

Tuna Fish Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Canned, Fresh, Frozen), By Species (Skipjack, Yellowfin, Albacore, Bigeye, Bluefin, Other Species), By Distribution Channel

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Abstracts

The Tuna Fish Market is valued at USD 31.5 billion in 2025 and is projected to grow at a CAGR of 2.9% to reach USD 40.8 billion by 2034. The Tuna Fish Market is a significant segment within the global seafood industry, known for its high demand across a wide range of applications, including fresh and canned products. Tuna, particularly species such as skipjack, yellowfin, and albacore, is a popular choice for both commercial and consumer markets due to its rich nutritional profile and versatility in various cuisines. The market is predominantly driven by factors such as the growing consumption of protein-rich foods and the increasing demand for canned tuna across regions like North America, Europe, and Asia. With tuna being a key source of high-quality protein, it is widely utilized in both retail and foodservice industries, contributing to its global popularity. The major players in the market include multinational seafood companies and fisheries, which play a vital role in the distribution and supply of tuna across international markets. Sustainability concerns, including overfishing and environmental regulations, are becoming increasingly important in the tuna industry, with stakeholders looking at responsible sourcing and environmentally friendly practices. Overall, the tuna fish market is expected to continue growing, driven by the rising demand for tuna-based products globally, alongside efforts to address sustainability concerns within the industry. The Tuna Fish Market is expected to experience significant shifts, particularly with advancements in sustainable fishing practices and the growing demand for traceability and certification. Governments and international regulatory bodies are expected to implement more stringent policies to address overfishing and promote sustainable tuna fishing practices, which may impact production volumes in certain

regions. Additionally, consumer preferences are shifting towards healthier, more sustainable seafood options, which is likely to increase the demand for ethically sourced tuna products. The rise in consumer awareness about environmental issues, such as the protection of marine ecosystems, will likely drive demand for certified sustainable tuna, such as those endorsed by the Marine Stewardship Council (MSC). Furthermore, technological advancements in tuna fishing and processing, including improvements in supply chain management and cold storage, will help enhance the efficiency of the market, reducing wastage and ensuring product quality. However, the impact of climate change on tuna populations could pose risks to supply chains in some regions, making it important for the industry to focus on adaptive strategies. The Tuna Fish Market is expected to continue evolving, with a focus on innovation in product offerings and increased emphasis on sustainability. As consumer demand for premium products like sushi-grade tuna increases, the market is likely to see a rise in value-added products, including frozen, smoked, and ready-to-eat tuna options. This is expected to be supported by increased disposable incomes in emerging markets, particularly in Asia-Pacific and Latin America, where tuna consumption is growing rapidly. Moreover, the market is likely to witness increased adoption of alternative protein sources, such as plant-based tuna, to cater to health-conscious and environmentally aware consumers. Another important development will be the rise of digital platforms for tuna traceability, which could help build trust and transparency among consumers, while ensuring compliance with international regulations. Despite these growth opportunities, the market will continue to face challenges related to supply chain disruptions, particularly due to changing weather patterns and geopolitical tensions in key tuna-producing regions, making risk management and sustainability a priority for industry stakeholders.

Key Insights Tuna Fish Market

Tuna Fish Market Segmentation

By Type

Canned

Fresh

Frozen

By Species

Skipjack

Yellowfin

Albacore

Bigeye

Bluefin

Other Species

By Distribution Channel

Supermarkets And Hypermarkets

Convenience Stores

Online Retails

Other Channels

Key Companies Analysed

Thai Union Group PCL (Chicken of the Sea, John West)

Bumble Bee Foods LLC

StarKist Co. (Dongwon Industries)

Century Pacific Food, Inc.

Frinsa del Noroeste S.A.

American Tuna Inc.

Ocean Brands GP

Princes Group Ltd.

Bolton Group (Rio Mare)

Seafresh Group

Tuna Fish Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Tuna Fish Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Tuna Fish market data and outlook to 2034

United States

Canada

Mexico

Europe — Tuna Fish market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Tuna Fish market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Tuna Fish market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Tuna Fish market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Tuna Fish value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Tuna Fish industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Tuna Fish Market Report

Global Tuna Fish market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Tuna Fish trade, costs, and supply chains

Tuna Fish market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Tuna Fish market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Tuna Fish market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Tuna Fish supply chain analysis

Tuna Fish trade analysis, Tuna Fish market price analysis, and Tuna Fish

supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Tuna Fish market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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