

Sustainable Seafood Products Market Forecasts to 2034 – Global Analysis By Product (Fresh Sustainable Seafood, Frozen Sustainable Seafood, Canned Sustainable Seafood, Ready-to-Cook / Ready-to-Eat Sustainable Seafood and Other Products), Source, Species, Certification, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Sustainable Seafood Products Market is accounted for \$18.22 billion in 2026 and is expected to reach \$30.61 billion by 2034 growing at a CAGR of 6.7% during the forecast period. Sustainable seafood products are marine and freshwater food items sourced and produced in ways that maintain healthy ecosystems, protect biodiversity, and ensure long-term viability of fish stocks. These products adhere to responsible fishing and aquaculture practices, minimizing environmental impacts such as overfishing, habitat destruction, and pollution. Certification schemes, traceability systems, and eco labels are often employed to verify sustainability standards. By promoting ethical harvesting, reduced bycatch, and resource efficient farming, sustainable seafood products support ecological balance, meet growing consumer demand for responsibly sourced nutrition, and contribute to global food security.

Market Dynamics:

Driver:

Rising Consumer Awareness of Sustainability

The sustainable seafood products market is being significantly propelled by increasing consumer awareness regarding environmental sustainability and responsible consumption. Modern consumers are more informed about overfishing and the long term impact of seafood sourcing. This heightened awareness encourages demand for products that are ethically sourced, certified, and environmentally responsible. Brands emphasize transparency, traceability, and eco friendly practices benefit from growing consumer preference a key driver shaping market adoption and fostering responsible purchasing behaviors globally.

Restraint:

High Product Pricing

Despite growing demand, the sustainable seafood products market faces a major restraint in the form of high product pricing. Ethical sourcing, certification processes, and eco-friendly aquaculture methods often increase production costs, which are reflected in retail prices. This can limit accessibility, particularly among price-sensitive consumers, and restrict broader market penetration. Consequently, while sustainability awareness is rising, elevated costs act as a barrier to widespread adoption, slowing growth compared to conventional seafood products in both developed and emerging markets.

Opportunity:

Health and Nutrition Focus

The growing focus on health and nutrition presents a significant opportunity for the sustainable seafood products market. Consumers increasingly seek protein rich, low fat, and nutrient-dense foods that promote overall wellness. Sustainable seafood, rich in omega-3 fatty acids, vitamins, and minerals, aligns with this health conscious trend. By marketing the nutritional benefits alongside environmental responsibility, companies can attract a broader consumer base, enhance product appeal, and capitalize on rising demand for functional and wholesome foods, thereby expanding market potential and driving sustainable growth.

Threat:

Supply Chain Complexity

Supply chain complexity poses a notable threat to the market. Ensuring traceability, certification, and adherence to responsible sourcing standards across global supply chains is challenging. Issues such as inconsistent quality, regulatory compliance, logistical delays, and risks of overfishing or illegal practices can disrupt distribution. These complexities increase operational costs, risk product recalls, and affect brand credibility. Effective supply chain management and robust monitoring are crucial for mitigating these threats while maintaining market trust and ensuring sustainability standards are consistently upheld.

Covid-19 Impact:

The COVID-19 pandemic impacted the sustainable seafood products market by disrupting supply chains, limiting retail access, and causing fluctuations in consumer demand. Lockdowns and logistical constraints slowed distribution, while restaurants and specialty stores faced closures. However, post-pandemic, there has been a gradual recovery driven by rising home consumption, increased awareness of health and nutrition, and renewed interest in responsibly sourced food products. The market is adapting through e-commerce, direct-to-consumer models, and enhanced supply chain resilience to mitigate future disruptions.

The specialty stores segment is expected to be the largest during the forecast period

The specialty stores segment is expected to account for the largest market share during the forecast period, due to consumer preference for premium and certified sustainable seafood products. Specialty retailers offer curated selections, eco-label verification, and an enhanced shopping experience that reinforces trust in product authenticity. Their focus on quality, traceability and personalized service appeals to environmentally conscious and health awareness consumers. This segment's growth is underpinned by the rising demand for ethically sourced seafood and the willingness of consumers to pay a premium for sustainability.

The shrimp segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the shrimp segment is predicted to witness the highest growth rate, due to its widespread consumer popularity and versatility in global cuisines. Shrimp farming and harvesting are increasingly adopting sustainable practices, including reduced bycatch, responsible feed usage, and eco-certifications. Rising consumer preference for protein rich, low fat seafood further fuels demand. Additionally, technological advancements and traceable supply chains in shrimp production enhance

quality and safety, positioning shrimp as a key growth driver within the sustainable seafood products market.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share, due to stringent regulatory frameworks, and strong preference for certified sustainable seafood. Countries in the region have well-established eco-label programs and robust supply chain monitoring, which enhance trust in product authenticity. Additionally, widespread adoption of responsible consumption practices, coupled with a growing focus on health and nutrition, positions Europe as a leading market, attracting both premium product offerings and investments in sustainable aquaculture and fisheries.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to increasing seafood consumption, rising disposable incomes, and growing awareness of sustainability. Expanding urban populations and a shift toward protein rich diets fuel demand for responsibly sourced seafood products. Governments and private players are investing in sustainable aquaculture practices and supply chain enhancements. Rapid adoption of e-commerce channels and specialty retail stores further accelerates market penetration, making Asia Pacific the fastest-growing region in the sustainable seafood products sector.

Key players in the market

Some of the key players in Sustainable Seafood Products Market include Thai Union Group, Mowi ASA, Maruha Nichiro Corporation, Nippon Suisan Kaisha (Nissui), Trident Seafoods Corporation, Cermaq Group AS, Austevoll Seafood ASA, Lerøy Seafood Group ASA, Clearwater Seafoods Incorporated, High Liner Foods Inc., Pacific Seafood Group, Nomad Foods Ltd., Austral Fisheries, Kyokuyo Suisan Co., Ltd. and Pacific Andes Group

Key Developments:

In December 2025, Mowi ASA has formed a strategic industrial partnership with Skretting/Nutreco, under which Mowi will produce salmon feed using Skretting's advanced formulations to boost efficiency, cut costs, and improve performance, while

retaining its own feed facilities and leveraging Skretting's R&D and procurement expertise for significant savings and enhanced competitiveness.

In July 2025, Cermaq Group AS has acquired key salmon farming operations from Grieg Seafood ASA, including facilities in Finnmark (Norway), British Columbia and Newfoundland (Canada), this acquisition expands Cermaq's production footprint, strengthens its global competitiveness, and aligns both companies' sustainability goals, while Grieg refocuses on core operations in Rogaland, enhancing resilience and future growth in sustainable aquaculture.

Products Covered:

Fresh Sustainable Seafood

Frozen Sustainable Seafood

Canned Sustainable Seafood

Ready-to-Cook / Ready-to-Eat Sustainable Seafood

Other Products

Sources Covered:

Wild-Caught

Farm-Raised / Aquaculture

Species Covered:

Salmon

Tuna

Shrimp

Crab & Lobster

Other Species

Certifications Covered:

Marine Stewardship Council

Aquaculture Stewardship Council

Other Certifications

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Stores

Online Retail

Foodservice & HORECA

Other Distribution Channels

End Users Covered:

Retail Consumers

Foodservice Providers

Institutional Buyers

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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