

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

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Abstracts

The global tuna market reached a value of US\$ 40.7 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 48.8 Billion by 2027, exhibiting a CAGR of 3% 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. These insights are included in the report as a major market contributor.

Tuna is a part of the mackerel fish family, and a very important part of the global fishing scenario. Tuna is enjoyed worldwide fresh-cooked, frozen, canned and as sushi. Almost 60% of the total tuna comes from the West and Central Pacific Ocean (WPCO). Since the all tuna catch from this region is under the custody of the Pacific Island Countries (PICs), these countries use their tuna resources as a source of developing their economies. A reason for this is that many of these countries only have their tuna population to call a resource for economic development. It is a widely bought item by end customers, restaurants and canning industries as well.

Rising demand for canned tuna represents a major reason currently driving the global tuna market. The busy schedules of people today are inviting a rapidly increasing need for ready to eat food, canned tuna being a popular choice. Europe currently dominates the global list of regions importing canned tuna. Middle Eastern countries like Saudi Arabia, Israel and Egypt have come up as some of the largest importers of tuna in the world. This has to do with the fact that import duty fees for canned tuna are very less in the Middle East. Another reason or the popularity and demand of canned tuna is its shelf life. Many countries are developing rapidly and their natives are switching to easy to cook, long-lasting and internationally loved food items. These preferences of the people are a reason for the increasing worldwide consumption of canned tuna. With increasing health consciousness, many people are shifting from canned tuna to fresh and frozen tuna. The biggest importers of frozen and fresh tuna include China, North

America and Western Europe. Even though they cost considerably higher than canned tuna, people are willing to pay, facilitating higher economic value for the worldwide tuna trade. The tuna market can only expect steadily growing value if people keep up with their food preferences.

Key Market Segmentation:

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

Breakup by Type:

- Canned
- Frozen
- Fresh

Based on type, the market has been segmented as canned, fresh and frozen tuna. Currently, canned tuna dominates the market, holding the largest share.

Production Breakup by Region:

- Japan
- Indonesia
- Philippines
- Taiwan P.C.
- Republic of Korea
- Spain
- Others

On the basis of tuna production worldwide, Indonesia accounts for the largest market share.

Consumption Breakup by Region:

- Japan
- USA
- Republic of Korea
- China
- Taiwan P.C.
- European Union

Others

On the basis of end-markets of tuna, Japan represents the largest consumer.

Breakup by Species:

Skipjack
Yellowfin
Albacore
Bigeye
Bluefin

Based on the species, Skipjack tuna dominates the total tuna market.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Thai Union, Tri Marine, Starkist, etc.

This report provides a deep insight into the global tuna market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a tuna processing plant. The study analyses the processing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the tuna industry in any manner.

Key Questions Answered in This Report

1. What is the market size for the global tuna market?
2. What is the global tuna market growth?
3. What are the global tuna market drivers?
4. What are the key industry trends in the global tuna market?
5. What is the impact of COVID-19 on the global tuna market?
6. What is the global tuna market breakup by type?
7. What is the global tuna market breakup by species?
8. What are the major regions in the global tuna market?
9. Who are the key companies/players in the global tuna market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL TUNA MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Species
- 5.5 Market Breakup by Type
- 5.6 Market Breakup by Region
 - 5.6.1 Production Breakup by Region
 - 5.6.2 Consumption Breakup by Region
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths

- 5.8.3 Weaknesses
- 5.8.4 Opportunities
- 5.8.5 Threats
- 5.9 Value Chain Analysis
 - 5.9.1 Overview
 - 5.9.2 Collectors
 - 5.9.3 Auction
 - 5.9.4 Pre-processing
 - 5.9.5 Large Scale Industrial Processing
 - 5.9.6 Packaging and Exports
- 5.10 Porters Five Forces Analysis
 - 5.10.1 Overview
 - 5.10.2 Bargaining Power of Buyers
 - 5.10.3 Bargaining Power of Suppliers
 - 5.10.4 Degree of Competition
 - 5.10.5 Threat of New Entrants
 - 5.10.6 Threat of Substitutes
- 5.11 Price Analysis
 - 5.11.1 Key Price Indicators
 - 5.11.2 Price Structure
 - 5.11.3 Price Trends

6 MARKET BREAKUP BY SPECIES

- 6.1 Skipjack
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Yellowfin
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Albacore
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Bigeye
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Bluefin
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast

7 MARKET BREAKUP BY TYPE

7.1 Canned

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Frozen

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Fresh

7.3.1 Market Trends

7.3.2 Market Forecast

8 PRODUCTION BREAKUP BY REGION

8.1 Japan

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Indonesia

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Philippines

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Taiwan P.C.

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Republic of Korea

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Spain

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Others

8.7.1 Market Trends

8.7.2 Market Forecast

9 CONSUMPTION BREAKUP BY REGION

9.1 Japan

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 USA

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Republic of Korea

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 China

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Taiwan P.C.

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 European Union

9.6.1 Market Trends

9.6.2 Market Forecast

9.7 Others

9.7.1 Market Trends

9.7.2 Market Forecast

10 IMPORTS AND EXPORTS

10.1 Imports by Major Countries

10.2 Exports by Major Countries

11 TUNA PROCESSING

11.1 Product Overview

11.2 Detailed Process Flow

11.3 Various Types of Unit Operations Involved

11.4 Mass Balance and Raw Material Requirements

12 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

12.1 Land Requirements and Expenditures

12.2 Construction Requirements and Expenditures

12.3 Plant Machinery

- 12.4 Machinery Pictures
- 12.5 Raw Materials Requirements and Expenditures
- 12.6 Raw Material and Final Product Pictures
- 12.7 Packaging Requirements and Expenditures
- 12.8 Transportation Requirements and Expenditures
- 12.9 Utilities Requirements and Expenditures
- 12.10 Manpower Requirements and Expenditures
- 12.11 Other Capital Investments

13 LOANS AND FINANCIAL ASSISTANCE

14 PROJECT ECONOMICS

- 14.1 Capital Cost of the Project
- 14.2 Techno-Economic Parameters
- 14.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 14.4 Taxation and Depreciation
- 14.5 Income Projections
- 14.6 Expenditure Projections
- 14.7 Financial Analysis
- 14.8 Profit Analysis

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Thai Union
 - 15.3.2 Tri Marine
 - 15.3.3 Starkist

List Of Tables

LIST OF TABLES

Table 1: Global: Tuna Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Tuna Market Forecast: Breakup by Species (in Million Tons), 2022-2027

Table 3: Global: Tuna Market Forecast: Breakup by Type (in Million Tons), 2022-2027

Table 4: Global: Tuna Market Forecast: Production Breakup by Region (in Million Tons), 2022-2027

Table 5: Global: Tuna Market Forecast: Consumption Breakup by Region (in Million Tons), 2022-2027

Table 6: Global: Tuna: Import Data by Country, 2020

Table 7: Global: Tuna: Export Data by Country, 2020

Table 8: Global: Tuna Market: Competitive Structure

Table 9: Global: Tuna Market: Key Players

Table 10: Tuna Processing Plant: Raw Material Requirements (in Tons/Year)

Table 11: Tuna Processing Plant: Costs Related to Land and Site Development (in US\$)

Table 12: Tuna Processing Plant: Costs Related to Civil Works (in US\$)

Table 13: Tuna Processing Plant: Costs Related to Machinery (in US\$)

Table 14: Tuna Processing Plant: Raw Material Requirements (in Tons/Year) and Expenditures (in US\$/Ton)

Table 15: Tuna Processing Plant: Utility Requirements and Expenditures

Table 16: Tuna Processing Plant: Costs Related to Salaries and Wages in the First Year (in US\$)

Table 17: Tuna Processing Plant: Costs Related to Salaries and Wages in the Second Year (in US\$)

Table 18: Tuna Processing Plant: Costs Related to Salaries and Wages in the Third Year Onwards (in US\$)

Table 19: Tuna Processing Plant: Costs Related to Other Capital Investments (in US\$)

Table 20: Details of Financial Assistance Offered by Financial Institutions

Table 21: Tuna Processing Plant: Capital Costs (in US\$)

Table 22: Tuna Processing Plant: Techno-Economic Parameters

Table 23: Tuna Processing Plant: Taxation (in US\$/Year)

Table 24: Tuna Processing Plant: Depreciation (in US\$/Year)

Table 25: Tuna Processing Plant: Income Projections (in US\$)

Table 26: Tuna Processing Plant: Expenditure Projections (in US\$)

Table 27: Tuna Processing Plant: Cash Flow Analysis Without Considering the Income

Tax Liability (in US\$)

Table 28: Tuna Processing Plant: Cash Flow Analysis on Considering the Income Tax Liability (in US\$)

Table 29: Tuna Processing Plant: Profit and Loss Account (in US\$)

List Of Figures

LIST OF FIGURES

Figure 1: Global: Tuna Market: Major Drivers and Challenges

Figure 2: Global: Tuna Market: Production Volume (in Million Tons), 2016-2021

Figure 3: Global: Tuna Market: Production Value (in Billion US\$), 2016-2021

Figure 4: Global: Tuna Market: Breakup by Species (in %), 2021

Figure 5: Global: Tuna Market: Breakup by Type (in %), 2021

Figure 6: Global: Tuna Market: Production Breakup by Region (in %), 2021

Figure 7: Global: Tuna Market: Consumption Breakup by Region (in %), 2021

Figure 8: Global: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 9: Global: Tuna Market Forecast: Production Value (in Billion US\$), 2022-2027

Figure 10: Tuna Market: Price Structure (US\$/Ton)

Figure 11: Tuna Market: Price Structure (in %)

Figure 12: Global: Tuna Market: Average Prices (in US\$/Ton), 2016 & 2021

Figure 13: Global: Tuna Market Forecast: Average Prices (in US\$/Ton), 2022-2027

Figure 14: Global: Tuna Industry: SWOT Analysis

Figure 15: Global: Tuna Industry: Value Chain Analysis

Figure 16: Global: Tuna Industry: Porter's Five Forces Analysis

Figure 17: Global: Skipjack Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 18: Global: Skipjack Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 19: Global: Yellowfin Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 20: Global: Yellowfin Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 21: Global: Albacore Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 22: Global: Albacore Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 23: Global: Bigeye Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 24: Global: Bigeye Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 25: Global: Bluefin Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 26: Global: Bluefin Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 27: Global: Tuna (Canned) Market: Production Volume (in Million Tons), 2016 & 2021

Figure 28: Global: Tuna (Canned) Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 29: Global: Tuna (Frozen) Market: Production Volume (in Million Tons), 2016 & 2021

Figure 30: Global: Tuna (Frozen) Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 31: Global: Tuna (Fresh) Market: Production Volume (in Million Tons), 2016 & 2021

Figure 32: Global: Tuna (Fresh) Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 33: Japan: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 34: Japan: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 35: Indonesia: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 36: Indonesia: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 37: Philippines: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 38: Philippines: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 39: Taiwan P.C.: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 40: Taiwan P.C.: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 41: Republic of Korea: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 42: Republic of Korea: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 43: Spain: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 44: Spain: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 45: Others: Tuna Market: Production Volume (in Million Tons), 2016 & 2021

Figure 46: Others: Tuna Market Forecast: Production Volume (in Million Tons), 2022-2027

Figure 47: Japan: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 48: Japan: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 49: USA: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 50: USA: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 51: Republic of Korea: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 52: Republic of Korea: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 53: China: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 54: China: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 55: Taiwan P.C: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 56: Taiwan P.C: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 57: European Union: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 58: European Union: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 59: Others: Tuna Market: Consumption Volume (in Million Tons), 2016 & 2021

Figure 60: Others: Tuna Market Forecast: Consumption Volume (in Million Tons), 2022-2027

Figure 61: Global: Tuna: Import Breakup by Country (in %), 2020

Figure 62: Global: Tuna: Export Breakup by Country (in %), 2020

Figure 63: Tuna Processing: Detailed Process Flow

Figure 64: Tuna Processing: Conversion Rate of Feedstocks

Figure 65: Tuna Processing Plant: Cooked Tuna Packaging

Figure 66: Tuna Processing Plant: Tuna-Meal Packaging

Figure 67: Tuna Processing Process: Breakup of Capital Costs (in %)

Figure 68: Tuna Industry: Profit Margins at Various Stages of Supply Chain

Figure 69: Tuna Processing: Breakup of Total Production Cost (in %)

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