

Frozen Tuna Market Share, Size, Trends, Growth, Analysis, Research Report and Forecast Period of 2022-2032

The increasing demand for seafood, growing consumer preference for protein-rich food, and the advancements in freezing & packaging technology are the factors.

WILMINGTON, DE, UNITED STATES, October 29, 2025 /EINPresswire.com/ -- The global [frozen tuna industry](#) generated \$6.6 billion in 2022, and is anticipated to generate \$13.3 billion by 2032, and rising with a CAGR of 7.4% from 2023 to 2032.



The growing global population along with the rising demand for seafood, shifting preferences of consumers towards healthy & protein-rich diets, and the increased affordability of premium seafood due to the rising disposable income of people are the factors expected to drive the growth of the global frozen tuna market in the forecast period from 2023 to 2032. However, the availability of alternative plant-based protein sources and the environmental concerns related to fishing methods may hamper market growth in the coming future. On the contrary, technological advancements in freezing & packaging and e-commerce platforms enable companies to broaden their market reach, which are expected to offer remunerative opportunities for the expansion of the frozen tuna market during the forecast period.

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Growing demand for seafood, including tuna, plays a significant role in the frozen tuna market. As consumer preferences shift toward healthier diets and awareness of the nutritional benefits of seafood increases, the demand for tuna, being a popular and versatile fish, tends to rise. Tuna is known for its high protein content, omega-3 fatty acids, and various essential nutrients. Rise in awareness of these health benefits among consumers contributes to the growth of the frozen tuna market. Frozen tuna provides a convenient and long shelf life as compared to fresh tuna. This factor is particularly important in regions where fresh tuna availability is limited or in areas

where consumers prefer to stock up on seafood for longer durations, contributing to the frozen tuna market growth in the upcoming years.

"Frozen tuna" refers to tuna fish that has been caught and immediately frozen to preserve its freshness. Tuna is a popular type of fish and freezing is a common method used in the seafood industry to extend the shelf life of the fish as well as maintain its quality. When tuna is frozen, it helps prevent the growth of bacteria and other microorganisms that cause spoilage. This preservation method is especially important for maintaining the taste and texture of the fish during transportation & storage.

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Increase in the popularity of sushi and sashimi as a trendy and healthy food option has led to increase in overall sushi consumption. Therefore, there is surge in demand for tuna, frozen fish and [frozen tuna market size](#) becomes a convenient & practical solution to meet this demand while preserving freshness. Frozen tuna allows for better supply chain management, as it is caught, processed, and frozen at sea. This ensures that the tuna retains its quality during transportation and provides flexibility in distribution, allowing access to high-quality tuna in regions where fresh tuna is not readily available. Frozen tuna enables year-round accessibility of this essential ingredient, regardless of seasonal variations in tuna availability. This ensures a steady supply for sushi and sashimi restaurants, contributing to the high popularity of these dishes. Freezing tuna helps preserve its quality, texture, and taste. This is crucial for sushi and sashimi dishes where the freshness of fish is paramount. The use of frozen tuna ensures that chefs consistently deliver a high-quality dining experience to customers. Frozen tuna provides a more cost-effective solution as compared to fresh tuna. This makes it an attractive option for restaurants as well as consumers, allowing them to enjoy sushi and sashimi without the potential cost fluctuations associated with fresh, seasonal tuna.

However, as consumers significantly seek alternative protein sources, such as plant-based proteins or other sustainable options, the demand for traditional animal-based products such as frozen tuna is expected to decline. This shift in preference is anticipated to lead to decrease in market share for frozen tuna. Tuna fishes, especially larger species such as bluefin tuna, accumulate higher levels of mercury. Consumer awareness regarding mercury contamination in seafood leads to concerns about the health hazards of consuming tuna. This results in a decline in demand for frozen tuna as consumers opt for lower-mercury seafood alternatives. Increase in awareness regarding environmental issues, including overfishing and the effect of fishing practices on marine ecosystems, influences consumers to choose sustainable seafood options. Furthermore, consumers are becoming highly conscious of the origin and production methods of their food. A lack of clear labeling or certification regarding the sustainability and sourcing of frozen tuna deters environmentally conscious consumers from purchasing these products. Moreover, the price of frozen tuna is influenced by various factors, including fishing practices, transportation costs, and market demand. As alternative protein sources or seafood options

become notably cost-competitive, price-sensitive consumers are anticipated to switch to more affordable alternatives, affecting the growth of the frozen tuna market.

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The frozen tuna market in the Asia-Pacific accounted for the largest share of 44.4% in 2022 and is predicted to continue to maintain its dominance by growing at the highest CAGR of 8.0% during the forecast period. This growth is mainly owing to the region's exponentially growing population, increasing disposable income, and evolving dietary preferences towards protein-rich foods, particularly seafood, drive the demand for frozen tuna. In addition, advancements in fishing technologies and processing techniques enhance the efficiency and quality of frozen tuna production in Asia-Pacific region. Mostly, compliance with international regulations, particularly concerning sustainable fishing practices, is crucial for market access, with consumers showing a preference for certified sustainable seafood products.

Leading Players in the Frozen Tuna Market:

Zoneco Group
Marine Harvest
Nippon Suisan Kaisha aka Nissui
Dongwon Enterprise Company
High Liner Foods
Tassal Group
Pescanova SA
chicken of the sea
Brig-Star LLC
SalMar ASA

The report provides a detailed analysis of the key players of the global frozen tuna market size. 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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