

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

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## **Abstracts**

### **Market Overview**

Global Tinned Fish Market was valued at USD 13.56 Billion in 2024 and is expected to grow to USD 18.51 Billion by 2030 with a CAGR of 5.32%. The global tinned fish market is witnessing steady growth due to rising consumer demand for convenient, shelf-stable, and protein-rich food options. Urbanization, changing dietary habits, and a growing preference for ready-to-eat seafood are major driving forces. Products like canned tuna, sardines, and mackerel are increasingly popular for their nutritional benefits, long shelf life, and ease of use in quick meals. Sustainability concerns are also encouraging demand for responsibly sourced and certified seafood. Additionally, expanding distribution through supermarkets, online platforms, and specialty stores is enhancing market accessibility.

### **Key Market Drivers**

#### **Rising Demand for Convenient and Ready-to-Eat Protein Sources**

The modern consumer lifestyle, shaped by fast-paced urban living, long working hours, and reduced time for cooking, has fueled the demand for convenient and ready-to-eat food options. Tinned fish fits perfectly into this narrative, offering a hassle-free, protein-rich, and shelf-stable food source that requires no refrigeration or elaborate preparation. Consumers across various age groups—especially millennials and working

professionals—are increasingly turning to canned tuna, sardines, salmon, and mackerel as quick meal components or snacks. NOAA Fisheries reports that the U.S. produces approximately USD 11 billion worth of processed seafood annually, with exports accounting for nearly half that value. Unlike perishable seafood, tinned fish provides both portability and longevity, making it ideal for travel, emergencies, or daily consumption. Moreover, the high protein and omega-3 fatty acid content in fish appeals to health-conscious individuals looking to maintain a nutritious diet with minimal effort. This trend is not just limited to developed regions; even in emerging economies, where rising disposable incomes and changing dietary habits are altering food preferences, canned seafood is gaining popularity. The convenience factor, coupled with the health appeal, is pushing manufacturers to innovate with new flavors, packaging formats, and recipe integrations, further strengthening the market's position globally.

## **Key Market Challenges**

### Consumer Perception and Preference for Fresh and Frozen Alternatives

One of the most significant challenges facing the global tinned fish market is the persistent consumer perception that fresh or frozen fish is superior in quality and taste. In many regions, especially in Asia and parts of Europe, fresh seafood is deeply embedded in culinary traditions and cultural preferences. Consumers often associate tinned fish with inferior taste, high sodium content, and lack of freshness, even though technological advancements have significantly improved the nutritional preservation and flavor retention in canned products. This perception is particularly strong among younger, urban consumers who are increasingly drawn to gourmet, freshly-prepared meals and who associate tinned foods with wartime rations or economic constraints. Moreover, high-end restaurants and culinary influencers tend to favor fresh seafood, which reinforces these biases. As a result, canned seafood is often perceived as a budget product, limiting its appeal among premium consumers. While the growing demand for convenience has helped shift some opinions, altering long-standing beliefs about product quality remains a critical hurdle. Overcoming this challenge requires strong marketing, consumer education, and continued product innovation to demonstrate that tinned fish can be both high-quality and gastronomically appealing.

## **Key Market Trends**

### Premiumization and Gourmet Positioning of Canned Seafood

A key trend transforming the global tinned fish market is the growing shift toward

premiumization and gourmet positioning. Traditionally viewed as a utilitarian food product, canned fish is increasingly being rebranded as a high-quality, artisanal item. Consumers—especially millennials and Gen Z—are seeking more than just convenience; they want culinary experience, storytelling, and transparency in their food. In response, producers are launching upscale tinned fish lines featuring rare or sustainably caught species, innovative marinades (such as lemon-thyme or chili-garlic), and high-end oils like extra virgin olive oil. Packaging has also evolved to reflect this shift, with stylish tins, artisanal labels, and eco-conscious materials appealing to aesthetic and ethical sensibilities. Companies from Europe, especially Spain, Portugal, and France, have been at the forefront of this movement, exporting gourmet canned seafood that blends traditional fishing heritage with modern gastronomy. Chefs and food influencers are further endorsing premium tinned fish as a central element in charcuterie boards, tapas, and fusion recipes. This trend not only enhances the perceived value of tinned fish but also opens new revenue streams in the luxury food segment, allowing brands to cater to discerning consumers willing to pay more for taste, origin, and authenticity.

### **Key Market Players**

Thai Union Group PLC

Dongwon Industries / StarKist

Bolton Group (Rio Mare)

Bumble Bee Seafoods

FCF Co. Ltd.

Century Pacific Food Inc.

Grupo Calvo

Austevoll Seafood ASA

High Liner Foods

King Oscar AS

**Report Scope:**

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

**Tinned Fish Market, By Product Type:**

Tuna

Mackerel

Salmon

Others

**Tinned Fish Market, By Distribution Channel:**

Offline

Online

**Tinned 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 Tinned Fish Market.

### Available Customizations:

Global Tinned 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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