

Plant-based Seafood Market Size, Share & Trends Analysis Report By Type (Fish, Prawn And Shrimp), By Source (Soy, Pea), By Distribution Channel (Supermarkets & Hypermarkets, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Plant-based Seafood Market Growth & Trends

The global plant-based seafood market size is estimated to reach USD 972.2 million in 2030 and is anticipated to grow at a CAGR of 8.6% from 2025 to 2030, according to a new report by Grand View Research, Inc. One of the primary drivers is the growing awareness of environmental issues related to traditional fishing practices. Overfishing and the depletion of marine resources have raised alarms about the sustainability of seafood supplies. Reports indicate that nearly 90% of the world's fish stocks are fully exploited or overexploited, prompting consumers to seek alternatives that have a lower ecological footprint.

Plant-based seafood offers a viable solution, allowing consumers to enjoy seafood-like products without contributing to the depletion of ocean resources. Health considerations also play a significant role in the rise of plant-based seafood. Many consumers are increasingly adopting plant-based diets for health reasons, seeking options that are lower in saturated fats and free from contaminants like mercury and microplastics commonly found in traditional seafood. Plant-based alternatives provide a nutritious option that aligns with health-conscious lifestyles, offering benefits such as higher protein content and lower allergenicity.

Consumer preferences are evolving, with many individuals seeking sustainable and ethical food options. Surveys indicate that a significant percentage of consumers are open to trying plant-based seafood if they are informed about its environmental and health benefits. Moreover, taste remains a crucial factor; brands focusing on replicating the flavor and texture of real seafood are more likely to attract consumers. Furthermore, the potential health benefits of plant-based seafood contribute to its growing popularity. These products are often lower in saturated fat and cholesterol than their animal-based counterparts and can be fortified with essential nutrients like omega-3 fatty acids. This appeals to health-conscious consumers seeking to reduce their intake of potentially harmful substances while still enjoying familiar seafood flavors.

The rise of e-commerce has also facilitated greater access to plant-based seafood products. Online platforms allow consumers to easily explore and purchase these alternatives, increasing awareness and interest in plant-based options. This trend is particularly pronounced among younger, tech-savvy consumers who prefer shopping online. Additionally, government initiatives aimed at promoting sustainable food sources further bolster the market for plant-based seafood. Support for producers through subsidies and research into innovative ingredients helps drive growth in this sector. As manufacturers continue to develop new products that cater to evolving consumer tastes, the variety and availability of plant-based seafood options will likely expand.

Plant-based Seafood Market Report Highlights

Based on region, Europe is expected to grow with a CAGR of 9.0% from 2025 to 2030. The growing availability of plant-based seafood in European supermarkets, grocery chains, and foodservice outlets has made it more accessible to a wider audience. Many restaurants and retailers are including plant-based seafood options in their offerings, driven by consumer demand for healthier and eco-friendly alternatives. This increased visibility in both retail and foodservice channels is contributing to the rise in consumption across Europe.

Based on source, pea-based seafood is

expected to grow with a CAGR of 10.1% from 2025 to 2030. Pea protein is rich in essential amino acids, high in fiber, and low in calories, which appeals to consumers focused on health and fitness. The growing trend toward plant-based diets, particularly in regions like North America and Europe, has increased demand for pea-based seafood as a nutritious, low-fat alternative to traditional seafood, without sacrificing protein content.

Based on type, plant-based prawns and shrimps is expected to grow at a CAGR of 9.3% from 2025 to 2030.

Advancements in food technology have led to the development of plant-based prawn and shrimp products that better replicate the taste, texture, and appearance of traditional shrimp and prawns. This makes the switch to plant-based alternatives easier for consumers who still want to enjoy familiar flavors and textures without compromising on quality.

Based on distribution channel, sales of plant-based seafood through online channels are expected to grow at a CAGR of 9.9% from 2025 to 2030. Consumers prefer to buy smaller quantities when trying new products or flavors. online channels provide the flexibility

to purchase single bottles or cans, making it easier for individuals to sample different plant-based seafood without committing to larger bulk orders.

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