

Tuna Fish Market Size, Share, and Outlook, 2025 Report- By Type (Frozen, Dry), Application (Residential, Commercial), Packaging (Packet, Box, Tin, Carton), Distribution Channel (Online, Offline), Species (Bluefin, Yellowfin, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/TBE50F8FEAF5EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: TBE50F8FEAF5EN

Abstracts

Tuna Fish Market Outlook

The global Tuna Fish market is expected to register a growth rate of 3.9% during the forecast period from \$47.8 Billion in 2024 to \$64.9 Billion in 2032. The Tuna 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 Tuna Fish segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Frozen, Dry), Application (Residential, Commercial), Packaging (Packet, Box, Tin, Carton), Distribution Channel (Online, Offline), Species (Bluefin, Yellowfin, Others). Over 70 tables and charts showcase findings from our latest survey report on Tuna Fish markets.

Tuna Fish Market Insights, 2025

The tuna fish market is a vital segment of the global seafood industry, characterized by significant demand for canned, fresh, and frozen tuna products. Tuna is favored for its rich protein content, omega-3 fatty acids, and versatility in cuisines worldwide, from sushi to sandwiches. Sustainability concerns are reshaping the market as consumers

and regulators push for responsible fishing practices, with certifications such as MSC gaining prominence. Product innovation focuses on convenience packaging, ready-to-eat tuna meals, and value-added products like seasoned or flavored tuna. Major producers include countries bordering the Pacific and Atlantic Oceans, with key markets in North America, Europe, and Asia. Supply chain transparency and traceability remain critical challenges amid overfishing concerns.

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

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

The Tuna 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.

Tuna Fish Market Segment Insights

The Tuna Fish industry presents strong offers across categories. The analytical report offers forecasts of Tuna Fish industry performance across segments and countries. Key segments in the industry include By Type (Frozen, Dry), Application (Residential, Commercial), Packaging (Packet, Box, Tin, Carton), Distribution Channel (Online, Offline), Species (Bluefin, Yellowfin, 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, Tuna 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 Tuna Fish industry ecosystem. It assists decision-makers in evaluating global Tuna Fish market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Tuna 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 Tuna 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 Tuna 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 Tuna Fish market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

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

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

Competitive Landscape How Tuna 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 Golden Prize Canning Co., Ltd., Ensis Group Pvt Ltd (Maldives), Wild Planet Foods, Safe Catch, Genova, Seamax Global S.L., SS Fishery Co., Ltd., Jay Sea Foods Processing (Pvt) Ltd (Sri Lanka), Ming Hong International, Nestl? S.A.

Tuna Fish Market Scope

Leading Segments

By Type

Frozen

Dry

By Application

Residential

Commercial

By Packaging

Packet

Box

Tin

Carton

By Distribution Channel

Online

Offline

By Species

Bluefin

Yellowfin

Others

Leading Companies

Golden Prize Canning Co., Ltd.

Ensis Group Pvt Ltd (Maldives)

Wild Planet Foods

Safe Catch

Genova

Seamax Global S.L.

SS Fishery Co., Ltd.

Jay Sea Foods Processing (Pvt) Ltd (Sri Lanka)

Ming Hong International

Nestlé S.A.

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 Africa Saudi 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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 - Commercial
- By Packaging
 - Packet
 - Box
 - Tin
 - Carton
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 - Online
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- By Species
 - Bluefin
 - Yellowfin
 - Others

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 - Wild Planet Foods
 - Safe Catch
 - Genova
 - Seamax Global S.L.
 - SS Fishery Co., Ltd.

Jay Sea Foods Processing (Pvt) Ltd (Sri Lanka)

Ming Hong International

Nestl? S.A.

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