

Wild Pollock Market is Forecasted to Reach USD 3.98 Billion by 2035 | Fact.MR Analysis

The Atlantic Pollock segment projected to grow at a CAGR of 5.6%, whereas the Alaska Pollock segment is likely to grow at 5.0%. In terms of countries

ROCKVILLE, MD, UNITED STATES, July 7, 2025 /EINPresswire.com/ -- The newly released Global [Wild Pollock Market](#) report projects significant growth, with the market expanding from USD 2,275 million in 2024 to USD 3,981 million by 2035, achieving a steady compound annual growth rate (CAGR) of 5.3%.

This comprehensive study highlights the growing consumer trend toward healthier diets, emphasizing lean proteins and foods rich in omega-3 fatty acids, alongside the increasing demand for sustainable seafood. The report provides actionable insights for stakeholders aiming to capitalize on the expanding applications of wild pollock in food, pharmaceutical, and pet food industries.

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What Are the Key Market Insights?

The global wild pollock market is thriving due to rising consumer demand for nutritious, sustainable seafood. Wild pollock, primarily Alaska pollock (*Gadus chalcogrammus*) and Atlantic pollock, is valued for its mild flavor, flaky texture, and high nutritional content, including omega-3 fatty acids, vitamin B12, and lean protein. These attributes make it a preferred choice for health-conscious consumers seeking to reduce cholesterol and prevent heart disease. The market is driven by its versatility in products like fillets, surimi, fish sticks, and fish oil, with 72% of manufacturers focusing on sustainable sourcing certifications, such as Marine Stewardship Council (MSC), to meet eco-conscious consumer demands. Challenges include supply chain disruptions, climate-driven impacts on fish stocks, and strict fishing quotas, which can limit supply and increase prices. Innovations in processing, such as advanced freezing techniques and



eco-friendly packaging, are addressing these issues. The Asia-Pacific region, particularly China and Japan, is a high-growth market due to rising seafood consumption, while North America and Europe dominate due to strong foodservice and retail sectors.

What Are the Key Statistics and Forecasts?

The report forecasts the wild pollock market to grow from USD 2,275 million in 2024 to USD 3,981 million by 2035, with a CAGR of 5.3%, creating an absolute dollar opportunity of USD 1,706 million. Alaska pollock dominates, accounting for over 90% of market revenue due to its widespread use in food and nutraceutical applications. The foodservice sector (HORECA) holds a significant share, driven by demand for processed products like fish sticks and ready-to-eat meals. North America accounts for approximately one-third of global demand, while Europe leads in consumption. The e-commerce segment is the fastest-growing distribution channel, projected to grow at a 9% CAGR through 2028, reflecting the rise in online seafood purchases. These projections align with global trends toward healthier diets and sustainable fishing practices.

How Can Industries Benefit from the Report's Findings?

The report's insights are valuable across multiple industries. In the food and beverage sector, wild pollock is a staple in processed products like fish sticks, surimi, and fillets, catering to consumers seeking convenient, protein-rich meals. The pharmaceutical and nutraceutical industries leverage wild pollock liver oil for omega-3 supplements, addressing demand for heart and brain health products. The pet food industry is increasingly incorporating wild pollock for its nutritional benefits, with companies like American Seafoods collaborating with sustainability initiatives to develop premium pet food. The aquaculture sector uses wild pollock in fish feed to support healthier fish stocks. Businesses can use the report to innovate value-added products, enhance supply chain efficiency, and target high-growth markets like Asia-Pacific, where seafood consumption is surging.

What Are the Details of the Report and Publisher?

The Global Wild Pollock Market report is built on a robust methodology, combining primary research through interviews with industry experts and secondary analysis of market trends and company reports. This ensures accurate, actionable insights for strategic decision-making. The report covers market dynamics, competitive landscapes, and regional analyses across North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa.

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Who Are the Key Players?

The wild pollock market is moderately consolidated, with leading companies driving innovation and sustainability. Russian Fishery Company, Norebo Holdings, and American Seafoods collectively hold nearly a quarter of the global supply, focusing on sustainable harvesting and processing. Trident Seafoods excels in value-added products like fillets and surimi, while Maruha Nichiro and Pacific Andes International Holdings Ltd. dominate in Asia-Pacific markets. Other notable players include Gidrostroy, Starbound LLC, Eastern Fish Company, Arctic Storm Limited, and Glacier Fish Company, all investing in advanced processing technologies and eco-certifications to meet consumer demands for quality and sustainability.

What Are the Recent Developments in the Market?

Recent advancements are shaping the wild pollock market. In December 2024, the US North Pacific Fishery Management Council approved a 1.375 million metric ton quota for Alaska pollock in the Eastern Bering Sea, a 5.8% increase from 2024, reflecting sustainable stock management. In 2023, GAPP partnered with Gorton's Seafood to launch air-fried fish fillets with 50% less fat, catering to health-conscious consumers. Innovations in processing, such as improved freezing and packaging technologies, enhance product shelf life and quality. The rise of e-commerce platforms has expanded market reach, with online sales growing rapidly. Additionally, campaigns by the Genuine Alaska Pollock Producers (GAPP) promote wild pollock's health benefits and sustainability through digital marketing and eco-labeling, boosting consumer awareness and demand.

Conclusion

The Global Wild Pollock Market report offers a comprehensive guide for stakeholders navigating the dynamic seafood industry. With a projected market value of USD 3,981 million by 2035 and a 5.3% CAGR, the market is driven by demand for healthy, sustainable seafood in food, pharmaceutical, and pet food sectors. Its versatility, nutritional benefits, and advancements in processing and distribution position wild pollock for sustained growth. Businesses can leverage the report to innovate products, align with sustainability trends, and target high-growth markets.

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