

China Tuna Market By Product Type (Canned Tuna, Frozen Tuna, Fresh Tuna, Sushi-Grade Tuna), By End User (Household Consumption, Foodservice Industry, Others), By Distribution Channel (Convenience Stores, Specialty Stores, Hypermarkets/Supermarkets, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

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Abstracts

The China Tuna Market was valued at USD 1.85 Billion in 2024 and is expected to reach USD 2.26 Billion by 2030 with a CAGR of 3.45% during the forecast period. Key growth drivers for the China tuna market include the easy availability of tuna and the adoption of sustainable fishing practices. Additionally, the incorporation of tuna into traditional Chinese cuisine, along with the rising demand for premium tuna products, is expected to fuel market growth during the forecast period.

The Malta-China agreement on bluefin tuna exports presents new opportunities for Maltese producers to enter the Chinese market. Signed in Beijing by Minister Ian Borg during the China International Import Expo in Shanghai, this agreement enables the export of 5,000 to 10,000 tons of bluefin tuna annually. Malta, represented at the expo by Trade Malta, the Malta Food Agency, and Aquaculture Resources Limited, showcased its seafood offerings. This deal marks a significant step for Malta's tuna industry, enhancing its role in the nation's export economy.

Key Market Drivers

Health Consciousness and Nutritional Preferences

The rising awareness of health and wellness among Chinese consumers is one of the primary drivers of the tuna market. Tuna is a lean source of protein, rich in omega-3 fatty acids, and considered heart-healthy. As consumers become more aware of the negative health impacts of excessive fat and sugar intake, they are increasingly opting for healthier food choices. Tuna, being low in fat and packed with essential nutrients, caters to this demand. Additionally, as concerns around diet-related diseases like obesity, cardiovascular issues, and diabetes rise, more people in China are looking for convenient yet nutritious food options, further increasing the demand for tuna products.

Economic Growth and Rising Disposable Income

Another key driver is China's expanding middle class and increasing disposable income. As China's economy continues to grow, a larger segment of the population has been able to afford higher-quality food, including premium seafood like tuna. This shift is reflected in changing dietary habits, where consumers are willing to invest in more expensive, nutritious foods. The purchasing power of middle-class consumers has grown steadily, especially in urban areas, allowing them to incorporate products like tuna into their diets more frequently. The rise of e-commerce platforms and modern retail outlets further makes it easy for these consumers to access tuna products, driving market growth. Moreover, as living standards improve, more Chinese consumers are turning to international products, further enhancing the demand for tuna. For instance, China is the third-largest global exporter of tuna products, with an estimated 395,000 tons of tuna catch in 2023. According to the International Tuna Industry (Shanghai) Summit Forum, 49 companies and 486 fishing vessels contribute to this industry. In 2022, China held a 7% share of the global tuna product export market, trailing Thailand (29%) and Ecuador (15%). Notably, China exports 25% of its tuna to Thailand and 17% to Spain, reflecting the country's strong presence in global tuna trade.

Convenience and Versatility of Tuna Products

Tuna's versatility and convenience also play a significant role in its increasing popularity in China. The growing demand for quick, ready-to-eat meals aligns perfectly with tuna's convenient packaging and preparation options. Canned and pre-packaged tuna can be easily stored, transported, and consumed, making it ideal for busy, urban lifestyles. Furthermore, tuna products cater to a variety of culinary preferences, whether as a simple snack, in salads, or as an ingredient in traditional and modern Chinese dishes. As the convenience food sector continues to grow, more consumers are choosing tuna for its ease of use, making it an attractive option for those looking for fast

yet nutritious meal options. This trend is particularly strong among younger, working professionals and families, further boosting the demand for tuna in the Chinese market.

Key Market Challenges

Sustainability and Overfishing Concerns

One of the major challenges facing the China tuna market is the ongoing issue of sustainability, particularly related to overfishing. Overfishing has significantly impacted global tuna populations, leading to concerns about the depletion of certain species. This puts pressure on tuna fisheries to adopt sustainable practices, as consumers become more environmentally conscious. China, as a major consumer of tuna, faces the challenge of ensuring that the tuna it imports or sources meets sustainable standards, balancing market demand with environmental preservation. Many Chinese consumers are becoming more aware of sustainability issues, leading to a rising demand for responsibly sourced tuna, but this adds pressure on the industry to maintain a sustainable supply.

Supply Chain and Quality Control Issues

Another significant challenge in the China tuna market is managing the complexities of the supply chain, particularly concerning quality control and food safety. Tuna often travels long distances from its source to the final consumer, meaning it is subject to various risks related to handling, storage, and transportation. Temperature control is crucial for maintaining the quality and freshness of tuna, and any lapses in the supply chain can lead to contamination or spoilage. Moreover, with an increase in consumer demand for high-quality tuna, it becomes imperative to ensure that product standards are met, especially in terms of freshness, packaging, and traceability. This puts pressure on the industry to invest in better infrastructure and stringent quality control measures.

Key Market Trends

Increased Consumer Demand for Premium Tuna Products

As disposable incomes rise in China, there is a growing preference for premium food items, including higher-quality tuna products. Consumers are increasingly willing to pay more for premium offerings, such as sustainably sourced tuna, wild-caught varieties, or tuna with added health benefits, such as omega-3-rich options. This trend is especially

prevalent in urban areas, where consumers are more exposed to global food trends. As a result, there is a rising market for premium tuna in both the retail and foodservice sectors. Companies are responding by offering higher-end products to cater to this evolving demand. For instance, According to statistics from Chinese Customs, in July 2023, China imported 6.592 million tons of tuna, valued at over 18 million USD. This marks a 68% increase in volume and a 25% rise in value compared to the first half of the year. Compared to the same period in 2022, China's tuna imports surged by 10 times in volume and 193% in value.

Rising Popularity of Ready-to-Eat and Convenient Tuna Products

The trend toward convenience in food consumption is accelerating in China, and tuna products are well-positioned to meet this demand. Ready-to-eat or easy-to-prepare tuna options, such as canned tuna, tuna salads, and tuna snacks, are becoming increasingly popular due to their convenience, portability, and health benefits. Busy, health-conscious consumers—particularly millennials and working professionals—prefer quick, nutritious meal solutions, making products like canned tuna and pre-packaged tuna meals highly sought after. The demand for ready-to-eat tuna is further amplified by the growing number of e-commerce platforms and delivery services, which provide easy access to such products.

Focus on Sustainability and Traceability in Tuna Sourcing

As sustainability becomes a major concern among Chinese consumers, there is a growing demand for tuna sourced from responsible and traceable fisheries. This trend is driven by a rising awareness of environmental issues, particularly overfishing and the depletion of marine resources. Consumers are increasingly seeking tuna products that have been certified as sustainably caught or farmed. Retailers and foodservice providers are responding by offering eco-friendly options, and companies are investing in technologies that ensure full traceability of their tuna products. Certification programs like the Marine Stewardship Council (MSC) are gaining importance, as consumers demand transparency regarding the sourcing and environmental impact of the tuna they purchase.

Segmental Insights

Product Type Insights

The canned tuna segment holds the largest share of the China tuna market due to its

convenience, affordability, and long shelf life. Canned tuna offers an accessible, ready-to-eat protein source that appeals to busy consumers, particularly in urban areas. With the increasing demand for convenient food products, canned tuna remains a popular choice for health-conscious individuals seeking quick, nutritious meals. Additionally, advancements in packaging technology and improved distribution networks have made canned tuna easily accessible across China, further bolstering its market dominance. This segment's ability to cater to evolving consumer lifestyles supports its continued growth.

Regional Insights

The East region of China leads the tuna market due to its high population density, economic prosperity, and well-developed retail and distribution networks. Major cities like Shanghai and Hangzhou drive demand for tuna products, including canned and ready-to-eat options. This region also benefits from strong consumer awareness of healthy eating, with many residents adopting diets that include seafood. The East's modern retail infrastructure, including supermarkets and e-commerce platforms, enhances the accessibility of tuna products, contributing to the region's dominance in the market.

Key Market Players

Fujian Yunshang Food Co., Ltd

Jutai Foods Group Limited

Shines Sea Food Ltd

Zhangzhou Great Land Foods Co., Ltd

Tropical Food Manufacturing (Ningbo) Co., Ltd

Qinhuangdao Ocean Food Co., Ltd

Frinsa del Noroeste S.A.

Thai Union Group Public Company Limited

Bumble Bee Foods, LLC

Century Pacific Food Incorporated

Report Scope:

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

China Tuna Market, By Product Type:

Canned Tuna

Frozen Tuna

Fresh Tuna

Sushi-Grade Tuna

China Tuna Market, By End User:

Household Consumption

Foodservice Industry

Others

China Tuna Market, By Distribution Channel:

Convenience Stores

Specialty Stores

Hypermarkets/Supermarkets

Online

Others

China Tuna Market, By Region:

South-Central

South-West

East

North-East

North-West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the China Tuna Market.

Available Customizations:

China Tuna Market report with the given market data, Tech Sci 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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