

Global Fresh Hairtail Market Growth 2026-2032

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Abstracts

The global Fresh Hairtail market size is predicted to grow from US\$ 3111 million in 2025 to US\$ 3707 million in 2032; it is expected to grow at a CAGR of 2.3% from 2026 to 2032.

Fresh hairtail is a raw seafood product made from hairtail or ribbon fish through landing, grading, washing, chilling, fresh freezing, sectioning, steak cutting, filleting, heading, gutting, vacuum packing or carton-based cold-chain delivery. Its core value lies in preserving the fish's silver-white appearance, tender texture, fresh flavor and cooking suitability, while addressing the needs of households, foodservice operators, supermarkets, wholesalers and food processors for stable freshness, consistent specifications, lower loss and convenient handling. The product is commonly supplied as whole fish, sections, steaks, fillets, or headed and gutted forms, with quality maintained through icing, freezing, IQF processing and vacuum packaging. Key customers include seafood wholesalers, chain supermarkets, foodservice supply chains, prepared-food processors, export traders and cold-chain platforms. Its upstream chain covers marine capture, port sorting, raw-material procurement and cold storage; the midstream covers cleaning, cutting, freezing, packaging and inspection; and the downstream covers wholesale distribution, retail sales, foodservice cooking and further processing. This scope excludes cooked hairtail, seasoned hairtail, canned hairtail, dried hairtail and surimi-based products.

The fresh hairtail industry is essentially a raw seafood market shaped by marine capture resources, cold-chain processing capabilities and end-consumer dietary habits. Unlike deeply processed seafood products, the core competitiveness of fresh hairtail first lies in freshness preservation, size grading and loss control. Hairtail has tender flesh, a distinct silver-white appearance and strong household acceptance, making it suitable for braising, pan-frying, steaming and foodservice dish preparation. It therefore maintains a stable consumption base in Asian markets. As seafood distribution shifts from traditional

wholesale toward cold-chain supermarkets, fresh-food e-commerce and foodservice supply chains, companies need to transform a port-trading-driven model into one built on standardized specifications, reliable packaging, batch traceability and cold-chain delivery. The presence of whole fish, sections, steaks, fillets and headed and gutted forms shows that the industry is using product-form segmentation to reduce downstream handling costs and improve efficiency in foodservice and retail scenarios.

From the supply side, fresh hairtail is not a highly concentrated industrial product, but a fragmented seafood supply chain composed of capture resources, port cold storage, processing plants, exporters and regional channels. Chinese supplier pages show professional frozen hairtail production and export information, Vietnamese pages present hairtail, ribbon fish and specifications for different markets, Indian pages show fresh-frozen and whole ribbon fish supply, while Japanese foodservice frozen-food channels emphasize fillets, sections and boneless forms. These differences indicate that regional positioning varies across the value chain. China and Vietnam are more oriented toward processing and export supply, India is more focused on raw material and fresh-frozen whole fish, and Japan is more oriented toward refined specifications for professional foodservice channels. Future market-share expansion will depend less on the number of suppliers and more on stable raw-material procurement, quality systems such as HACCP, cold-chain warehousing capacity and specification development for different consumption markets.

From the demand perspective, the fresh hairtail market still has room for steady growth, but the growth logic should not be understood simply as higher catch volume. It is more likely to come from value improvement driven by product standardization and channel upgrading. Global marine capture resources are constrained by seasonality, fishery management and sustainability requirements, so relying solely on production expansion is unrealistic. Incremental value is more likely to come from higher-value specifications, large-size selection, vacuum packaging, IQF freshness preservation, customized foodservice supply and prepared-food raw-material matching. Household consumers focus on price, freshness and ease of preparation. Foodservice buyers focus on specification consistency, yield and stable supply. Supermarkets focus on packaging, labeling compliance and shrink control. Processors focus on raw-material cost and batch stability. As Asian seafood consumption remains strong and cold-chain infrastructure continues to improve, the market value of fresh hairtail is expected to grow moderately, with room to upgrade from a traditional bulk seafood product into a standardized cold-chain ingredient.

LP Information, Inc. (LPI) ' newest research report, the ?Fresh Hairtail Industry

Forecast? looks at past sales and reviews total world Fresh Hairtail sales in 2025, providing a comprehensive analysis by region and market sector of projected Fresh Hairtail sales for 2026 through 2032. With Fresh Hairtail sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Fresh Hairtail industry.

This Insight Report provides a comprehensive analysis of the global Fresh Hairtail 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 Fresh Hairtail portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Fresh Hairtail market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Fresh Hairtail and breaks down the forecast by Sales Form, 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 Fresh Hairtail.

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

Segmentation by Sales Form:

Whole Fresh Hairtail

Fresh Hairtail Sections

Segmentation by Preservation Form:

Chilled Fresh Hairtail

Fresh-Frozen Hairtail

Quick-Frozen Hairtail

Vacuum-Preserved Fresh Hairtail

Ice-Stored Bulk Hairtail

Segmentation by Packaging Form:

Bulk Hairtail

Bagged Hairtail

Tray-Packed Hairtail

Carton-Packed Hairtail

Gift-Boxed Hairtail

Segmentation by Application:

Home Cooking

Foodservice Dish Preparation

Ingredient Repacking and Retail Sale

Deep Processing Raw Material

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.

Zhejiang Xingye Group

Donggang Daping Aquatic Foodstuffs

Gold Star Aquatic

Viet Asia Foods

West Coast Foods

Shin-ei Shokuhin

Seafood Link VN

APA Food

DA NANG Seaproducts Import-Export

Viet Fish

Key Questions Addressed in this Report

What is the 10-year outlook for the global Fresh Hairtail market?

What factors are driving Fresh Hairtail market growth, globally and by region?

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

How do Fresh Hairtail market opportunities vary by end market size?

How does Fresh Hairtail break out by Sales Form, by Application?

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- 1.2 Years Considered
- 1.3 Research Objectives
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