

Surimi Products Market Size, Share, and Outlook, 2025 Report- By Application (Residential, Restaurants, Cafes, Others), Ingredient (Mackerel, Alaska Pollock, Threadfin Bream, Bigeye Snapper, Sardine, Croaker), Product (Chikuwa, Kamaboko, Crab stick, Hanpen, Tsukune (Tsumire), Fish ball, Others), Susimi (Grilled Surimi, Steamed Surimi, Boiled Surimi, Deep-fried Surimi)), and Companies, 2021-2032

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Abstracts

Surimi Products Market Outlook

The global Surimi Products market is expected to register a growth rate of 6.5% during the forecast period from \$4.6 Billion in 2024 to \$7.6 Billion in 2032. The Surimi Products 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 Surimi Products segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Residential, Restaurants, Cafes, Others), Ingredient (Mackerel, Alaska Pollock, Threadfin Bream, Bigeye Snapper, Sardine, Croaker), Product (Chikuwa, Kamaboko, Crab stick, Hanpen, Tsukune (Tsumire), Fish ball, Others), Susimi (Grilled Surimi, Steamed Surimi, Boiled Surimi, Deep-fried Surimi)). Over 70 tables and charts showcase findings from our latest survey report on Surimi Products markets.

Surimi Products Market Insights, 2025

The surimi products market is expanding as consumers seek affordable, convenient, and protein-rich seafood alternatives. Derived from deboned and washed fish paste—typically made from Alaskan pollock or threadfin bream—surimi serves as the base for imitation crab, lobster, and shrimp products used in sushi, salads, hotpots, and seafood snacks. With wild fish prices rising and sustainability concerns mounting, surimi offers a lower-cost, shelf-stable solution for global markets. Key manufacturers like Viciunai Group, Pacific Seafood, and Trans-Ocean are focusing on cleaner labels, improved texture, and enhanced seafood flavoring in their surimi-based offerings. Moreover, innovations in plant-based surimi using konjac, pea protein, and seaweed extracts are gaining traction among flexitarian and vegan consumers. As Asian cuisine proliferates globally and foodservice chains increasingly include seafood analogs on menus, surimi's utility in processed and ready-to-eat applications continues to fuel its growth.

Five Trends that will define global Surimi Products market in 2025 and Beyond

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

The Surimi Products 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.

Surimi Products Market Segment Insights

The Surimi Products industry presents strong offers across categories. The analytical report offers forecasts of Surimi Products industry performance across segments and countries. Key segments in the industry include By Application (Residential,

Restaurants, Cafes, Others), Ingredient (Mackerel, Alaska Pollock, Threadfin Bream, Bigeye Snapper, Sardine, Croaker), Product (Chikuwa, Kamaboko, Crab stick, Hanpen, Tsukune (Tsumire), Fish ball, Others), Susimi (Grilled Surimi, Steamed Surimi, Boiled Surimi, Deep-fried Surimi)). 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, Surimi Products 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 Surimi Products industry ecosystem. It assists decision-makers in evaluating global Surimi Products market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

The US Surimi Products market Insights Executives are most excited about opportunities for the US Surimi Products industry.

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

Latin American Surimi Products 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 Surimi Products 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 Surimi

Products 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 Surimi Products markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Surimi Products 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 Ocean Food Company Limited, Thong Siek Holdings Pte Ltd, Apitoon Group Public Company Limited, Aquamar S.A., AB Klaip?dos nafta, Russian Fishery Company LLC, Seaprimexco Vietnam Corporation Limited, Trans-Ocean Products, Inc., Gadre Marine Export Pvt. Ltd.

Surimi Products Market Scope

Leading Segments

By Application

Residential

Restaurants

Cafes

Others

By Ingredient

Mackerel

Alaska Pollock

Threadfin Bream

Bigeye Snapper

Sardine

Croaker

By Product

Chikuwa

Kamaboko

Crab stick

Hanpen

Tsukune (Tsumire)

Fish ball

Others

By Susimi

Grilled Surimi

Steamed Surimi

Boiled Surimi

Deep-fried Surimi

Leading Companies

Ocean Food Company Limited

Thong Siek Holdings Pte Ltd

Apitoon Group Public Company Limited

Aquamar S.A.

AB Klaip?dos nafta

Russian Fishery Company LLC

Seaprimexco Vietnam Corporation Limited

Trans-Ocean Products, Inc.

Gadre Marine Export Pvt. Ltd.

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.

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 - Croaker
- By Product
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 - Kamaboko
 - Crab stick
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Apitoon Group Public Company Limited

Aquamar S.A.

AB Klaip?dos nafta

Russian Fishery Company LLC

Seaprimexco Vietnam Corporation Limited

Trans-Ocean Products, Inc.

Gadre Marine Export Pvt. Ltd.

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