

# **Fish Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Fresh, Frozen, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The Global Fish Market was valued at USD 1.12 Trillion in 2024 and is projected to reach USD 1.33 Trillion by 2030, growing at a CAGR of 2.91%. This steady growth is fueled by increasing consumer preference for nutritious, protein-rich diets, rising health consciousness, and the expansion of aquaculture practices. As the global population continues to grow and shifts toward lean protein sources, fish remains a key dietary staple. Asia Pacific, particularly China and India, leads the market in production and consumption due to robust infrastructure and export capabilities. Technological advancements in aquaculture, cold chain management, and sustainable harvesting methods are further supporting market expansion. Moreover, the rising demand for convenient, processed, and ready-to-cook fish products is driving growth in mature markets like North America and Europe.

### Key Market Drivers

#### Rising Global Demand for Protein-Rich and Health-Conscious Diets

A major driver of the global fish market is the growing consumer focus on high-protein, low-fat, and heart-healthy dietary choices. As awareness of nutritional health increases, particularly in urban and developed areas, fish is becoming a favored alternative to red meat and processed foods. National health guidelines, such as the U.S. Dietary Guidelines (2020–2025), recommend regular seafood consumption to support overall

wellness, especially among pregnant and lactating women. Fish species like salmon, sardines, and mackerel offer essential nutrients such as omega-3 fatty acids, vitamins, and minerals, enhancing their appeal among health-focused consumers. Rising incidences of obesity and cardiovascular conditions are prompting a shift toward seafood, reinforced by endorsements from health organizations like the WHO. In addition, popular dietary regimes like keto, paleo, and Mediterranean diets emphasize fish, boosting its popularity among younger and working demographics. Restaurants and food delivery platforms are also capitalizing on this trend by adding more fish-based offerings, further stimulating market demand in both wild-caught and farmed fish segments.

## Key Market Challenges

### Overfishing and Depletion of Natural Fish Stocks

Overfishing represents a significant threat to the stability of the global fish market. According to the Food and Agriculture Organization (FAO), over 34% of global fish stocks are exploited beyond sustainable limits. This is driven by rising demand, inadequate enforcement of international regulations, and widespread illegal, unreported, and unregulated (IUU) fishing. Enhanced fishing technologies have increased harvest capacity, often outpacing natural replenishment cycles and causing serious ecological disruptions. Key species like tuna and cod have seen notable population declines, affecting marine biodiversity and threatening the economic security of communities reliant on small-scale fishing. Regulatory bodies struggle to monitor vast marine territories, making enforcement difficult. This unsustainable trend could lead to long-term supply shortages and market volatility. Additionally, it risks consumer trust and undermines certification systems that promote ethical sourcing. Addressing the issue requires coordinated global action, including better regulatory compliance, sustainable aquaculture development, and targeted conservation strategies.

## Key Market Trends

### Shift Toward Sustainable and Eco-Labeled Seafood

The global fish market is increasingly shaped by the demand for eco-labeled and sustainably sourced seafood. Environmentally conscious consumers, especially in regions like Europe and North America, are seeking products certified by organizations such as the Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), and Friend of the Sea. Retail chains, restaurants, and hospitality groups are

aligning with sustainability goals by offering traceable and responsibly sourced seafood to meet CSR standards and regulatory requirements. To support this shift, fishery and aquaculture operators are adopting practices that reduce bycatch, preserve marine habitats, and ensure responsible feed sourcing. Innovations like blockchain and digital traceability are improving transparency across supply chains, helping buyers verify product origins. Additionally, partnerships among governments, NGOs, and industry players are expanding access to eco-label programs and incentivizing compliance. As sustainability becomes a baseline expectation rather than a niche preference, eco-labeled seafood is becoming a critical component of competitive strategy across global markets.

### Key Market Players

Mowi

Thai Union Group PCL

Maruha Nichiro Corporation

Nippon Suisan Kaisha (NISSUI)

Austevoll Seafood ASA

SalMar ASA

Bakkafrost

Leroy Seafood Group

Penglai Jinglu Fishery

Oceana Group Ltd.

### Report Scope:

In this report, the Global Fish Market has been segmented into the following categories,

*Fish Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Fresh, Frozen, O...*

in addition to the industry trends which have also been detailed below:

Fish Market, By Product Type:

Fresh

Frozen

Others

Fish Market, By Distribution Channel:

Online

Offline

Fish Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

Japan

India

South Korea

Vietnam

## South America

Argentina

Colombia

Brazil

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Fish Market.

Available Customizations:

Global Fish 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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