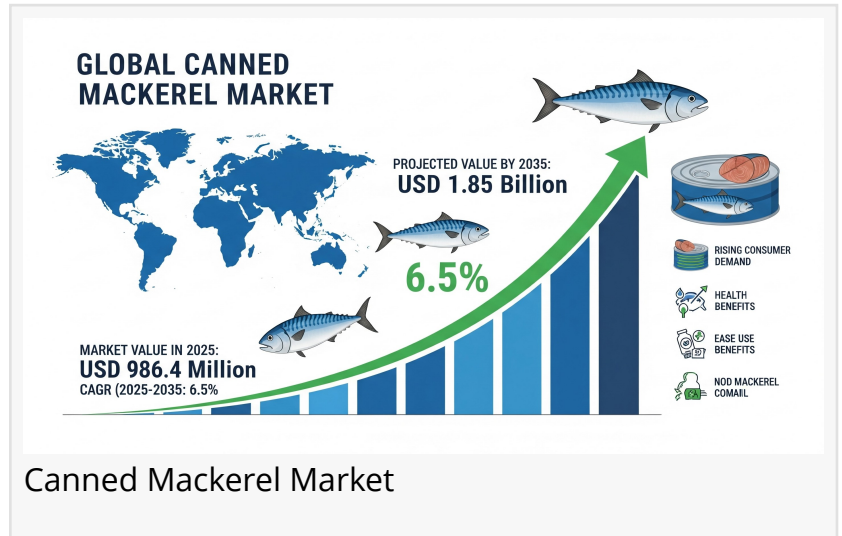


Canned Mackerel Market to Reach USD 1.85 Billion by 2035, Driven by Manufacturer Focus on Convenience and Sustainability

Global canned mackerel market set for significant growth, reaching USD 1.85 Billion by 2035. Key drivers are convenience, health, and sustainability.

NEWARK, DE, UNITED STATES, August 5, 2025 /EINPresswire.com/ -- The global [canned mackerel market](#) is projected to reach USD 1,851.6 Million by 2035, growing from USD 986.4 million in 2025 at a Compound Annual Growth Rate (CAGR) of 6.5%. This significant expansion presents a compelling opportunity for manufacturers to innovate and meet the evolving demands of a market experiencing a strong resurgence. Driven by renewed consumer interest in affordable, convenient, and nutrient-dense seafood, the industry is poised for sustained growth over the next decade.



Seizing the Opportunity: Solutions for Modern Manufacturers

Manufacturers in the canned seafood space are faced with a unique opportunity to address key market challenges and position themselves for future growth. The data highlights several key strategies that align with current consumer and commercial demands.

1. **Focus on Flavor and Convenience:** The Seasoned & Marinated segment is the clear leader, projected to hold a 50.6% market share in 2025. This dominance is fueled by consumer preference for ready-to-eat formats that eliminate the need for additional preparation. Manufacturers can cater to this trend by developing enhanced flavor profiles tailored to regional cuisine. Brands like Ayam Brand and Century Pacific already lead in this area, offering products designed for both institutional and retail use. By investing in diverse, flavor-forward variants, manufacturers can capture market share and attract consumers seeking convenient, ready-to-serve meal solutions.

2. Tap into Commercial and Online Channels: The commercial sector is set to be the primary driver of consumption, commanding a 65.2% share by 2025. Canned mackerel's long shelf life, consistent sizing, and regulatory compliance make it an ideal product for catering chains, school meal programs, and airline kitchens. Manufacturers can capitalize on this by offering bulk-pack formats and customizable sauce bases to meet the specific needs of institutional food service providers.

Simultaneously, the rise of e-commerce is transforming the retail landscape. Online sales are projected to capture 52.2% of the distribution channel share by 2025. This shift is driven by modern consumers, particularly Gen Z and millennials, who value traceability and sustainability certifications. Manufacturers can engage these consumers through digital-first storytelling and by implementing QR-code traceability on packaging, which is already seeing a 40% year-over-year rise among premium brands in Europe and North America. Brands like Fishwife and Scout Canning have successfully leveraged direct-to-consumer (D2C) models, creating a blueprint for other manufacturers to follow.

Navigating Key Market Dynamics

The market's growth is underpinned by two critical dynamics: a shift toward health-driven consumption and the increasing importance of sustainability and traceability.

Health and Wellness: As consumers increasingly seek leaner, shelf-stable proteins, canned mackerel is replacing conventional animal proteins. Its rich omega-3 content and functional positioning are attracting health-conscious buyers. Brands are enhancing this appeal by fortifying products with added vitamin D and calcium and developing single-portion SKUs for convenience. This health-forward approach is resonating with consumers, with USA retailers reporting a 23% increase in unit turnover for ready-to-eat mackerel packs in Q1 2025.

Sustainability and Traceability: Procurement standards are becoming more stringent, with retailers and consumers demanding certified, eco-friendly products. As of mid-2025, 62% of shelf-stable mackerel sold in Western Europe carried traceability-linked certification. Manufacturers can build trust and brand loyalty by aligning with recognized protocols like MSC and Friend of the Sea, and by implementing batch-level QR-code tracking. Processors in Japan and Norway have already demonstrated the value of this approach, reducing quality loss rates by 14% through cold-chain event logging.

Regional Insights and Key Players

While the global market is expanding at a 6.5% CAGR, regional growth rates vary. India stands out as a key growth region, with a projected 5.2% CAGR. This growth is supported by rising protein intake among middle-income groups and government-supported meal programs. In contrast, slower growth in OECD economies like the USA (4.8%), the UK (4.3%), France (4.1%), and Japan (3.9%) is attributed to market saturation and a focus on premiumization and product

diversification.

Leading manufacturers like Thai Union Group PCL, Maruha Nichiro Corporation, and Bolton Group are dominant players, leveraging extensive production capacities and international distribution networks. Meanwhile, emerging players such as Diavena are carving out a presence by focusing on competitive pricing and localized distribution, particularly in developing markets. This mix of established and regional players is fostering a dynamic and competitive market environment.

The market's trajectory over the next decade points toward a future where manufacturers who prioritize innovation, quality, and consumer-centric solutions will thrive. By focusing on flavor, convenience, and transparency, manufacturers can effectively address the challenges of today and capitalize on the significant growth opportunities of tomorrow.

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