

## **India Basa Fish Market Report and Forecast 2024-2032**

Market Report | 2024-01-09 | 215 pages | EMR Inc.

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### **Report description:**

India Basa Fish Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the India Basa fish market is being aided by the growing fish market in India. Aided by the surging demand for seafood delicacies and the versatile culinary applications of Basa fish, the India fish market is further expected to grow in the forecast period of 2024-2032 at a CAGR of 10.50%.

Basa, a type of catfish native to the Mekong Delta region in Southeast Asia, has gained significant popularity in the Indian culinary landscape over the last few years. Renowned for its mild flavour, flaky texture, and affordability, Basa fish has emerged as a staple in various dishes, ranging from curries to grills, and from fried preparations to steamed delicacies.

The burgeoning demand for Basa in India stems from its adaptability to various cooking methods and flavours. The fish's neutral taste profile serves as a canvas for chefs and home cooks alike, allowing them to experiment and integrate Basa into a myriad of traditional and contemporary dishes. This adaptability has positioned Basa as a favoured choice in restaurants, hotels, and households across the country.

Furthermore, the growing health consciousness among Indian consumers acts as a catalyst for the India Basa fish market growth. Rich in protein and omega-3 fatty acids, and low in fat, Basa presents a nutritious alternative to red meat and poultry. The increasing awareness of the health benefits associated with fish consumption, such as cardiovascular health, improved brain function, and reduced inflammation, has steered consumers towards incorporating more fish, particularly Basa, into their diets. The expansion of organised retail and cold chain logistics in the country has also significantly impacted the India Basa fish market. With modern supermarkets and hypermarkets offering fresh and frozen Basa products and ensuring their availability even in landlocked regions, the fish's reach has expanded substantially. This widespread distribution network has played a pivotal role in introducing and popularising Basa in various parts of the country.

Furthermore, the collaborations between Indian importers and international Basa producers aim to streamline the supply chain and ensure consistent quality. These partnerships, coupled with consumer awareness campaigns, can further heighten the India Basa fish market demand in the forecast period.

#### Market Segmentation

The market can be divided based on product type, source, end use, and region.

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## Market Breakup by Product Type

-□Fresh

-□Frozen

## Market Breakup by Source

-□Imported

-□Local

## Market Breakup by End Use

-□Institutional

-□Retail

## Market Breakup by Region

-□North India

-□South India

-□East India

-□West India

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