

# India Fish Market, By Product Type (Fresh, Frozen, Processed, Canned), By Distribution Channel (Offline, Online), By Region, Competition, Forecast & Opportunities, 2021-2031F

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## Abstracts

### Market Overview

The India Fish Market was valued at USD 22.95 Billion in 2025 and is projected to reach USD 28.62 Billion by 2031, growing at a CAGR of 3.80% during the forecast period. This market is expanding steadily, supported by growing domestic demand, increasing health consciousness, and robust export performance. Fish is a staple protein source for a large segment of India's population and is increasingly favored due to its nutritional value and affordability. Urbanization and changing dietary preferences have led to a surge in fish consumption, especially among health-focused and younger consumers. Government programs such as the Pradhan Mantri Matsya Sampada Yojana (PMMSY) are strengthening aquaculture infrastructure, boosting inland and marine production. Enhancements in cold chain logistics, processing technology, and supply networks are further improving the accessibility and quality of fish products across both rural and urban regions. According to a study by ICAR and WorldFish, 72.1% of India's population—about 966.9 million people—consume fish, underlining its importance in the Indian dietary landscape.

### Key Market Drivers

#### Rising Demand for Protein-Rich and Healthy Diets

The increasing consumer focus on balanced and health-conscious eating habits is a major factor driving demand in the fish market. Fish is recognized as a high-quality

source of protein, rich in omega-3 fatty acids, vitamins, and essential minerals, while being low in fat and easily digestible. This makes it particularly appealing in the context of growing lifestyle diseases such as hypertension, cardiovascular conditions, and obesity. Consumers across age groups, including fitness-oriented youth and the elderly, are integrating more fish into their diets.

Changing food preferences and busy lifestyles are also boosting demand for convenient options like ready-to-cook and processed fish products. As a result, demand is increasing in both traditional fish-consuming states like Kerala, West Bengal, and Assam, and newer growth regions such as Delhi, Maharashtra, and Karnataka. Tripura records the highest fish consumption rate at 99.35%, while states like Kerala, Goa, and Manipur report high daily consumption levels, reflecting fish's strong cultural and nutritional relevance across regions.

## Key Market Challenges

### Disease Outbreaks and Environmental Risks in Aquaculture

India's expanding aquaculture sector is challenged by environmental and disease-related issues. Intensive fish farming practices often lead to overcrowded systems, inadequate water quality, and increased exposure to diseases such as white spot syndrome and bacterial gill infections. These risks are heightened by the use of unregulated inputs, including chemicals and antibiotics, which can degrade aquatic environments and contribute to antibiotic resistance.

Climate-related changes such as temperature fluctuations, erratic rainfall, and salinity shifts are also impacting fish productivity, especially in coastal regions. These factors increase production costs due to the need for disease management, treatments, and infrastructure upgrades. Ensuring long-term sustainability requires investment in biosecure farming systems, adherence to environmental standards, and training for fish farmers on responsible aquaculture practices.

## Key Market Trends

### Rising Consumption of Value-Added and Processed Fish Products

A notable trend in the India fish market is the increasing demand for value-added, hygienically packaged, and ready-to-cook seafood products. With urbanization and rising incomes, consumers are looking for convenience, food safety, and quality in their

seafood choices. Products such as frozen shrimp, marinated fish fillets, fish fingers, and breaded seafood items are gaining popularity in modern retail channels.

This trend is also being supported by the growth of domestic seafood processing units that meet international food safety norms. The expansion of supermarkets, hypermarkets, and e-commerce grocery platforms is enhancing consumer access to processed fish products across urban and semi-urban areas. As foodservice providers and restaurants expand their seafood offerings, demand for processed fish is expected to rise in both consumer and institutional segments, accelerating the development of India's seafood value chain.

### Key Market Players

Nekkanti Sea Foods Limited

Avanti Frozen Foods Private Limited

Devi Sea Foods Limited

Falcon Marine Exports Ltd.

BMR Group

Sandhya Marines Ltd.

Apex Frozen Foods Limited

Ananda Aqua Exports Private Limited

Crystal Sea Foods Private Limited

Citrus Alpha Marine LLP

### Report Scope:

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

*India Fish Market, By Product Type (Fresh, Frozen, Processed, Canned), By Distribution Channel (Offline, Onlin...*

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

#### India Fish Market, By Product Type:

Fresh

Frozen

Processed

Canned

#### India Fish Market, By Distribution Channel:

Offline

Online

#### India Fish Market, By Region:

North

South

East

West

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Fish Market.

#### Available Customizations:

India Fish Market report with the given market data, TechSci Research offers

*India Fish Market, By Product Type (Fresh, Frozen, Processed, Canned), By Distribution Channel (Offline, Onlin...*

customizations according to a company's specific needs. The following customization options are available for the report:

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