

# **Ornamental Fish Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Tropical Fresh Water, Temperate Fresh Water, Marine Ornamentals), By Application (Residential, Commercial), By Point of Sale (Dedicated Stores, Multi-Specialty stores, Online, Others), By Region, Competition**

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## **Abstracts**

The global ornamental fish market was valued at USD 5.65 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 8.6% through 2028. The global ornamental fish market has experienced steady growth in recent years, driven by several key factors. Ornamental fish, also known as aquarium fish, are admired for their vibrant colors, unique patterns, and captivating beauty. Here are some of the major drivers behind the growth of the global ornamental fish market.

The global ornamental fish market is being driven by factors such as the growing demand for pet ownership, increasing disposable income, aesthetic appeal and interior decoration, advancements in aquaculture techniques, rising interest in aquatic ecosystems, and the rise of online retail channels. These drivers are likely to continue fueling the market's growth in the coming years.

Key Market Drivers:

Growing Demand for Pet Ownership:

There has been a significant increase in the number of people keeping pets worldwide, including ornamental fish. As more individuals and families seek companionship and

leisure activities, owning ornamental fish has become a popular choice. The calming effect of observing fish in an aquarium has been proven to reduce stress levels, making them appealing pets for homes, offices, and public spaces. One of the key reasons behind the increasing demand for pet ownership in the global ornamental fish market is the rising popularity of fishkeeping as a hobby. Many individuals find joy and relaxation in maintaining beautiful aquariums filled with vibrant and exotic fish species. Additionally, the therapeutic benefits associated with observing fish in an aquarium have contributed to this growing trend.

#### Increasing Disposable Income:

The rise in disposable income across various regions has played a crucial role in driving the demand for ornamental fish. As people have more financial resources, they are willing to invest in hobbies and leisure activities, including maintaining aquariums. Higher income levels have also made it possible for individuals to afford the necessary equipment, accessories, and premium-quality fish species, further fueling the market's growth. The global ornamental fish market has experienced growth due to the increasing disposable income of individuals worldwide. With growing economies, people have more resources to spend on leisure activities and hobbies, including ornamental fishkeeping. This rise in disposable income has resulted in a greater demand for ornamental fish as consumers are willing to spend on colorful and attractive species to be kept in home aquariums.

#### Aesthetic Appeal and Interior Decoration

The ornamental fish market is driven by the desire to enhance the aesthetic appeal of living and working spaces. Aquariums are not only seen as a source of entertainment but also as interior design elements that add beauty and tranquility to environments. The availability of a wide range of fish species with different colors, shapes, and sizes allows individuals to create personalized and visually appealing aquarium setups. The global ornamental fish market is experiencing growth due to the increasing demand for aesthetically appealing fish species and their role in interior decoration. Consumers are becoming more conscious of the aesthetic appeal of their aquariums and are willing to invest in visually captivating fish species. This trend is driving the demand for ornamental fish in the market.

#### Rising Interest in Aquatic Ecosystems

There is a growing interest in aquatic ecosystems and the conservation of marine life.

As people become more aware of the ecological importance and diversity of fish species, they are increasingly inclined to keep ornamental fish as a means of appreciating and preserving aquatic life. This interest has led to the popularity of maintaining aquariums as small-scale ecosystems, contributing to the growth of the market. The global ornamental fish market has witnessed a rising interest in aquatic ecosystems among consumers. As more people become aware of the beauty and benefits of keeping fish as pets, there is a growing appreciation for creating natural and thriving aquatic environments. This trend is fueled by various factors. The increased focus on sustainability and conservation has led to a shift towards recreating natural habitats for ornamental fish. Aquarium enthusiasts are now seeking ways to mimic the conditions found in the wild, including appropriate water parameters, plants, rocks, and other elements that promote a healthy ecosystem.

## Key Market Challenges

### Stringent Regulations and Compliance

The ornamental fish trade is subject to various regulations and restrictions imposed by national and international governing bodies. These regulations aim to protect biodiversity, prevent the spread of invasive species, and ensure animal welfare. Compliance with these regulations can be complex and costly for businesses involved in the import, export, and trade of ornamental fish.

### Transportation and Logistics Challenges

Transporting live fish over long distances can be challenging due to the need for careful handling and suitable environmental conditions. Maintaining water quality, temperature control, and an adequate oxygen supply during transportation is critical to ensure the health and well-being of the fish. Delays, mishandling, or inadequate logistics infrastructure can result in stress, illness, or mortality of the fish, impacting the market's growth.

### Disease Management and Biosecurity

Maintaining biosecurity and managing diseases is a significant challenge for the ornamental fish market. Diseases can spread rapidly in crowded environments, such as fish farms and pet stores, leading to high mortality rates and financial losses. Strict biosecurity protocols, regular health checks, and proper quarantine measures are essential to prevent and manage disease outbreaks, ensuring the overall health of the

fish population.

### Environmental Concerns and Sustainability

The ornamental fish trade has raised concerns about its impact on wild fish populations and ecosystems. Overfishing of certain species, destructive collection methods, and habitat destruction can pose a threat to biodiversity and ecological balance. The industry needs to adopt sustainable practices, promote captive breeding, and support conservation efforts to ensure the long-term viability and environmental sustainability of the trade.

### Consumer Awareness and Education

There is a need for increased consumer awareness and education regarding responsible fishkeeping practices. Many buyers may lack knowledge about proper fish care, aquarium maintenance, and the potential risks associated with introducing non-native species into local ecosystems. Educating consumers about ethical sourcing, responsible breeding, and appropriate fishkeeping practices can help mitigate potential challenges and promote sustainable growth in the market.

### Economic Volatility and Market Uncertainty

The ornamental fish market is susceptible to fluctuations in global economic conditions. Changes in disposable income, consumer spending patterns, and economic instability can impact the demand for ornamental fish. Moreover, unforeseen events such as natural disasters, political unrest, or disease outbreaks can disrupt supply chains, leading to market uncertainties and financial losses for businesses in the industry.

### Key Market Trends:

Increasing popularity of sustainable and eco-friendly practices:

There is a growing demand for ethically sourced and sustainably bred ornamental fish. Consumers are becoming more conscious of the environmental impact of the ornamental fish trade and are seeking out suppliers that adhere to responsible and eco-friendly practices. This trend has led to the rise of certified sustainable fish farms and breeders who focus on preserving natural habitats and minimizing the use of harmful chemicals.

### Online Retail Channels and E-commerce:

The proliferation of online retail channels and e-commerce platforms has played a significant role in the growth of the ornamental fish market. Customers now have easy access to a wide variety of fish species, equipment, and supplies through online platforms. The convenience of online shopping, reliable shipping methods, and the ability to compare prices and products have made it easier for consumers to enter and participate in the market.

### Rising interest in rare and exotic species:

Enthusiasts and collectors are showing increased interest in acquiring rare and exotic species of ornamental fish. The allure of owning unique and uncommon fish breeds has fueled a niche market within the ornamental fish industry. Breeders and suppliers are responding to this demand by expanding their offerings to include a wider variety of rare and hard-to-find fish species.

### Technological advancements in aquarium equipment:

Advancements in technology have revolutionized the way ornamental fish are kept and maintained. Innovative aquarium equipment, such as automated feeding systems, efficient filtration systems, and advanced lighting setups, have made it easier for both novice and experienced hobbyists to create and maintain healthy aquatic environments. These technological advancements enhance the overall experience of fishkeeping and contribute to the market's growth.

### Focus on research and development:

Companies and institutions within the ornamental fish industry are investing in research and development to improve breeding techniques, disease prevention, and nutrition. This focus on R&D aims to enhance the quality and longevity of ornamental fish, ensuring their well-being and enhancing their appeal to consumers.

### Growing popularity of aquascaping:

Aquascaping, the art of designing and creating visually stunning underwater landscapes within aquariums, has gained immense popularity. This trend involves the use of various elements such as plants, rocks, driftwood, and substrate to create aesthetically pleasing and natural-looking environments for ornamental fish. Aquascaping competitions and

dedicated online communities have further boosted the interest in this creative aspect of fishkeeping.

#### Segmental Insights:

#### Product Type Insights:

The tropical freshwater segment of the ornamental fish market claims a dominant share of approximately 50.6% in 2022. These species are popular choices for household pets, often found in ponds and aquariums worldwide. Tropical freshwater ornamental fish exhibit a diverse range of species, each with distinct characteristics and care requirements. Tetras, guppies, mollies, betta, and goldfish are among the commonly sought-after tropical freshwater ornamental fish. Given their vibrant colors and ease of care, new pet owners often opt for these species.

The marine ornamental fish segment is expected to achieve a Compound Annual Growth Rate (CAGR) of 9.5% from 2023 to 2030. These fish species are characterized by their vibrant colors, intricate patterns, and unique forms. Maintaining marine ornamental fish can be more challenging compared to freshwater fish due to specific equipment and water requirements. Marine aquariums can be further classified into reef aquariums and fish-only aquariums. The segment is predicted to experience growth during the forecast period, driven by the diverse range of marine fish species and their vibrant colors.

#### Application Insights:

The global ornamental fish market is experiencing significant growth, driven in large part by the residential sector. As disposable income increases worldwide, more people are investing in the hobby of ornamental fishkeeping to enhance their living spaces. This trend is expected to continue in the coming years. Overall, the rising disposable income globally, coupled with the desire for a luxury lifestyle and the ease of maintaining ornamental fish, is fueling the growth of the global ornamental fish market.

#### Point of Sale Insights:

The global ornamental fish market is experiencing growth, fueled by the online sector. With the increasing popularity of e-commerce platforms, consumers now have greater access to a wide variety of ornamental fish species from around the world. This trend has contributed to the expansion of the market and the convenience of purchasing fish

for aquarium enthusiasts.

### Regional Insights:

Europe holds the dominant position in the market, with a market share exceeding 36.5% in 2022. This can be attributed to the significant import of ornamental fish from Asian countries like Singapore, Thailand, and Japan, in order to meet the region's high demand for decorative fish. Ornamental fish not only serve as a simple and stress-relieving hobby but also contribute to import-export activities and foreign exchange.

Furthermore, the University of Florida, Institute of Food and Agricultural Sciences, states that various ornamental fish are now being cultivated in European countries such as the Czech Republic, Spain, Israel, Belgium, and Holland. Additionally, the proximity of fish production to consumer hubs has become increasingly profitable due to reduced transportation costs.

### Key Market Players

Sunbeam Aquarium Pte Ltd.

Tropical Fish International Pte Ltd.

LiveAquaria

Oasis Fish Farm

Aqua-Nautic Specialist Pte Ltd.

AlgaeBarn LLC

bioAquatiX

Imperial Tropicals

Sanyo Aquarium (Pte) Ltd.

Qian Hu Corporation Limited

## Report Scope:

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

### Global Ornamental Fish Market, By Type:

Tropical Fresh Water

Temperate Fresh Water

Marine Ornamentals

### Global Ornamental Fish Market, By Application:

Residential

Commercial

### Global Ornamental Fish Market, By Point of Sale:

Dedicated Stores

Multi-Specialty Stores

Online

Others

### Global Ornamental Fish Market, By Region:

North America

Europe

South America

Middle East & Africa



## Asia Pacific

### Competitive Landscape

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

### Available Customizations:

Global Ornamental Fish 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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