

Global Tuna Oil Softgel Capsules Market Growth 2026-2032

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Abstracts

The global Tuna Oil Softgel Capsules market size is predicted to grow from US\$ 942 million in 2025 to US\$ 1407 million in 2032; it is expected to grow at a CAGR of 6.0% from 2026 to 2032.

In 2024, global annual production capacity for tuna oil softgel capsules reached approximately 75 million bottles, while actual production was around 63.6 million bottles. The global average market price was US\$13.4 per bottle, and the gross profit margin for major manufacturers ranged between 27% and 42%. Tuna oil softgel capsules are dietary supplements made from purified tuna fish oil rich in omega-3 fatty acids, primarily DHA and EPA. These capsules help support cardiovascular health, cognitive function, eye development, and inflammation control, offering a stable and convenient delivery form.

Upstream includes tuna fishing fleets, fish-processing plants, crude tuna oil extractors, molecular distillation equipment suppliers, gelatin and glycerin producers. Midstream consists of refined tuna oil manufacturers, EPA/DHA concentration processors, softgel encapsulation factories, and nutraceutical packaging companies. Major producers are located in Southeast Asia, Japan, and Northern Europe. Downstream markets include pharmacies, health food brands, infant nutrition companies, online supplement retailers, and cardiovascular health product distributors. End customers focus on DHA/EPA concentration levels, heavy-metal purification (e.g., mercury), fishy odor removal, and certifications such as IFOS, MSC, and GMP.

The market for tuna oil softgel capsules continues to expand as consumers increasingly prioritize cardiovascular and cognitive health. DHA-rich formulations remain particularly popular among pregnant women, students, and seniors. Advances in molecular

distillation and deodorization technologies have also improved purity and reduced fishy odor, boosting consumer adoption. Sustainability concerns, such as marine resource protection and traceability, are shaping purchasing behavior, favoring brands with MSC or IFOS certification. Although competition from algae oil and krill oil is increasing, tuna oil maintains strong market demand due to its balanced DHA/EPA profile and lower cost. Over the next few years, growth will be driven by premiumization, clean-label formulations, and expanding e-commerce distribution.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Tuna Oil Softgel Capsules 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 Tuna Oil Softgel Capsules.

This report presents a comprehensive overview, market shares, and growth opportunities of Tuna Oil Softgel Capsules market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Standard Concentration Tuna Oil Softgel (Omega-3 ?30%)

High Concentration Tuna Oil Softgel (Omega-3 ?50%)

Ultra-high Concentration Tuna Oil Softgel (Omega-3 ?70%)

Segmentation by Formula Type:

Pure Tuna Oil Softgel

Tuna Oil + DHA Fortified Softgel

Tuna Oil + EPA + DHA Composite Softgel

Tuna Oil + Vitamin AD Softgel

Segmentation by Application:

Blood Lipid Regulation

Brain Nutrition Supplement

Vision Protection

Cardiovascular Health

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.

Now Foods

Puritan's Pride

Swanson

GNC

Nature's Bounty

Carlson Labs

Blackmores

Healthy Care

Nutrigold

Kirkland Signature

BY-HEALTH

Swisse

Key Questions Addressed in this Report

What is the 10-year outlook for the global Tuna Oil Softgel Capsules market?

What factors are driving Tuna Oil Softgel Capsules market growth, globally and by region?

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

How do Tuna Oil Softgel Capsules market opportunities vary by end market size?

How does Tuna Oil Softgel Capsules break out by Type, by Application?

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