

Global Fish Paste Products Market Growth 2026-2032

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Abstracts

The global Fish Paste Products market size is predicted to grow from US\$ 6266 million in 2025 to US\$ 8908 million in 2032; it is expected to grow at a CAGR of 5.3% from 2026 to 2032.

Fish Paste Products (widely known as Surimi-based Products) are value-added seafood items made primarily from refined fish protein. The process involves washing, dewatering, and refining minced fish meat to remove fats and impurities, resulting in a highly functional protein paste called surimi. This paste is then blended with salt, starch, seasonings, and other ingredients, shaped into various forms, and heat-set to create a characteristic elastic texture known as 'gel strength.' Iconic examples include imitation crab sticks, fish balls, kamaboko (fish cake), and chikuwa. These products are valued for their high protein content, convenience, and ability to transform diverse fish species into standardized, nutritious food formats with an extended shelf life.

In 2025, global Fish Paste Products sales reached approximately 2.5 million tons, with an average global market price of around US\$ 2,568 per MT.

Market Development Opportunities & Main Driving Factors

Driven by the global shift toward 'sustainable protein' and convenience-led consumption, surimi is expanding from mature categories such as imitation crab and fish cakes into frozen prepared foods, ready-to-eat retail, and industrialized foodservice supply chains—supported by its high-protein profile, easy standardization, versatile texturization, and cost efficiency. Company annual reports often reflect structural demand tailwinds from aging populations and growing dual-income households, where “time-saving, hassle-free, nutritionally balanced” at-home eating gains traction. In an inflationary environment, consumers’ focus on value-for-money and consistent quality further favors scalable, reliable marine protein solutions. For producers, formulation

upgrades, branding, channel optimization, overseas expansion, and category innovation can shift the industry from 'volume-driven' growth to 'value-driven' growth.

Market Challenges, Risks, & Restraints

Key uncertainties are concentrated in raw material availability and cold-chain costs. Supply of major input fish is highly dependent on fishery management, quotas, and seasonality; changes in stock assessments or regulations can quickly transmit into raw material prices and margin volatility. Climate-driven ecological disruption also raises regional supply risks, requiring greater investment in sourcing diversification, inventory strategies, and supply-chain resilience. Operationally, swings in energy, logistics, and FX can widen the lag between cost inflation and price pass-through, while downstream channels remain price sensitive. If sell-through slows, inventory pressure and deeper promotions can compress margins.

Downstream Demand Trends

Downstream demand is shifting from 'surimi as an ingredient' toward 'finished products and solution delivery.' Large food manufacturers and leading brands increasingly prioritize supply stability, specification consistency, and traceability—embedding surimi into longer-term sourcing and formulation platforms. Meanwhile, chain restaurants, group catering, and retail freezers are seeing stronger demand for standardized products that enable fast cooking/reheating, pushing surimi items into more consumption scenarios. On the product side, low-fat/high-protein positioning, reduced-salt formulations, improved texture, and diversified formats (sticks, balls, patties, slices) are key innovation directions. Commercially, a higher share of value-added processing and ready-to-eat offerings elevates the importance of cold-chain efficiency and channel coverage—gradually moving the industry from 'selling raw material' to capturing long-term value through 'brands and supply-chain capability.'

LP Information, Inc. (LPI) ' newest research report, the “Fish Paste Products Industry Forecast” looks at past sales and reviews total world Fish Paste Products sales in 2025, providing a comprehensive analysis by region and market sector of projected Fish Paste Products sales for 2026 through 2032. With Fish Paste Products sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Fish Paste Products industry.

This Insight Report provides a comprehensive analysis of the global Fish Paste Products landscape and highlights key trends related to product segmentation,

company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Fish Paste Products portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Fish Paste Products market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Fish Paste Products and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Fish Paste Products.

This report presents a comprehensive overview, market shares, and growth opportunities of Fish Paste Products market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Steamed and Boiled

Fried

Grilled/Roasted

Others

Segmentation by Raw Material Source:

Marine Fish

Freshwater Fish

Segmentation by Application:

Households

HoReCa

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Anjoyfood

Viciunai Group

Kibun Foods

Trident Seafoods

Ichimasa Kamaboko

Angulas Aguinaga

Luck Union Foods

Fleury Michon

Sugiyo

Haixin

Coraya

Aquamar

Gadre Marine

Shenglong Industrial

Fujimitsu

Haibawang

QL Foods

Trans-Ocean Products (Maruha Nichiro)

Nissui

Nueva Pescanova

Thong Siek Global

Longsheng

Fuzhou Baiyang Seafood

Saint Malo

Key Questions Addressed in this Report

What is the 10-year outlook for the global Fish Paste Products market?

What factors are driving Fish Paste Products market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Fish Paste Products market opportunities vary by end market size?

How does Fish Paste Products break out by Type, by Application?

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