

# Frozen Fish Market Set to Double by 2032, Driven by Global Demand and Industry Opportunities

*Growing consumer preference for convenient, longer-lasting food options and rising adoption of advanced freezing and packaging technologies to drive the growth.*

WILMINGTON, DE, UNITED STATES, July 1, 2025 /EINPresswire.com/ -- [Frozen fish market](#) size generated \$26.9 billion in 2022, and is anticipated to generate \$54.5 billion by 2032, witnessing a CAGR of 7.4% from 2023 to 2032.



Growing consumer demand for convenient and long-shelf-life food products, along with the adoption of advanced freezing and packaging technologies, is driving the expansion of the frozen fish market. However, challenges such as the escalating risk of overfishing and evolving regulatory frameworks are hindering market growth. Nonetheless, improvements in sustainable fishing practices and rising consumer awareness of environmental concerns are anticipated to create significant growth opportunities for the global frozen fish market over the forecast period.

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Growing consumer demand for convenient and longer-lasting seafood products is driving the frozen fish market growth. The perception that frozen fish retains its nutritional value and freshness makes it an attractive choice for health-conscious consumers. Improved logistics and transportation networks have made it easier to import and export frozen fish products across the globe. This has expanded the variety of fish species available and increased market opportunities, contributing to the frozen fish market growth in the upcoming years.

Frozen fish refers to fish that has been subjected to a freezing process to preserve it for later consumption. This process involves lowering the temperature of the fish to well below its freezing point, typically to around -18 degrees Celsius (0 degrees Fahrenheit) or lower, and

storing it at this temperature. The freezing process helps to inhibit the growth of microorganisms and enzymes that can cause the fish to spoil, making it a convenient way to extend the shelf life of seafood.

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The frozen fish market share is segmented on the basis of type, distribution channel, and region. By type, it is classified into salmon, tuna, cod, tilapia, shrimp, and others. By distribution channel, it is classified into supermarkets/hypermarkets, convenience stores, specialty stores, and online retail. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The Asia-Pacific region dominated the global frozen fish market Share in 2022, holding a major share of 47.2%. The dominance of this region is expected to continue by rising with a CAGR of 7.7% in the forecast period. This is mainly due to rising disposable incomes in the region, increasing consumer awareness of the health benefits of seafood consumption, and the boosting demand for convenient and ready-to-cook food options. Additionally, improvements in cold chain infrastructure and logistics have driven the region's ability to maintain the quality and safety of frozen fish products, further driving its dominance in the market.

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Leading Players in the Frozen Fish Market:

Chicken of the Sea International

Brig-Star LLC

Marine Harvest Group

Zonco Group

High Liner Foods

Tassal Group Limited

SalMar ASA

Nippon Suisan Kaisha aka Nissui

Dongwon Enterprise Company

Pescanova SA

The report provides a detailed analysis of the key players of the global [frozen fish industry](#). These players have adopted different strategies, such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain their dominance in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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