

# **Canned Tuna Market Size, Share, and Outlook, 2025 Report- By Species (Albacore Tuna, Skipjack Tuna, Yellowfin Tuna, Bigeye Tuna, Longtail Tuna, Bluefin Tuna), Application (Foodservice, Residential, Others), Distribution Channel (Retail Stores, Supermarkets and Hypermarkets, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Canned Tuna Market Outlook**

The global Canned Tuna market is expected to register a growth rate of 3.3% during the forecast period from \$30.6 Billion in 2024 to \$39.7 Billion in 2032. The Canned Tuna 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 Tuna segments across 22 countries from 2021 to 2032. Key segments in the report include By Species (Albacore Tuna, Skipjack Tuna, Yellowfin Tuna, Bigeye Tuna, Longtail Tuna, Bluefin Tuna), Application (Foodservice, Residential, Others), Distribution Channel (Retail Stores, Supermarkets and Hypermarkets, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Canned Tuna markets.

### **Canned Tuna Market Insights, 2025**

The canned tuna market in 2025 is a critical player in global protein consumption, known for its convenience, affordability, and nutritional value. Rising awareness about

sustainable fishing practices influences sourcing policies, with consumers favoring brands that promote MSC certification and traceability. Health trends highlighting omega-3 fatty acids support ongoing demand. Innovation in product formats—such as flavored varieties, ready-to-eat meals, and low-sodium options—addresses diverse consumer preferences. Packaging improvements focus on portability and easy opening to enhance user experience. Regulatory frameworks targeting overfishing and ocean health impact supply chains, prompting industry collaboration on sustainable fisheries management. The canned tuna market also responds to evolving retail channels, with online grocery gaining prominence.

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

A closer look at the multi-million global market for Canned Tuna identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Canned Tuna 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 Tuna industry?

The Canned Tuna 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 Tuna Market Segment Insights

The Canned Tuna industry presents strong offers across categories. The analytical report offers forecasts of Canned Tuna industry performance across segments and countries. Key segments in the industry include By Species (Albacore Tuna, Skipjack Tuna, Yellowfin Tuna, Bigeye Tuna, Longtail Tuna, Bluefin Tuna), Application (Foodservice, Residential, Others), Distribution Channel (Retail Stores, Supermarkets and Hypermarkets, Online, Others). 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 Tuna 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 Tuna industry ecosystem. It assists decision-makers in evaluating global Canned Tuna market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Canned Tuna 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 Tuna 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 Tuna 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 Tuna 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 Tuna market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Canned Tuna 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 Tuna market.

Latin American Canned Tuna 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 Tuna 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 Tuna 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 Tuna markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Canned Tuna 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 Alliance Select Foods International, Inc., American Tuna Inc., Bumble Bee Foods, LLC, Conga Foods Pty Ltd, Golden Prize Canning Co., Ltd., Hi-Q Food Products Co., Ltd., Ocean Brands GP Inc., Pegasusfood Co., Ltd., Princes Limited (Mitsubishi Corporation), PT. Aneka Tuna Indonesia, Safcol Australia Pty Ltd, StarKist Co., Thai Union Group Public Company Limited, Tohfe Food Product Company, Wild Planet Foods, Inc.

### Canned Tuna Market Scope

#### Leading Segments

##### By Species

Albacore Tuna

Skipjack Tuna

Yellowfin Tuna

Bigeye Tuna

Longtail Tuna

Bluefin Tuna

##### By Application

Foodservice

Residential

Others

By Distribution Channel

Retail Stores

Supermarkets and Hypermarkets

Online

Others

Leading Companies

Alliance Select Foods International, Inc.

American Tuna Inc.

Bumble Bee Foods, LLC

Conga Foods Pty Ltd

Golden Prize Canning Co., Ltd.

Hi-Q Food Products Co., Ltd.

Ocean Brands GP Inc.

Pegasusfood Co., Ltd.

Princes Limited (Mitsubishi Corporation)

PT. Aneka Tuna Indonesia

Safcol Australia Pty Ltd

StarKist Co.

Thai Union Group Public Company Limited

Tohfe Food Product Company

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.

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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.

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Pegasusfood Co., Ltd.

Princes Limited (Mitsubishi Corporation)

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