

Global Canned Tuna Market Report and Forecast 2024-2032

Market Report | 2024-02-15 | 142 pages | EMR Inc.

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Report description:

Global Canned Tuna Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global canned tuna market is projected to grow at a CAGR of 3.5% between 2024 and 2032. Aided by the growing consumer demand for convenient, nutritious, and shelf-stable seafood products, the market is expected to grow significantly by 2032.

Canned tuna, a staple in pantries around the world, is recognised for its convenience, nutritional value, and versatility. It is a significant source of essential nutrients, including omega-3 fatty acids, high-quality protein, selenium, and vitamin D. Canned tuna is commonly used in various culinary preparations, such as salads, sandwiches, pasta, and casseroles, making it a popular choice among consumers seeking both convenience and nutrition.

The increasing consumer preference for ready-to-eat seafood products is a key driver for the canned tuna market growth. With busy lifestyles and rising health consciousness, consumers are turning to canned tuna as a quick and healthy meal option. This shift is significantly contributing to the surge in demand for canned tuna products.

Furthermore, the market is benefitting from the growing awareness of the health benefits associated with the consumption of tuna. As a rich source of omega-3 fatty acids, tuna is known for its cardiovascular health benefits and is increasingly recommended as part of a balanced diet. This health aspect is particularly appealing to a health-conscious consumer base, and further supports the canned tuna market demand.

The market is also influenced by the evolving consumer preferences towards sustainable and responsibly sourced seafood. There is a growing demand for canned tuna products that are certified as sustainable, with transparent sourcing and ethical fishing practices. This trend is encouraging producers to adopt sustainable fishing practices, thereby positively impacting the canned tuna market size.

In addition, the global market is characterised by continuous innovation in product offerings. Manufacturers are introducing a variety of flavours and packaging innovations to cater to the diverse tastes and preferences of consumers. This diversification is further enhancing the market's growth potential.

The canned tuna market also benefits from wide distribution channels, ranging from supermarkets and hypermarkets to online retail platforms, making canned tuna products easily accessible to a broad consumer base.

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Market Segmentation □

The market can be divided based on product, distribution channel, and region.

Market Breakup by Product

- Skipjack
- Yellowfin
- Others

Market Breakup by Distribution Channel

- Hypermarket and Supermarket
- Specialty Stores
- Online

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global canned tuna market. Some of the major players explored in the report by Expert Market Research are as follows:

- American Tuna
- Thai Union Group PCL
- Bumble Bee Foods LLC
- Century Pacific Food Inc.
- Wild Planet Foods Inc.
- Hayati Group Co., Ltd
- Golden Prize Canning Co., Ltd
- Frinsa del Noroeste SA
- KSD Interfoods Vietnam Co., Ltd
- StarKist Co.
- Foodtech JSC
- Conservas Ortiz S.A.
- Others

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