

Haddock Market Forecasts to 2032 – Global Analysis By Product Type (Fresh Haddock, Frozen Haddock, Smoked Haddock, Value-added Haddock, Canned Haddock and Other Product Types), Catch Type (Wild-Caught Haddock, Farm-Raised Haddock), Distribution Channel, Form, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Haddock Market is accounted for \$943.74 million in 2025 and is expected to reach \$1495.72 million by 2032 growing at a CAGR of 6.8% during the forecast period. Haddock is a marine fish species scientifically known as *Melanogrammus aeglefinus*, belonging to the cod family, Gadidae. It is predominantly found in the cold waters of the North Atlantic Ocean, particularly off the coasts of Europe and North America. Recognized for its delicate, white, and flaky flesh, haddock is highly prized in culinary traditions, especially for dishes like fish and chips. It is commonly sold fresh, frozen, smoked, or processed, offering a nutritious source of lean protein, vitamins, and minerals.

Market Dynamics:

Driver:

Increasing consumer demand for healthy seafood

Haddock is recognized for its mild flavor and high nutritional value, making it a preferred choice in balanced diets. With lifestyle-related diseases on the rise, consumers are shifting away from red meat in favor of lean white fish. Supermarkets and food delivery platforms are showcasing haddock in ready-to-cook and frozen formats, expanding its

reach. Sustainable fishing certifications are increasing consumer confidence in haddock products. Wellness-focused marketing campaigns and recipe innovations are further strengthening market demand. As health consciousness intensifies globally, the haddock market is poised for robust expansion.

Restraint:

Fluctuating fish stocks and overfishing concerns

Environmental shifts, such as ocean temperature changes and pollution, impact haddock populations and spawning cycles. Overfishing and unsustainable practices threaten marine biodiversity, prompting tighter fishing quotas. Regulatory constraints and fishing moratoriums in key regions disrupt availability and market consistency. Fishery operators struggle with balancing demand while maintaining ecosystem health. These factors introduce volatility in pricing and long-term supply planning.

Opportunity:

Technological advancements in fishing and processing

Innovations in sonar and GPS systems improve fish detection and reduce bycatch, enhancing efficiency. Automated filleting and freezing equipment streamline production while ensuring quality preservation. Real-time tracking systems promote transparency and traceability from ocean to shelf. AI-driven analytics help forecast fish availability and optimize distribution routes. These advancements lower operational costs and open opportunities for small-scale fisheries to compete. Tech-integrated processes will help scale up haddock production sustainably and meet rising demand.

Threat:

Logistical and cold chain challenges

Maintaining freshness in the haddock supply chain requires strict temperature control and fast delivery systems. Inadequate cold chain infrastructure in emerging markets hampers expansion and results in spoilage. Rising transportation costs and global trade barriers disrupt distribution schedules. Delays in customs clearance and port congestion affect export reliability. Fluctuations in fuel prices and labor shortages add further pressure to supply logistics. Retailers and processors face increased costs in ensuring product integrity. Without resilient logistics solutions, market growth may be limited in

certain regions.

Covid-19 Impact:

The pandemic disrupted fishing operations and processing units due to lockdowns and labor shortages. Demand for fresh haddock declined initially as restaurants and food services shut down. However, the frozen and packaged segments saw a surge as consumers shifted to at-home cooking. Safety concerns accelerated digital traceability and hygiene protocols across the industry. Governments supported fisheries with subsidies and modernisation programs during the recovery phase. Post-COVID, the haddock market is more digital, resilient, and responsive to consumer preferences.

The frozen haddock segment is expected to be the largest during the forecast period

The frozen haddock segment is expected to account for the largest market share during the forecast period, driven by rising demand for convenient seafood options, increasing health consciousness, and expanding global trade networks. Technological advancements in freezing and storage enhance product quality and shelf life. Growing popularity in fast food and restaurant chains also fuels demand. Sustainable fishing practices and certifications boost consumer confidence. Additionally, economic pricing compared to fresh fish makes frozen haddock a preferred choice among cost-conscious consumers and large-scale food services.

The food processing industry segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the food processing industry segment is predicted to witness the highest growth rate, due to rising consumer demand for ready-to-cook seafood, improved cold chain logistics, and advancements in processing technology. Health-conscious trends encourage the development of value-added haddock products. Government support, investments in food safety, and export opportunities further boost growth. Additionally, urbanization and changing lifestyles increase the need for convenient, long-lasting seafood products, making processed haddock a competitive and appealing option in global markets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to increasing seafood consumption, rising disposable incomes, and growing

awareness of the nutritional benefits of fish. Urbanization and changing dietary habits boost demand for convenient, frozen, and processed haddock products. Expansion of cold storage infrastructure and improved supply chains enhance market accessibility. Additionally, growing interest in Western cuisines and the hospitality sector's growth further stimulate demand for haddock across the region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to growing preference for healthy, protein-rich diets and increased demand for sustainable seafood options. Rising consumer awareness of the environmental impact of overfishing boosts demand for responsibly sourced haddock. Convenience-driven consumption of frozen and processed seafood products, alongside innovations in packaging and storage, further propel market growth. Additionally, a thriving foodservice industry and the popularity of seafood in diverse cuisines support overall demand.

Key players in the market

Some of the key players in Haddock Market include Icelandic Group, Mowi ASA, Marine Harvest, Mazzetta Company, LLC, Leroy Seafood, Slade Gorton, Young's Seafood, Channel Fish Processing, High Liner Foods, Channel Seafoods International, Fish Market, CTLE Seafood, Inc., Kroger, Polar Seafood Greenland A/S, and NISSUI.

Key Developments:

In March 2025, Leroy Seafood announced a new and exciting partnership to reach young people with Brettforbundet. With shared values related to a healthy lifestyle and community, we see great opportunities in this partnership. Brettforbundet is a joint association for the three original board sports: snowboarding, skating and surfing.

In September 2023, Icelandic Glacial announced that it has received new equity funding from new and existing investors. The new investor group, through an investment holding company based in Liechtenstein, will acquire a substantial stake in one of the world's leading bottled water companies by way of subscribing new shares and injecting substantial capital into the business.

In March 2023, Saint John, NB and Waltham, MA – Cooke Inc. has entered into a binding purchase agreement to acquire Slade Gorton, one of the United States largest

distributors, importers, and manufacturers of fresh and frozen seafood.

Product Types Covered:

Fresh Haddock

Frozen Haddock

Smoked Haddock

Value-added Haddock

Canned Haddock

Other Product Types

Catch Types Covered:

Wild-Caught Haddock

Farm-Raised Haddock

Distribution Channels Covered:

Supermarkets/Hypermarkets

Specialty Stores

Online Retail

Foodservice

Convenience Stores

Forms Covered:

Whole

Steaks

Fillets

Minced or Flaked

End Users Covered:

Household

Food Processing Industry

Commercial

Institutional Use

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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