

Asia Pacific Shrimp Market, By Species (Penaeus Vannamei, Penaeus Monodon, Macrobrachium Rosenbergii, Others), By Source (Aquaculture , Wild), By Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Specialty Stores, Online, Others), By Country & Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Asia Pacific Shrimp Market was valued at USD 38.56 Billion in 2024 and is expected to reach USD 57.22 Billion by 2030 with a CAGR of 6.8% during the forecast period. The Asia Pacific shrimp market is experiencing robust growth driven by a combination of rising seafood consumption, expanding aquaculture practices, and increasing export demand from global markets. Shrimp has become a staple protein in the region's diet, supported by rising disposable incomes, urbanization, and the shift toward high-protein, low-fat diets that align with growing health consciousness among consumers.

Governments across the region, particularly in India, Vietnam, Thailand, Indonesia, and China, are actively supporting aquaculture development through subsidies, advanced farming technologies, and improved cold-chain logistics, which have significantly boosted shrimp production and export capacity.

Technological advancements such as biofloc systems, recirculating aquaculture systems, and disease-resistant shrimp breeds are enhancing productivity, reducing mortality rates, and ensuring year-round supply stability. Export-oriented production is also rising sharply, with countries like Vietnam and India consolidating their position as global leaders in shrimp exports, benefiting from favorable trade agreements and

competitive pricing. Meanwhile, domestic demand within Asia Pacific is expanding as well, particularly in China and Japan, where seafood is an integral part of culinary culture. The increasing presence of organized retail formats and e-commerce platforms is reshaping the shrimp distribution landscape, making both fresh and frozen shrimp more accessible to middle-class consumers. Sustainability is emerging as a key trend, with growing emphasis on traceability, eco-certifications, and responsible farming practices, as international buyers and conscious consumers increasingly demand sustainable seafood.

Key Market Drivers

Rising Seafood Consumption and Changing Dietary Preferences

One of the most prominent drivers fueling the Asia Pacific shrimp market is the surge in seafood consumption, spurred by evolving dietary preferences across the region. Shrimp, in particular, has gained wide acceptance as a versatile and nutritious protein source that caters to diverse culinary traditions. The rapid rise in disposable incomes in major economies such as China, India, Indonesia, and Vietnam has shifted consumer diets toward higher-value protein sources, with shrimp being preferred for its rich taste, ease of preparation, and low-fat, high-protein nutritional profile.

According to a collaborative study by ICAR (Indian Council of Agricultural Research) and IFPRI, in association with WorldFish, India's annual per-capita fish consumption increased from 4.9 kg in 2005 to 8.89 kg in 2021—a substantial rise of over 81%. Among populations with regular fish-eaters. Urbanization has also played a vital role, as younger populations in metropolitan areas are increasingly opting for convenient, ready-to-cook, and processed seafood options, which has strengthened the demand for both fresh and frozen shrimp products. Moreover, the rising health awareness among consumers has further amplified shrimp's appeal, given its abundance of essential nutrients such as omega-3 fatty acids, vitamins, and minerals. In addition, international exposure through tourism, media, and globalized food culture has introduced Asian consumers to diverse shrimp-based cuisines, while premium seafood dining experiences have become increasingly common. As foodservice and retail channels respond with innovative offerings—ranging from shrimp snacks and sushi to value-added packaged shrimp—the appeal of shrimp continues to widen. This consistent increase in domestic consumption, combined with shrimp's established role in traditional Asian diets, ensures a robust and sustainable demand base that is central to the growth of the regional shrimp industry.

Key Market Challenges

Disease Outbreaks and Biosecurity Risks

One of the most persistent and damaging challenges facing the Asia Pacific shrimp market is the threat of disease outbreaks, which can devastate shrimp farming operations and destabilize supply chains. Pathogens such as White Spot Syndrome Virus (WSSV), Early Mortality Syndrome (EMS), and Acute Hepatopancreatic Necrosis Disease (AHPND) have historically caused massive losses in shrimp farms across the region, leading to reduced production and significant economic setbacks. The intensive nature of modern aquaculture practices, while boosting yields, has also made farms more susceptible to the rapid spread of diseases due to high stocking densities and water quality management issues. Small-scale farmers, who dominate the shrimp farming landscape in many countries, often lack access to advanced biosecurity measures, modern diagnostic tools, or the financial resources needed to recover from disease outbreaks. Even large-scale producers, despite their investments in pathogen-free broodstock and controlled farming systems, remain vulnerable to evolving pathogens and environmental stressors that can trigger epidemics. Moreover, disease outbreaks not only reduce yields but also tarnish the reputation of exporting countries, as importing nations often impose strict restrictions or bans when shrimp shipments are suspected to be contaminated. Maintaining stringent biosecurity, improving farm-level disease surveillance, and ensuring consistent quality standards are therefore ongoing challenges that demand significant financial investment, research support, and farmer education. Without strong solutions, disease outbreaks remain one of the most unpredictable and severe risks to the sustained growth of the shrimp industry in Asia Pacific.

Key Market Trends

Rising Adoption of Value-Added and Processed Shrimp Products

A significant trend reshaping the Asia Pacific shrimp market is the growing preference for value-added and processed shrimp products. Traditionally, shrimp was consumed fresh or frozen with minimal processing, but shifting consumer lifestyles, particularly in urban centers, are creating demand for convenient, ready-to-cook, and ready-to-eat seafood. Time-pressed middle-class consumers in countries like China, India, Japan, and South Korea are increasingly drawn to peeled, deveined, breaded, marinated, and flavored shrimp options that reduce preparation time without compromising on taste or nutrition. This is also fueled by the expansion of modern retail outlets and food delivery

services that rely heavily on processed shrimp as part of their quick-service menus. Export-oriented suppliers have recognized this trend and are diversifying their product portfolios to include shrimp snacks, frozen meal kits, and innovative shrimp-based products targeting global retail chains. The foodservice industry is further reinforcing this shift, as restaurants and quick-service outlets prefer standardized processed shrimp products that ensure consistency and reduce kitchen labor. For producers, value-added processing provides opportunities to capture higher margins, differentiate their offerings, and reduce dependency on fluctuating raw shrimp prices. However, the move toward processed shrimp also demands investments in advanced processing facilities, cold-chain logistics, and compliance with international safety standards. As both domestic and international consumers increasingly seek convenience-driven seafood options, the value-added shrimp segment is expected to become a major growth pillar within the Asia Pacific market, reshaping traditional production and consumption patterns.

Key Market Players

Thai Union Group Public Company Limited.

Charoen Pokphand Foods Public Company Limited.

Minh Phu Seafood Corporation.

Zhanjiang Guolian Aquatic Products Co., Ltd.

Maruha Nichiro Corporation.

Nissui Corporation.

PT Central Proteina Prima Tbk (CP Prima).

Devi Sea Foods Limited.

Apex Frozen Foods Limited.

Soc Trang Seafood Joint Stock Company (STAPIMEX).

Report Scope:

In this report, the Asia Pacific shrimp market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia Pacific Shrimp Market, By Species:

Penaeus Vannamei

Penaeus Monodon

Macrobrachium Rosenbergii

Others

Asia Pacific Shrimp Market, By Source:

Aquaculture

Wild

Asia Pacific Shrimp Market, By Distribution Channel:

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Online

Others

Asia Pacific Shrimp Market, By Country:

China

India

Japan

Australia

Indonesia

Rest of APAC

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific shrimp market.

Available Customizations:

Asia Pacific shrimp market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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