

Caviar Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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Report description:

The global caviar market is expected to register a CAGR of 5.4% during the forecast period (2022-2027).

The COVID19 crisis has significantly affected the caviar market. Consumers preferred healthy food and a healthy diet rather than chemically composed foods. This was because the consumers were focused on maintaining good health to avoid the effect of the virus on them. Meanwhile, the United Nations firm Sterling Caviar, one of the major players in this industry, said its sales were up 10% in 2021. In the United Kingdom, one of the two producers, Exmoor Caviar, sold out of all its stock at the end of 2020.

Consumers' growing interest in healthy and nutritious foods is increasing the demand for caviar; this is due to the fact that the consumption of caviar has several health benefits, which is also fueling the market.

The government initiatives for increasing caviar production are one of the major factors driving the market significantly.

Caviar Market Trends

Increasing Demand for Body Nutrition & Skin Health

Due to the rising awareness regarding the health benefits offered by caviar, such as being a rich source of vitamins and minerals, including omega 3, promotes the healthy nervous, circulatory and immune system. Moreover, the consumer's demand for luxurious foods and better taste is drastically leading the market's growth. The majority of the consumers consume caviar because of the health benefits that it carries with it, such as the caviar providing nutrients like proteins, fats, vitamin B12, iron, etc. Some of the other benefits are that it helps boost the consumers' mental health. The caviar is rich in adiponectin which helps heal the wounds of the consumers, whereas the presence of omega3 can escalate skin health. Therefore, due to the several benefits of caviar consumption, there has been a rise in demand, elevating the market over the years.

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Asia-Pacific is the largest market

The Asia-Pacific caviar market dominates the global market for caviar, where China accounts for the largest share. Demand for sevruga, and osetra, have increased significantly over recent years. Also, a rise in the number of organized retail and specialty stores and increasing revenue are attracting new foreign investors to the region, which has enhanced the research and development sector of this industry. Moreover, the growing awareness of the consumers towards health and healthy food preferences is majorly shifting the interest towards these products as caviar contains essential vitamins and nutrients that can play a terrific role in stabilizing the body's immune which might occur due to the lack of improper food. Thus, the demand is also accelerating in this region, simultaneously promoting the caviar market's growth.

Caviar Market Competitor Analysis

The market studied is highly competitive. This is due to domestic and international players in this sector. The key players dominating the global market for caviar include The Caviar Co., Black River Caviar, JSC "Russian caviar house," L'Osage Caviar Company., Inc., and Sterling Caviar. Key players are focusing on product development and innovation to meet the consumer's needs by offering a variety in taste and product quality to maintain premiumization. Some of the major players use mergers and acquisitions as their key strategy.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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