

Frozen Fish Market By Type (Salmon, Tuna, Cod, Tilapia, Shrimp, Others(Snapper, Pollock, Haddock,Sole)), By Distribution Channel (Supermarkets/ Hypermarkets, Convenience Stores, Specialty Stores, Online Retail): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2024-01-01 | 190 pages | Allied Market Research

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Report description:

The global frozen fish market is anticipated to reach \$54,457.80 million by 2032, growing from \$26,857.00 million in 2022 at a CAGR of 7.4% from 2023 to 2032.

Frozen fish refers to seafood that has been caught, processed, and preserved by freezing it at extremely low temperatures to extend its shelf life and maintain its quality. This process involves rapidly lowering the temperature of the fish to below freezing, typically to around -18 degrees Celsius (0 degrees Fahrenheit) or lower. The freezing process helps to inhibit the growth of bacteria, enzymes, and other microorganisms that can lead to spoilage, ensuring that the fish remains safe to eat and retains its flavor, texture, and nutritional value for an extended period.

The increasing health and nutrition awareness among consumers has indeed become a significant driving factor for the frozen fish market growth. Many consumers are seeking low-fat protein sources to maintain a healthy diet. Frozen fish is generally lower in saturated fat compared to red meat, making it an attractive choice for those aiming to reduce their fat intake. Frozen fish offers convenience as it can be stored for an extended period without losing its nutritional value. This convenience is appealing to busy individuals or families looking for quick and healthy meal options. As concerns about sustainability and overfishing grow, consumers are looking for reliable seafood choices. Many frozen fish products are sourced from sustainable fisheries which aligns with the preferences of environmentally-conscious consumers.

Moreover, frozen fish has a longer shelf life in contrast to fresh fish, reducing food waste and allowing shoppers to stock up on nutritious preferences except the concern of spoilage. Frozen fish is considered as a healthier protein option due to its decrease fats content, especially when in contrast to pink meat. It is rich in necessary vitamins such as omega-3 fatty acids, vitamins, and minerals that are beneficial for heart health and overall well-being. Furthermore, the rising consciousness regarding fitness and

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nutrition, along with the acceptance of frozen fish as a healthful protein supply and a conceivable choice to crimson meat, has driven its popularity in the market.

Issues like improper handling, storage, or thawing can lead to spoilage or contamination, which can harm the reputation of the industry. Proper temperature control is essential to prevent the growth of harmful microorganisms and maintain the quality of frozen fish. Temperature fluctuations during transportation and storage can lead to spoilage or bacterial growth. It is important to maintain a consistent and sufficiently low temperature throughout the cold chain. Improper thawing methods can affect the texture and flavor of frozen fish. Thawing at room temperature or using microwave ovens can lead to uneven thawing and the growth of harmful bacteria. Moreover, long and complex supply chains can result in delays and temperature fluctuations during transportation.

The demand for frozen fish is rising globally due to changing consumer preferences. People are increasingly looking for convenient and time-saving meal options. Frozen fish products offer a convenient and easy-to-prepare protein source which is driving their popularity. Frozen fish has a longer shelf life compared to fresh fish, making it an attractive option for both consumers and businesses. This quality allows for international trade and export opportunities, as products can be shipped over longer distances. Moreover, frozen fish is often perceived as a healthier option because it can retain its nutritional value well. Furthermore, consumers across the globe are increasingly interested in trying international flavors and products. Frozen fish can be sourced from various parts of the world and providing a wide range of seafood options for consumers. These are the major factors anticipated to create several growth opportunities for the key players operating in the market during the forecast years.

The COVID-19 pandemic had a significant impact on the market for frozen fish market. The frozen fish market relies heavily on global supply chain. The pandemic led to disruptions in transportation and logistics, making it difficult to move frozen fish products from production facilities to distribution centers and then to retailers. This disrupted supply chains and led to delays in getting products to market. The pandemic also affected production facilities, as many of them had to implement safety measures, including social distancing, reduced staffing, and sanitation protocols. This led to reduced production capacity and, in some cases, temporary closures of processing plants. Consumer behavior also changed significantly during the pandemic. Many people reduced their visits to grocery stores and restaurants, opting for online shopping and cooking at home. This shift in consumer behavior increased the demand for frozen foods including frozen fish as they have a longer shelf life and can be stored for an extended period. Some countries imposed export and import restrictions during the pandemic to protect their domestic supply of essential goods. This affected the international trade of frozen fish products, leading to fluctuations in prices and availability.

The key players profiled in this report include Brig-Star LLC, Chicken Of the Sea, Dongwon Enterprise Company, High Liner Foods, Marine Harvest, Nippon Suisan Kaisha aka Nissui, Pescanova SA, SalMar ASA, Zoneco Group, and Tassal Group. The market players are continuously striving to achieve a dominant position in this competitive market using strategies such as collaborations and acquisitions.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the frozen fish market analysis from 2022 to 2032 to identify the prevailing frozen fish market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the frozen fish market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global frozen fish market trends, key players, market segments, application areas, and market growth strategies.

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- Additional country or region analysis- market size and forecast
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles
- Historic market data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- Market share analysis of players at global/region/country level
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Type

- Salmon
- Tuna
- Cod
- Tilapia
- Shrimp
- Others(Snapper, Pollock, Haddock,Sole)

By Distribution Channel

- Supermarkets/ Hypermarkets
- Convenience Stores
- Specialty Stores
- Online Retail

By Region

- North America

? U.S.

? Canada

? Mexico

- Europe

? Germany

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- ? India
- ? South Korea
- ? Australia
- ? Rest of Asia-Pacific
- LAMEA
- ? Brazil
- ? Saudi Arabia
- ? UAE
- ? South Africa
- ? Rest of LAMEA
- Key Market Players
- ? Brig-Star LLC
- ? Chicken of the Sea International.
- ? Dongwon Enterprise Company
- ? High Liner Foods
- ? marine harvest group
- ? Nippon Suisan Kaisha aka Nissui
- ? Pescanova SA
- ? SalMar ASA
- ? Zoneco Group
- ? Tassal Group Limited.

Table of Contents:

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis

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3.4. Market dynamics

3.4.1. Drivers

3.4.2. Restraints

3.4.3. Opportunities

3.5. Market Share Analysis

3.6. Value Chain Analysis

3.7. Regulatory Guidelines

3.8. Key Regulation Analysis

3.9. Patent Landscape

CHAPTER 4: FROZEN FISH MARKET, BY TYPE

4.1. Overview

4.1.1. Market size and forecast

4.2. Salmon

4.2.1. Key market trends, growth factors and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market share analysis by country

4.3. Tuna

4.3.1. Key market trends, growth factors and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market share analysis by country

4.4. Cod

4.4.1. Key market trends, growth factors and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market share analysis by country

4.5. Tilapia

4.5.1. Key market trends, growth factors and opportunities

4.5.2. Market size and forecast, by region

4.5.3. Market share analysis by country

4.6. Shrimp

4.6.1. Key market trends, growth factors and opportunities

4.6.2. Market size and forecast, by region

4.6.3. Market share analysis by country

4.7. Others(Snapper, Pollock, Haddock,Sole)

4.7.1. Key market trends, growth factors and opportunities

4.7.2. Market size and forecast, by region

4.7.3. Market share analysis by country

CHAPTER 5: FROZEN FISH MARKET, BY DISTRIBUTION CHANNEL

5.1. Overview

5.1.1. Market size and forecast

5.2. Supermarkets/ Hypermarkets

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market share analysis by country

5.3. Convenience Stores

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market share analysis by country

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5.4. Specialty Stores

5.4.1. Key market trends, growth factors and opportunities

5.4.2. Market size and forecast, by region

5.4.3. Market share analysis by country

5.5. Online Retail

5.5.1. Key market trends, growth factors and opportunities

5.5.2. Market size and forecast, by region

5.5.3. Market share analysis by country

CHAPTER 6: FROZEN FISH MARKET, BY REGION

6.1. Overview

6.1.1. Market size and forecast By Region

6.2. North America

6.2.1. Key market trends, growth factors and opportunities

6.2.2. Market size and forecast, by Type

6.2.3. Market size and forecast, by Distribution Channel

6.2.4. Market size and forecast, by country

6.2.4.1. U.S.

6.2.4.1.1. Market size and forecast, by Type

6.2.4.1.2. Market size and forecast, by Distribution Channel

6.2.4.2. Canada

6.2.4.2.1. Market size and forecast, by Type

6.2.4.2.2. Market size and forecast, by Distribution Channel

6.2.4.3. Mexico

6.2.4.3.1. Market size and forecast, by Type

6.2.4.3.2. Market size and forecast, by Distribution Channel

6.3. Europe

6.3.1. Key market trends, growth factors and opportunities

6.3.2. Market size and forecast, by Type

6.3.3. Market size and forecast, by Distribution Channel

6.3.4. Market size and forecast, by country

6.3.4.1. Germany

6.3.4.1.1. Market size and forecast, by Type

6.3.4.1.2. Market size and forecast, by Distribution Channel

6.3.4.2. UK

6.3.4.2.1. Market size and forecast, by Type

6.3.4.2.2. Market size and forecast, by Distribution Channel

6.3.4.3. France

6.3.4.3.1. Market size and forecast, by Type

6.3.4.3.2. Market size and forecast, by Distribution Channel

6.3.4.4. Spain

6.3.4.4.1. Market size and forecast, by Type

6.3.4.4.2. Market size and forecast, by Distribution Channel

6.3.4.5. Italy

6.3.4.5.1. Market size and forecast, by Type

6.3.4.5.2. Market size and forecast, by Distribution Channel

6.3.4.6. Rest of Europe

6.3.4.6.1. Market size and forecast, by Type

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6.3.4.6.2. Market size and forecast, by Distribution Channel

6.4. Asia-Pacific

6.4.1. Key market trends, growth factors and opportunities

6.4.2. Market size and forecast, by Type

6.4.3. Market size and forecast, by Distribution Channel

6.4.4. Market size and forecast, by country

6.4.4.1. China

6.4.4.1.1. Market size and forecast, by Type

6.4.4.1.2. Market size and forecast, by Distribution Channel

6.4.4.2. Japan

6.4.4.2.1. Market size and forecast, by Type

6.4.4.2.2. Market size and forecast, by Distribution Channel

6.4.4.3. India

6.4.4.3.1. Market size and forecast, by Type

6.4.4.3.2. Market size and forecast, by Distribution Channel

6.4.4.4. South Korea

6.4.4.4.1. Market size and forecast, by Type

6.4.4.4.2. Market size and forecast, by Distribution Channel

6.4.4.5. Australia

6.4.4.5.1. Market size and forecast, by Type

6.4.4.5.2. Market size and forecast, by Distribution Channel

6.4.4.6. Rest of Asia-Pacific

6.4.4.6.1. Market size and forecast, by Type

6.4.4.6.2. Market size and forecast, by Distribution Channel

6.5. LAMEA

6.5.1. Key market trends, growth factors and opportunities

6.5.2. Market size and forecast, by Type

6.5.3. Market size and forecast, by Distribution Channel

6.5.4. Market size and forecast, by country

6.5.4.1. Brazil

6.5.4.1.1. Market size and forecast, by Type

6.5.4.1.2. Market size and forecast, by Distribution Channel

6.5.4.2. Saudi Arabia

6.5.4.2.1. Market size and forecast, by Type

6.5.4.2.2. Market size and forecast, by Distribution Channel

6.5.4.3. UAE

6.5.4.3.1. Market size and forecast, by Type

6.5.4.3.2. Market size and forecast, by Distribution Channel

6.5.4.4. South Africa

6.5.4.4.1. Market size and forecast, by Type

6.5.4.4.2. Market size and forecast, by Distribution Channel

6.5.4.5. Rest of LAMEA

6.5.4.5.1. Market size and forecast, by Type

6.5.4.5.2. Market size and forecast, by Distribution Channel

CHAPTER 7: COMPETITIVE LANDSCAPE

7.1. Introduction

7.2. Top winning strategies

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- 7.3. Product mapping of top 10 player
- 7.4. Competitive dashboard
- 7.5. Competitive heatmap
- 7.6. Top player positioning, 2022
- CHAPTER 8: COMPANY PROFILES
- 8.1. Brig-Star LLC
 - 8.1.1. Company overview
 - 8.1.2. Key executives
 - 8.1.3. Company snapshot
- 8.2. Chicken of the Sea International.
 - 8.2.1. Company overview
 - 8.2.2. Key executives
 - 8.2.3. Company snapshot
- 8.3. Dongwon Enterprise Company
 - 8.3.1. Company overview
 - 8.3.2. Key executives
 - 8.3.3. Company snapshot
- 8.4. High Liner Foods
 - 8.4.1. Company overview
 - 8.4.2. Key executives
 - 8.4.3. Company snapshot
- 8.5. marine harvest group
 - 8.5.1. Company overview
 - 8.5.2. Key executives
 - 8.5.3. Company snapshot
- 8.6. Nippon Suisan Kaisha aka Nissui
 - 8.6.1. Company overview
 - 8.6.2. Key executives
 - 8.6.3. Company snapshot
- 8.7. Pescanova SA
 - 8.7.1. Company overview
 - 8.7.2. Key executives
 - 8.7.3. Company snapshot
- 8.8. SalMar ASA
 - 8.8.1. Company overview
 - 8.8.2. Key executives
 - 8.8.3. Company snapshot
- 8.9. Zoneco Group
 - 8.9.1. Company overview
 - 8.9.2. Key executives
 - 8.9.3. Company snapshot
- 8.10. Tassal Group Limited.
 - 8.10.1. Company overview
 - 8.10.2. Key executives
 - 8.10.3. Company snapshot

Frozen Fish Market By Type (Salmon, Tuna, Cod, Tilapia, Shrimp, Others(Snapper, Pollock, Haddock,Sole)), By Distribution Channel (Supermarkets/ Hypermarkets, Convenience Stores, Specialty Stores, Online Retail): Global Opportunity Analysis and Industry Forecast, 2023-2032

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