

Canned Fish Market Size, Share, and Outlook, 2025 Report- By Type (Caviar, Mackerel, Salmon, Sardines, Tuna, Others), Material (Aluminum, Steel, Tin), Application (Military and Defense, School and Colleges, Individuals, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032

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Abstracts

Canned Fish Market Outlook

The global Canned Fish market is expected to register a growth rate of 3.7% during the forecast period from \$28.6 Billion in 2024 to \$38.2 Billion in 2032. The Canned Fish market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Canned Fish segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Caviar, Mackerel, Salmon, Sardines, Tuna, Others), Material (Aluminum, Steel, Tin), Application (Military and Defense, School and Colleges, Individuals, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Canned Fish markets.

Canned Fish Market Insights, 2025

The canned fish market in 2025 remains robust, supported by consistent consumer demand for affordable, convenient, and protein-rich seafood options. Tuna, sardines, mackerel, and salmon dominate the segment, valued for their nutritional profiles rich in omega-3 fatty acids and essential minerals. Sustainability concerns influence sourcing

practices, with increasing certifications such as MSC (Marine Stewardship Council) driving market preferences toward responsibly caught and traceable fish. Product innovation focuses on low-sodium variants, BPA-free cans, and premium packaging formats to enhance shelf appeal and health positioning. The market benefits from the growing trend toward pescatarian and flexitarian diets, as well as increased consumption in emerging markets. Ready-to-eat canned fish appeals to busy consumers and is widely used in foodservice for sandwiches, salads, and quick meals. Distribution spans supermarkets, convenience stores, and online retailers, with private label products gaining market share due to competitive pricing. Environmental regulations and fish stock management influence supply chain dynamics and production planning.

Five Trends that will define global Canned Fish market in 2025 and Beyond

A closer look at the multi-million global market for Canned Fish identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Canned Fish companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Canned Fish industry?

The Canned Fish sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Canned Fish Market Segment Insights

The Canned Fish industry presents strong offers across categories. The analytical report offers forecasts of Canned Fish industry performance across segments and countries. Key segments in the industry include By Type (Caviar, Mackerel, Salmon, Sardines, Tuna, Others), Material (Aluminum, Steel, Tin), Application (Military and Defense, School and Colleges, Individuals, Others), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Canned Fish market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Canned Fish industry ecosystem. It assists decision-makers in evaluating global Canned Fish market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Canned Fish industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Canned Fish Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Canned Fish Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Canned Fish with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing

omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Canned Fish market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Canned Fish market Insights Executives are most excited about opportunities for the US Canned Fish industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Canned Fish companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Canned Fish market.

Latin American Canned Fish market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Canned Fish Markets
New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Canned Fish markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Canned Fish markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive LandscapeHow Canned Fish companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Bumble Bee Foods, LLC, Chicken of the Sea International (Thai Union Group Public Company Limited), Crown Prince, Inc., Del Monte Foods, Inc., Gomes da Costa (Grupo Calvo), Guangdong GanZhu Canned Foods Co., Ltd., High Liner Foods Incorporated, Mazzetta Company, LLC, Natural Sea (KPN International), Roland Foods Corporation, StarKist Co., Tri Marine International, Wild Planet Foods, Inc., .

Canned Fish Market Scope

Leading Segments

By Type

Caviar

Mackerel

Salmon

Sardines

Tuna

Others

By Material

Aluminum

Steel

Tin

By Application

Military and Defense

School and Colleges

Individuals

Others

By Distribution Channel

Online

Offline

Leading Companies

Bumble Bee Foods, LLC

Chicken of the Sea International (Thai Union Group Public Company Limited)

Crown Prince, Inc.

Del Monte Foods, Inc.

Gomes da Costa (Grupo Calvo)

GuangDong GanZhu Canned Foods Co., Ltd.

High Liner Foods Incorporated

Mazzetta Company, LLC

Natural Sea (KPN International)

Roland Foods Corporation

StarKist Co.

Tri Marine International

Wild Planet Foods, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Canned Fish Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Canned Fish Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL CANNED FISH MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Canned Fish Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. CANNED FISH MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Caviar

Mackerel

Salmon

Sardines

Tuna

Others

By Material

Aluminum

Steel

Tin

By Application

Military and Defense

School and Colleges

Individuals

Others

By Distribution Channel

Online

Offline

6. GLOBAL CANNED FISH MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario

6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA CANNED FISH MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Canned Fish Market Trends and Growth Opportunities

6.2.1 North America Canned Fish Market Outlook by Type

6.2.2 North America Canned Fish Market Outlook by Application

6.3 North America Canned Fish Market Outlook by Country

6.3.1 The US Canned Fish Market Outlook, 2021- 2032

6.3.2 Canada Canned Fish Market Outlook, 2021- 2032

6.3.3 Mexico Canned Fish Market Outlook, 2021- 2032

7. EUROPE CANNED FISH MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Canned Fish Market Trends and Growth Opportunities

7.2.1 Europe Canned Fish Market Outlook by Type

7.2.2 Europe Canned Fish Market Outlook by Application

7.3 Europe Canned Fish Market Outlook by Country

7.3.2 Germany Canned Fish Market Outlook, 2021- 2032

7.3.3 France Canned Fish Market Outlook, 2021- 2032

7.3.4 The UK Canned Fish Market Outlook, 2021- 2032

7.3.5 Spain Canned Fish Market Outlook, 2021- 2032

7.3.6 Italy Canned Fish Market Outlook, 2021- 2032

7.3.7 Russia Canned Fish Market Outlook, 2021- 2032

7.3.8 Rest of Europe Canned Fish Market Outlook, 2021- 2032

8. ASIA PACIFIC CANNED FISH MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Canned Fish Market Trends and Growth Opportunities

8.2.1 Asia Pacific Canned Fish Market Outlook by Type

8.2.2 Asia Pacific Canned Fish Market Outlook by Application

8.3 Asia Pacific Canned Fish Market Outlook by Country

8.3.1 China Canned Fish Market Outlook, 2021- 2032

8.3.2 India Canned Fish Market Outlook, 2021- 2032

8.3.3 Japan Canned Fish Market Outlook, 2021- 2032

- 8.3.4 South Korea Canned Fish Market Outlook, 2021- 2032
- 8.3.5 Australia Canned Fish Market Outlook, 2021- 2032
- 8.3.6 South East Asia Canned Fish Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Canned Fish Market Outlook, 2021- 2032

9. SOUTH AMERICA CANNED FISH MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Canned Fish Market Trends and Growth Opportunities
 - 9.2.1 South America Canned Fish Market Outlook by Type
 - 9.2.2 South America Canned Fish Market Outlook by Application
- 9.3 South America Canned Fish Market Outlook by Country
 - 9.3.1 Brazil Canned Fish Market Outlook, 2021- 2032
 - 9.3.2 Argentina Canned Fish Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Canned Fish Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA CANNED FISH MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Canned Fish Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Canned Fish Market Outlook by Type
 - 10.2.2 Middle East and Africa Canned Fish Market Outlook by Application
- 10.3 Middle East and Africa Canned Fish Market Outlook by Country
 - 10.3.1 Saudi Arabia Canned Fish Market Outlook, 2021- 2032
 - 10.3.2 The UAE Canned Fish Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Canned Fish Market Outlook, 2021- 2032
 - 10.3.4 South Africa Canned Fish Market Outlook, 2021- 2032
 - 10.3.5 Egypt Canned Fish Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Canned Fish Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Bumble Bee Foods, LLC

Chicken of the Sea International (Thai Union Group Public Company Limited)

Crown Prince, Inc.

Del Monte Foods, Inc.

Gomes da Costa (Grupo Calvo)

GuangDong GanZhu Canned Foods Co., Ltd.

High Liner Foods Incorporated
Mazzetta Company, LLC
Natural Sea (KPN International)
Roland Foods Corporation
StarKist Co.
Tri Marine International
Wild Planet Foods, Inc.
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

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