

Mackerel Market Size, Share & Trends Analysis Report By Form (Frozen, Canned), By Distribution Channel (Hypermarkets And Supermarkets, Convenience Store, Online), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Mackerel Market Growth & Trends

The global mackerel market size is expected to reach USD 1,371.6 million by 2028, registering a CAGR of 4.7% during the forecast period, according to a new report by Grand View Research, Inc. This can be credited to its economical pricing coupled with various health benefits provided and rising demand in developing economies like China and India.

The COVID-19 pandemic had a significant negative impact on the global mackerel market. the lockdown was imposed across the various countries by the government and the movement of the population from one place to another was halted. As a result, supply chains and distribution of mackerel were disrupted, resulting in a shortage in the market. Nonetheless, the uplift in restrictions of COVID-19 guidelines will result in the growth of the market at a healthy pace.

Mackerel is gaining more popularity across the globe in the fish industry. Rising awareness among consumers regarding the health aids of mackerel in their diet is propelling the industry demand. Also, mackerel being economical to pocket and being health beneficial is gaining more traction around the world. Rising consumers' awareness concerning the benefits of omega-3 fatty acids in their diets as it helps in

boosting brain development, reduces cholesterol and also decreases the risk of asthma and depression. All these factors are anticipated to boost mackerel market growth over the forecast period.

The product consists of high levels of fatty acids, which help in improving endurance and retaining healthy and glowing skin. Omega-3 is present in mackerel as marine fatty acids such as EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid), which help reduce and prevent cardiovascular disease development. Owing to all these health benefits, the industry is likely to propel during the forecast period.

The frozen form segment contributed to the highest share of around 55% of the global market revenue in 2021. Frozen forms are widely used in fish preservation. Freezing helps in making the product available round the year for consumption. Additionally, freezing of fish leads to the stoppage of all microbiological activities causing food spoilage and poisoning. Also, frozen seafood or fish have a high-level inspection of microbiological checks, thus making it pure and hygienic for consumption. Owing to all these factors, the growth of this segment is anticipated to boost over the coming years.

Asia Pacific holds the highest industry share of over 65% in 2021, owing to the majority of fish capture and aquaculture being done. The mackerel market has gained higher traction in developing countries, owing to multiple health benefits at an economical cost. Additionally, large coastal areas, along with the increasing population in this region, endorse fish cultivation and fishing. Owing to these factors, the growth of the market is anticipated to boost over the coming years in this region.

Mackerel Market Report Highlights

Central & South America is expected to register a 5.5% CAGR from 2022 to 2028, owing to rising consumption of mackerel due to multiple health benefits

The canned form segment is expected to expand with the fastest CAGR of 5.0% during the forecast period from 2022 to 2028. The growth of the segment is attributed to the rising demand and consumption of preserved and packaged fish

Europe is anticipated to expand at a second-fastest CAGR of 4.8% during the forecast period. The growth of the regional market is contributed to the high consumption and production of mackerel in the region coupled with increasing demand for frozen and ready-to-use mackerel products

Hypermarkets and supermarkets' distribution channels held the largest share in 2021, contributing more than 40% of the total revenue due to the strong position of this segment in the fisheries industry

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Information & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Form Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Competitive Insights

CHAPTER 3. MACKEREL MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's Five Forces
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Mackerel Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID - 19

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Distribution Channel Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. MACKEREL MARKET FORM ESTIMATES & TREND ANALYSIS

- 5.1. Form Movement Analysis & Market Share, 2021 - 2028
- 5.2. Frozen
 - 5.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.3. Canned
 - 5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

CHAPTER 6. MACKEREL MARKET DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2021 - 2028
- 6.2. Hypermarkets and Supermarkets
 - 6.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 6.3. Convenience Store
 - 6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 6.4. Online
 - 6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 6.5. Others
 - 6.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

CHAPTER 7. MACKEREL MARKET REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Regional Movement Analysis & Market Share, 2021 - 2028
- 7.2. North America

- 7.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 7.2.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
- 7.2.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.2.4. U.S.
 - 7.2.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.2.4.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.2.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.3. Europe
 - 7.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.3.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.3.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
 - 7.3.4. Germany
 - 7.3.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.3.4.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.3.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
 - 7.3.5. Norway
 - 7.3.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.3.5.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.3.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
 - 7.3.6. France
 - 7.3.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.3.6.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.3.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.4. Asia Pacific
 - 7.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.4.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
 - 7.4.4. China
 - 7.4.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
 - 7.4.4.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)
 - 7.4.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.5. India

7.4.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.5.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)

7.4.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.5. Central & South America

7.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)

7.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.5.4. Chile

7.5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.5.4.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)

7.5.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.6. Middle East & Africa

7.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)

7.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.6.4. Egypt

7.6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.4.2. Market Estimates and Forecast, By Form, 2017 - 2028 (USD Million)

7.6.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2021

CHAPTER 9. COMPANY PROFILES

9.1. Thai Union Group Public Company Ltd

9.1.1. Company Overview

9.1.2. Financial Performance

- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives
- 9.2. Siam Canadian Foods Co. Ltd
 - 9.2.1. Company Overview
 - 9.2.2. Financial Performance
 - 9.2.3. Product Benchmarking
 - 9.2.4. Strategic Initiatives
- 9.3. Ocean Treasure World Foods Limited
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. Pinetree Vietnam Company Limited
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Subo International Holland
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Viet Ocean Seafood Vietnam
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Ocean More Foods Co., Limited
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Mackerel Market - Key Market Driver Analysis
2. Mackerel Market - Key Market Restraint Analysis
3. Global Mackerel Market Estimates and Forecast in Form, 2017 - 2028 (USD Million)
4. Global Mackerel Market Estimates and Forecast in Distribution Channel, 2017 - 2028 (USD Million)
5. North America Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
6. North America Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
7. North America Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
8. U.S. Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
9. U.S. Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
10. U.S. Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
11. Europe Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
12. Europe Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
13. Europe Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
14. Germany Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
15. Germany Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
16. Germany Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
17. Norway Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
18. Norway Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
19. Norway Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
20. France Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
21. France Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
22. France Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
23. Asia Pacific Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
24. Asia Pacific Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)

Million)

25. Asia Pacific Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
26. China Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
27. China Mackerel Market revenue estimates and forecast By Form, 2017 - 2028 (USD Million)
28. China Mackerel Market revenue estimates and forecast By Distribution Channel, 2017 - 2028 (USD Million)
29. India Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
30. India Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
31. India Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
32. Central & South America Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
33. Central & South America Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
34. Central & South America Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
35. Chile Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
36. Chile Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
37. Chile Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
38. Middle East & Africa Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
39. Middle East & Africa Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
40. Middle East & Africa Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
41. Egypt Mackerel Market Estimates and Forecast, 2017 - 2028 (USD Million)
42. Egypt Mackerel Market Estimates and Forecast By Form, 2017 - 2028 (USD Million)
43. Egypt Mackerel Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
44. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Mackerel Market Snapshot
2. Mackerel Market Segmentation & Scope
3. Mackerel Market Penetration & Growth Prospect Mapping
4. Mackerel Market Value Chain Analysis
5. Mackerel Market Dynamics
6. Mackerel Market Porter's Five Forces Analysis
7. Mackerel Market Form Movement Analysis
8. Mackerel Market Distribution Channel Movement Analysis
9. Mackerel Market Regional Movement Analysis

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