

Fish Sauce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global fish sauce market reached a value of US\$ 15.28 Billion in 2021. Looking forward, IMARC Group expects the market to reach a value of US\$ 18.93 Billion by 2027, exhibiting a CAGR of 3.40% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Fish sauce is a brown liquid condiment produced by fermenting small fish with a considerable amount of salt. It is a rich source of iron, omega-3, vitamins and amino acids, which help improve appetite, control blood sugar levels and increase calcium absorption. It also assists in the hematopoiesis process, keeping a stable nervous system and supporting cell multiplication. As a result, it is extensively used as a seasoning and a dipping sauce in numerous staple dishes to give a meaty aroma and flavor.

Fish Sauce Market Trends:

Presently, there is a rise in the adoption of high nutritional food and condiments in regular diets on account of the growing health consciousness among individuals. This, along with the increasing utilization of fish sauce due to the surging cases of thyroid-related problems around the world, represents one of the key factors propelling the growth of the market. In addition, there is an increase in the popularity of Asian cuisine as it encompasses a healthy balance between meat and vegetables. This, coupled with the burgeoning food and beverage (F&B) industry, is catalyzing the demand for fish sauce worldwide. Besides this, the rising awareness among the masses about the benefits of fish sauce is offering lucrative growth opportunities to industry investors. Apart from this, its wide availability through online and offline distribution channels is

positively influencing the market. Additionally, the escalating demand for fortified product variant to maintain healthy micronutrient levels in the body is bolstering the growth of the market. Key market players are also investing in improving the packaging to increase their overall sales. In line with this, they are significantly financing advertisement campaigns to generate brand awareness, which is projected to impel the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fish sauce market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type, composition, distribution channel and industry vertical.

Breakup by Type:

- Korean Fish Sauce
- Japanese Fish Sauce
- Southeast Asian Fish Sauce
- Western Fish Sauce
- Others

Breakup by Composition:

- Basic
- Premium

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Online Stores
- Others

Breakup by Industry Vertical:

- Food and Beverages
- Household
- Hotels and Restaurants

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Halcyon Proteins Pty Ltd., Masan Group, Pichai Fish Sauce Co. Ltd., Rayong Fish Sauce Industry Co. Ltd., Red Boat Fish Sauce, Rungroj Fish Sauce Co. Ltd., Teo Tak Seng Fish Sauce Factory Co. Ltd., Thai Fishsauce Factory (Squid Brand) Co. Ltd., Thaipreeda Group and Unilever plc.

Key Questions Answered in This Report:

How has the global fish sauce market performed so far and how will it perform in the coming years?

- What has been the impact of COVID-19 on the global fish sauce market?
- What are the key regional markets?
- What is the breakup of the market based on the type?
- What is the breakup of the market based on the composition?
- What is the breakup of the market based on the distribution channel?
- What is the breakup of the market based on the industry vertical?
- What are the various stages in the value chain of the industry?
- What are the key driving factors and challenges in the industry?
- What is the structure of the global fish sauce market and who are the key players?
- What is the degree of competition in the industry?

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