

# China Shrimp Market, By Species (Acetes japonicus, L. Vannamei, Trachipenaeus curvirostris, Pleoticus muelleri, Pandalus borealis, P. monodon, Others), By Source (Aquaculture, Wild), By Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/C8E9089D1C3BEN.html>

Date: September 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: C8E9089D1C3BEN

## Abstracts

### Market Overview

China shrimp market was valued at USD 18.29 Billion in 2024 and is expected to reach USD 24.23 Billion by 2030 with a CAGR of 4.8% during the forecast period. The China shrimp market is witnessing robust growth, driven by rising disposable incomes, changing dietary habits, and increasing demand for high-quality seafood products, both in domestic consumption and exports. Urbanization and a growing middle-class population are fueling a shift toward protein-rich diets, with shrimp emerging as a preferred choice due to its taste, nutritional value, and versatility in traditional and modern cuisines. Technological advancements in aquaculture, such as improved breeding techniques, disease management, and sustainable farming practices, are boosting production efficiency and ensuring consistent supply to meet escalating demand. Government support through favorable policies, infrastructure development in coastal regions, and investments in cold chain logistics have further enhanced market accessibility and reduced post-harvest losses. The popularity of e-commerce and online-to-offline (O2O) retail channels is expanding consumer reach, offering greater product variety and convenience, especially among younger, tech-savvy consumers.

In addition, the increasing integration of traceability systems and certifications like

HACCP and ASC is enhancing consumer trust and promoting premium-grade products in both domestic and export markets. China's strategic role as both a major shrimp producer and importer, particularly of species such as *L. vannamei*, allows it to cater to diverse taste preferences while balancing seasonal supply fluctuations. Health consciousness and awareness of the benefits of seafood in cardiovascular health and weight management are also driving demand, while the foodservice sector, including hotpot restaurants, Japanese sushi chains, and quick-service outlets, continues to expand shrimp offerings. Export opportunities remain strong due to global demand for affordable yet high-quality shrimp, with Chinese processors leveraging value-added formats like peeled, cooked, marinated, and ready-to-eat products to tap into international markets.

However, environmental sustainability concerns and the need for stricter biosecurity measures to combat disease outbreaks remain challenges that stakeholders are addressing through research, innovation, and regulatory oversight. The market is also benefiting from seasonal festivals and culinary traditions, where shrimp dishes hold cultural significance, further stimulating year-round consumption. With rising health trends, technological improvements, and strong domestic and global demand, the China shrimp market is poised for steady growth, supported by an evolving retail landscape, robust processing capacity, and expanding distribution networks that ensure product availability across urban and semi-urban regions.

## Key Market Drivers

### Rising Disposable Income and Evolving Dietary Preferences

One of the primary drivers of the China shrimp market is the steady increase in disposable income, coupled with a shift in dietary preferences toward high-protein, nutrient-dense foods. In 2024, China's per capita disposable income reached ¥41,314, up 5.3% YoY in nominal terms (median ¥34,707, +5.1%). Higher incomes support trading up to premium seafood and more frequent seafood purchases. Over the past decade, China's expanding middle class has significantly altered the consumption landscape, favoring premium and diverse food options, including seafood. Shrimp has gained prominence due to its delicate taste, high nutritional value, and adaptability across various cooking styles — from traditional Chinese hotpot and stir-fries to Western-style grilled and fried dishes. As household incomes rise, consumers are becoming more willing to spend on quality seafood products, often prioritizing freshness, taste, and safety over price. This trend is particularly evident in urban centres such as Shanghai, Beijing, and Guangzhou, where an increasingly sophisticated consumer base

is seeking not just basic protein sources, but also gourmet and specialty seafood offerings. In addition, younger generations are adopting more health-conscious eating habits, driven by heightened awareness of the benefits of seafood in supporting cardiovascular health, brain development, and weight management. This is boosting demand for shrimp, which is perceived as a lean protein source with lower fat content compared to red meats. The combination of higher purchasing power, a cultural appreciation for seafood, and the growing importance of wellness-focused diets is creating a stable and expanding consumer base for shrimp products across China.

## Key Market Challenges

### Disease Outbreaks and Biosecurity Risks in Shrimp Farming

One of the most persistent challenges facing the China shrimp market is the risk of disease outbreaks in aquaculture operations, which can severely impact production volumes, quality, and farmer profitability. Shrimp farming, particularly intensive *Litopenaeus vannamei* and *Penaeus monodon* cultivation, is highly susceptible to viral and bacterial diseases such as White Spot Syndrome Virus (WSSV), Early Mortality Syndrome (EMS), and Infectious Hypodermal and Hematopoietic Necrosis Virus (IHHNV). These outbreaks can wipe out entire crops in a matter of days, causing significant financial losses and market disruptions. While China has made considerable progress in implementing biosecurity measures such as pathogen-free broodstock, improved water filtration, and strict pond management practices, smaller-scale farmers often lack the resources and technical know-how to fully adopt these systems. In addition, changing environmental conditions, poor pond hygiene, and overstocking practices can exacerbate the spread of diseases, especially in regions where multiple farms operate in close proximity. The resulting fluctuations in supply not only create volatility in shrimp prices but also affect export commitments, potentially damaging China's reputation in the international market. Preventing disease outbreaks requires continuous investment in research, farmer education, and infrastructure, but given the fragmented nature of the industry, achieving uniform implementation remains a considerable challenge.

## Key Market Trends

### Rising Popularity of Premium and Specialty Shrimp Varieties

A notable trend in the China shrimp market is the increasing consumer preference for premium and specialty shrimp varieties, driven by the pursuit of unique flavors, textures,

and quality. While *Litopenaeus vannamei* remains the most widely consumed species due to its affordability and wide availability, there is a growing demand for higher-value options such as *Penaeus monodon* (black tiger shrimp), *Pandalus borealis* (cold-water shrimp), and *Pleoticus muelleri* (Argentine red shrimp). These species are prized for their distinct taste profiles, larger size, and perceived nutritional benefits, making them popular in fine dining, gift packaging, and festive consumption. The premiumization trend is also influenced by younger, urban consumers who are increasingly exploring international cuisines and are willing to pay a premium for shrimp sourced from traceable, certified, or exotic origins. This demand is being met not only through domestic aquaculture improvements but also via imports from countries like Ecuador, Argentina, and Canada, which offer shrimp varieties that are difficult to produce locally at scale. Retailers and foodservice operators are capitalizing on this trend by offering curated selections, storytelling around sourcing origins, and pairing premium shrimp with luxury condiments or meal kits. As the Chinese market becomes more segmented, premium and specialty shrimp are emerging as a distinct growth category, offering higher margins for producers and distributors.

### Key Market Players

Zhanjiang Guolian Aquatic Products Co., Ltd.

Dalian Zhangzidao Fishery Group Co., Ltd.

Zhejiang Daishan Baofa Aquatic Products Co., Ltd.

Zhejiang Xinwang Food Co., Ltd.

Shanghai Fisheries Group Co., Ltd.

Shandong Homey Aquatic Development Co., Ltd.

Fujian Guan hong Frozen Foods Co., Ltd.

Zhejiang Golden Gulf Seafood Co., Ltd.

Zhanjiang Longwei Aquatic Products Industry Co., Ltd.

Dandong Huanghai Food Co., Ltd.

## Report Scope:

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

### China Shrimp Market, By Species:

Acetes japonicus

L. vannamei

Trachipenaeus curvirostris

Pleoticus muelleri

Pandalus borealis

P. monodon

Others

### China Shrimp Market, By Source:

Aquaculture

Wild

### China Shrimp Market, By Distribution Channel:

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Online

Others

## China Shrimp Market, By Region:

East

South-Central

North

South-West

North-East

North-West

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the China Shrimp market.

## Available Customizations:

China 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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