

Thailand Shrimp Market, By Species (Penaeus Vannamei, Penaeus Monodon, Macrobrachium Rosenbergii, Others), By Source (Aquaculture, Wild), By Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Thailand shrimp market was valued at USD 1.56 Billion in 2024 and is expected to reach USD 2.07 Billion by 2030 with a CAGR of 4.8% during the forecast period. The Thailand shrimp market is experiencing steady growth, supported by the country's strong position as one of the world's leading shrimp producers and exporters, coupled with increasing domestic consumption driven by rising incomes and changing dietary preferences.

Thailand's well-established aquaculture infrastructure, advanced farming technologies, and stringent quality control systems have strengthened its competitive edge in both regional and global markets. The government's continued efforts to promote sustainable aquaculture practices, such as disease-resistant breeding programs and eco-friendly farming methods, are enhancing productivity and ensuring compliance with international environmental and food safety standards. Moreover, global demand for protein-rich seafood is on the rise, with shrimp enjoying a premium position due to its versatility, taste, and health benefits, fueling export volumes to key destinations like the United States, Japan, and Europe. Technological advancements in hatchery management, water quality monitoring, and feed optimization are reducing production

risks and improving yields, while vertical integration among major players is enabling better supply chain control and cost efficiency. Consumer preferences are also shifting toward certified sustainable and traceable products, prompting producers to adopt certifications such as ASC (Aquaculture Stewardship Council) and BAP (Best Aquaculture Practices) to secure high-value export contracts. Thailand's strategic logistics network, including well-developed cold chain infrastructure, facilitates timely distribution to both domestic and international markets, supporting consistent quality.

Key Market Drivers

Strong Export Demand and Global Market Presence

Thailand's shrimp industry benefits immensely from its well-established status as one of the world's leading shrimp exporters, with a reputation for high-quality products that meet stringent international standards. The global appetite for shrimp continues to grow, fueled by rising incomes, urbanization, and dietary shifts toward high-protein, low-fat seafood. Thailand's ability to consistently supply premium shrimp to demanding markets such as the United States, Japan, the European Union, and China has cemented its position as a reliable supplier in global trade. In 2022, Thailand exported approximately 125,000 metric tons of shrimp, positioning it as the fifth-largest shrimp exporter globally. Of this total, approximately 110,000 metric tons were *Penaeus vannamei* (*L. vannamei*), showcasing Thailand's production strength in this adaptable, high-yield species. The country's long-standing expertise in processing, packaging, and developing value-added shrimp products—such as cooked, peeled, seasoned, or ready-to-eat formats—caters to diverse consumer preferences across different regions. Additionally, favorable trade agreements and low tariff regimes with major importing nations enhance Thailand's competitiveness, enabling exporters to capture a larger market share. The robust export infrastructure, which includes advanced cold chain logistics, proximity to key shipping routes, and efficient port operations, ensures that products reach destinations quickly while maintaining quality. Moreover, the global foodservice sector's recovery post-pandemic, along with the rising popularity of Asian cuisines in Western countries, is further boosting shrimp demand. Seasonal and cultural consumption peaks, such as festive periods in China or summer grilling trends in the West, present recurring opportunities for Thai exporters to maximize sales. This sustained and growing export demand is a key driver that not only supports production volumes but also incentivizes continued investment in farming capacity, processing technology, and compliance with evolving international regulations.

Key Market Challenges

Disease Outbreaks and Biosecurity Risks

One of the most persistent and significant challenges facing the Thailand shrimp market is the threat of disease outbreaks, which can severely impact production volumes, quality, and profitability. Historical incidents such as Early Mortality Syndrome (EMS) and Acute Hepatopancreatic Necrosis Disease (AHPND) have caused substantial losses for farmers, disrupting supply chains and eroding international market confidence. Despite advancements in pathogen-free broodstock and improved hatchery practices, disease risks remain high due to factors such as high stocking densities, fluctuating water quality, and environmental stress. These outbreaks not only cause direct mortality but also lead to reduced growth rates and increased susceptibility to secondary infections, further lowering yields. The economic repercussions can be severe, forcing farmers to prematurely harvest smaller shrimp, which fetch lower market prices, and increasing operational costs for disease treatment and prevention. Implementing stringent biosecurity measures—such as controlled water intake, disinfection protocols, and farm zoning—requires significant investment, which can be prohibitive for small-scale farmers. Moreover, climate variability, including sudden temperature shifts and heavy rainfall, can exacerbate disease proliferation, making prevention more complex. While technological solutions like real-time water quality monitoring and probiotic applications are helping mitigate risks, the ongoing need for vigilance and adaptation continues to challenge producers. The industry must balance productivity goals with maintaining robust health management systems to ensure long-term stability and international market trust.

Key Market Trends

Increasing Shift Toward Value-Added and Ready-to-Eat Shrimp Products

One of the most prominent trends shaping the Thailand shrimp market is the growing consumer preference for value-added and ready-to-eat shrimp products, both in domestic and export markets. Busy lifestyles, urbanization, and the demand for convenience have driven consumers toward products that require minimal preparation while offering high quality and consistent taste. This shift is encouraging Thai processors to innovate with a wide range of offerings such as marinated shrimp, breaded shrimp, shrimp dumplings, sushi-ready shrimp, and pre-cooked frozen shrimp packs. These products are particularly appealing in markets like North America, Europe, and Japan, where the retail sector places a premium on time-saving meal solutions that also deliver premium flavor and freshness. Within Thailand, the rise of modern retail

formats—such as hypermarkets, supermarkets, and online grocery platforms—has expanded the reach of such products, making them easily accessible to urban households. This trend also benefits from advancements in packaging technologies, such as vacuum sealing, modified atmosphere packaging, and portion-controlled packs, which extend shelf life and preserve quality without the need for artificial preservatives. In the foodservice sector, pre-prepared shrimp products help restaurants and caterers manage costs and maintain consistency, particularly in quick-service and casual dining formats. The value-added segment not only enhances profit margins for producers but also opens up avenues for brand differentiation and targeted marketing, allowing companies to tap into niche segments such as premium organic shrimp, allergen-free coatings, or locally flavored seasonings. As a result, the movement toward ready-to-eat and value-added shrimp is no longer just a niche strategy but a core market direction that is influencing investment decisions across processing facilities, product development, and distribution strategies in Thailand's shrimp sector.

Key Market Players

Charoen Pokphand Foods Public Company Limited

Thai Union Group Public Company Limited

Thai Union Frozen Products Public Co., Ltd.

Thai Union Manufacturing Co., Ltd.

Thai Union Seafood Co., Ltd.

Sea Value Group

Seafresh Group

Prantalay Marketing Co., Ltd.

Siam Canadian Group

Surapon Foods Public Company Limited.

Report Scope:

Thailand Shrimp Market, By Species (Penaeus Vannamei, Penaeus Monodon, Macrobrachium Rosenbergii, Others), By...

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

Thailand Shrimp Market, By Species:

Penaeus Vannamei

Penaeus Monodon

Macrobrachium Rosenbergii

Others

Thailand Shrimp Market, By Source:

Aquaculture

Wild

Thailand Shrimp Market, By Distribution Channel:

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Online

Others

Thailand Shrimp Market, By Region:

Northern

Northeast

Central

Western

Eastern

Southern

Competitive Landscape

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

Available Customizations:

Thailand 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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