

# Fish & Seafood in New Zealand

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## Abstracts

### Summary

Fish & Seafood in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2020-25, and forecast to 2030). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

Fish & seafood market includes retail sale of ambient fish & seafood, chilled raw packaged fish & seafood – processed, chilled raw packaged fish & seafood - whole cuts, frozen fish & seafood, fresh fish & seafood (counter), and dried fish & seafood. The market is valued according to retail selling price (RSP) and includes any applicable taxes.

The New Zealand fish & seafood market recorded revenues of \$662.0 million in 2025, and the value increased with a CAGR of 3.6% between 2020 and 2025.

Market consumption volume increased with a CAGR of 2.0% between 2020 and 2025, reaching a total of 48.7 million kilograms in 2025.

In 2025, New Zealand accounted for 0.6% value share of the Asia-Pacific fish & seafood market, driven by rising health awareness, shifts in dietary preferences toward protein & flexitarian eating, and its perceived health benefits, culinary versatility, and alignment with modern dietary preferences.

### Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fish & seafood market in New Zealand

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fish & seafood market in New Zealand

Leading company profiles reveal details of key fish & seafood market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand fish & seafood market with five year forecasts

## **Reasons to Buy**

What was the size of the New Zealand fish & seafood market by value in 2025?

What will be the size of the New Zealand fish & seafood market in 2030?

What factors are affecting the strength of competition in the New Zealand fish & seafood market?

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