



Euromonitor
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Fish and Seafood in the US

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Table of Contents

Fish and Seafood in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive demand growth as supply dynamics constrain prices

INDUSTRY PERFORMANCE

Mixed growth performances within fish and seafood

Price-sensitivity continues to shape purchasing patterns

Preparation barriers constrain consumption

WHAT'S NEXT?

Modest sales development to continue amid oversupply issues

Health and nutritional benefits to fuel demand but preparation barriers persist

Sustainability to grow in importance but remain of secondary importance for many consumers

Summary 1 - Major Processors of Fish and Seafood 2025

CATEGORY DATA

Table 1 - Total Sales of Fish and Seafood by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fish and Seafood by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fish and Seafood by Category: Volume 2020-2025

Table 4 - Retail Sales of Fish and Seafood by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fish and Seafood by Category: Value 2020-2025

Table 6 - Retail Sales of Fish and Seafood by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Fish and Seafood by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Fish and Seafood by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Fish and Seafood by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2025-2030

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Fresh Food in the US - Industry Overview

EXECUTIVE SUMMARY

Positive total volume sales growth amidst persistent challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Pulses gain momentum as economical, health-orientated options

Climate change creates production challenges

Weather conditions inform production and price volatility

WHAT'S NEXT?

Climate and trade dynamics to heavily inform supply

Health and demographic considerations

Convenience pressures to challenge fresh food's growth potential

CHANNELS

Consumers find a balance between home cooking and foodservice visits

Channel dynamics vary the performances of fresh food categories

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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