billion by 2030, growing at a CAGR of 3.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The demand for canned seafood is largely driven by its convenience. Canned seafood provides a ready-to-eat option with a long shelf life, making it ideal for busy consumers who seek quick, hassle-free meal solutions. Its extended storage capability eliminates the need for frequent grocery trips and reduces food waste, aligning with the modern lifestyle's emphasis on efficiency and practicality.

Increasing product innovation in packaging is significantly driving the market for canned seafood by enhancing consumer appeal, improving sustainability, and addressing convenience needs. As consumer preferences evolve, the canned seafood industry is adapting through innovative packaging solutions that not only protect the product but also enhance its marketability. Modern packaging innovations are tailored to attract consumers by emphasizing convenience and usability. For instance, the introduction of easy-open lids, resealable packages, and single-serving sizes caters to busy lifestyles, allowing consumers to enjoy quick meal solutions without sacrificing quality.

Emerging markets offer additional growth potential for the canned seafood industry. As

As incomes rise, urbanization increases, and dietary preferences evolve in these regions, there is a growing appetite for canned seafood. This trend presents opportunities for brands to expand into new markets and introduce innovative products. For instance, in July 2024, Island Creek Oysters entered the tinned fish market by opening the first cannery in New England in over a century, located in New Bedford, Massachusetts. This new facility will produce a range of craft conserves, including mussels, surf clams, oysters, trout, and salmon. The company aims to leverage the longer shelf life of canned seafood to expand its market reach beyond its traditional focus on supplying chefs and restaurants.

Brands like Bumble Bee and John West are leading the way by updating their packaging designs to reflect contemporary aesthetics while ensuring that the packaging is functional and user-friendly. This shift toward consumer-centric packaging is crucial as it directly influences purchasing decisions, making products more accessible and appealing to a broader audience.

### Canned Seafood Market Report Highlights

Based on product, fish accounted for a market share of 75.3% of the global revenue in 2024. One of the most significant drivers of the canned fish market is the increasing consumer awareness of health and nutrition.

The sales through foodservice channels are anticipated to grow at a CAGR of 4.0% from 2025 to 2030. Upscale restaurants are tapping into the rising trend of canned seafood by incorporating 'conservas' spreads into their menus, often paired with curated wine selections.

The canned seafood market in Asia Pacific accounted for a share of 35.7% of the global revenue in 2024. The market is driven by a combination of evolving consumer preferences, increasing urbanization, and rising disposable incomes.

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