

Plant-Based Seafood Market Forecasts to 2034 – Global Analysis By Product Type (Plant-Based Fish Fillets & Steaks, Plant-Based Shrimp & Prawns, Plant-Based Tuna, Plant-Based Crab & Lobster, Plant-Based Scallops, Plant-Based Calamari, and Other Products), Source, Form, Distribution Channel, and By Geography

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Abstracts

According to Statistics MRC, the Global Plant-Based Seafood Market is accounted for \$1.4 billion in 2026 and is expected to reach \$9.1 billion by 2034 growing at a CAGR of 26.1% during the forecast period. Plant-based seafood comprises products designed to replicate the taste, texture, and nutritional profile of conventional seafood using ingredients derived from plants, algae, and fungi. These alternatives address growing concerns about overfishing, marine pollution, and ethical fishing practices while offering consumers sustainable protein options. The market encompasses diverse formats including fish fillets, shrimp, crab cakes, and tuna substitutes formulated from various plant sources.

Market Dynamics:

Driver:

Overfishing and marine ecosystem degradation

Escalating concerns about declining fish populations and ocean health are compelling consumers to seek sustainable protein alternatives. Scientific warnings about potential fisheries collapse by 2048 drive awareness of seafood consumption's environmental

impact. Plant-based options offer identical culinary experiences without contributing to bycatch, habitat destruction, or oceanic dead zones. Environmentally conscious consumers increasingly view traditional seafood as problematic, creating substantial market opportunities for alternatives that deliver familiar flavors while supporting marine conservation efforts and aligning with personal sustainability values.

Restraint:

Texture and flavor replication challenges

Recreating the delicate texture and distinct flavor profiles of fish and shellfish presents significant technical hurdles for manufacturers. Seafood's flaky consistency, moisture content, and briny characteristics prove difficult to replicate using plant proteins. Consumer expectations remain high, with textural disappointment limiting repeat purchases. Achieving authentic seafood flavors without artificial additives challenges clean label formulations. These formulation complexities require substantial research investment, extending product development timelines and increasing costs that ultimately transfer to consumers through premium pricing that may slow widespread adoption.

Opportunity:

Expanding algae and seaweed ingredient utilization

Seaweed and microalgae ingredients offer dual advantages as both protein sources and natural flavor enhancers for plant-based seafood. These marine plants provide inherent umami and briny notes that reduce reliance on artificial flavorings while delivering omega-3 fatty acids and minerals associated with conventional seafood. Algae cultivation requires no freshwater, fertilizer, or arable land, strengthening sustainability narratives. Ingredient innovations in fermentation and biomass cultivation are improving availability and reducing costs, enabling manufacturers to create more authentic products with cleaner ingredient declarations.

Threat:

Competition from cell-cultured seafood alternatives

Emerging cultivated seafood technologies present direct competition by offering genuine animal protein without harvesting live fish. Cell-cultured products appeal to

consumers seeking authentic seafood experiences while addressing ethical and environmental concerns. Major investments in cultivated seafood infrastructure threaten to capture sustainability-focused consumers once regulatory approvals and cost parity are achieved. Plant-based alternatives may face positioning challenges as "compromise" options compared to biologically identical cultivated products, potentially limiting long-term market share as cellular agriculture technologies mature and scale commercially.

Covid-19 Impact:

The COVID-19 pandemic exposed vulnerabilities in global seafood supply chains, including processing plant outbreaks and distribution disruptions that created shortages and price volatility. These disruptions drove consumer experimentation with alternative proteins as conventional options became less reliable. Increased home cooking during lockdowns encouraged culinary exploration, with many consumers discovering plant-based seafood through online recipes and direct-to-consumer deliveries. The pandemic's spotlight on zoonotic disease risks associated with animal agriculture indirectly benefited plant-based alternatives, creating sustained interest in proteins perceived as safer and more resilient.

The Soy-Based Products segment is expected to be the largest during the forecast period

The Soy-Based Products segment is expected to account for the largest market share during the forecast period due to established functionality, neutral flavor profile, and textural versatility make it the dominant foundation for plant-based seafood manufacturing. Its ability to form fibrous structures mimicking fish flakes, combined with complete amino acid profiles and widespread consumer acceptance, drives extensive utilization across product categories. Established soy cultivation infrastructure ensures reliable supply and cost advantages over emerging protein sources. Major manufacturers leverage soy's familiarity and performance characteristics to create accessible entry-level products that introduce consumers to plant-based seafood categories.

The Refrigerated (Chilled) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Refrigerated (Chilled) segment is predicted to witness the highest growth rate. Freshness perceptions strongly influence seafood purchasing

decisions, driving premium positioning and accelerated growth for refrigerated plant-based options. Chilled products occupy valuable retail real estate adjacent to conventional seafood, capturing consumer attention at point of purchase. The format supports shorter ingredient lists and cleaner formulations aligned with health-conscious consumer preferences. Refrigerated distribution enables innovative product textures impossible through freezing, while spoilage rates encourage frequent store visits and brand engagement, building category loyalty through enhanced sensory experiences.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by sophisticated plant-based food infrastructure and high consumer awareness of sustainability issues. Established alternative protein companies continuously innovate within the seafood category, leveraging distribution networks built through meat alternative success. Venture capital funding flows freely into regional startups developing proprietary seafood technologies. Retailers actively expand plant-based seafood offerings across mainstream grocery channels, while foodservice operators incorporate these products into menus, normalizing consumption through familiar culinary applications.

Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR, driven by strong regulatory support for sustainable food systems and deeply rooted seafood culinary traditions. The European Green Deal and Farm to Fork strategy create favorable policy environments for alternative proteins. Countries with coastal identities including Spain, Italy, and Scandinavia maintain seafood-centric cuisines where plant-based alternatives find natural integration. Retail consolidation across the region enables efficient distribution of refrigerated products, while environmental activism and climate consciousness among European consumers accelerate adoption of marine-friendly alternatives.

Key players in the market

Some of the key players in Plant-Based Seafood Market include Gathered Foods Corporation, New Wave Foods, Inc., Ocean Hugger Foods, Inc., Sophie's Kitchen Inc., Hooked Foods AB, Current Foods, Inc., Plantish Ltd., Revo Foods GmbH, Atlantic Natural Foods LLC, Conagra Brands, Inc., Nestlé S.A., Thai Union Group Public Company Limited, Bumble Bee Foods, LLC, Vivera B.V., VBites Foods Limited, and

The Fry Family Food Co.

Key Developments:

In December 2025, plant-based seafood gained major consumer traction following the viral launch of “Kinda Salmon” by Revo Foods and Juicy Marbles, demonstrating strong demand for premium whole-cut fish alternatives beyond processed formats.

In December 2023, plant-based seafood brand Konscious Foods announced plans to expand foodservice distribution across North America with products such as plant-based sushi and crab alternatives, strengthening commercialization efforts in the segment.

Product Types Covered:

Plant-Based Fish Fillets & Steaks

Plant-Based Shrimp & Prawns

Plant-Based Tuna

Plant-Based Crab & Lobster

Plant-Based Scallops

Plant-Based Calamari

Other Products

Sources Covered:

Soy-Based Products

Wheat-Based (Seitan) Products

Pea-Based Products

Algae/Seaweed-Based Products

Other Sources

Forms Covered:

Frozen

Refrigerated (Chilled)

Shelf-Stable (Canned/Pouched)

Distribution Channels Covered:

Direct-to-Consumer (DTC) / Online Retail

Offline Retail (B2C)

Foodservice (B2B)

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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