



Euromonitor
International

Fish and Seafood in Australia

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sustainability and provenance more influential in purchasing decisions

INDUSTRY PERFORMANCE

Crustaceans reinforce premium appeal of seafood

Sustainability emerges as a differentiator in seafood

WHAT'S NEXT?

Domestic demand and climate resilience to shape performance

Country-of-origin labelling reform to support domestic producers

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

COUNTRY REPORTS DISCLAIMER

Fresh Food in Australia - Industry Overview

EXECUTIVE SUMMARY

Fresh food posts stronger performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Modest performance in fresh foods as sales stabilise

Downtrading coincides with focus on nutrition and wellbeing

WHAT'S NEXT?

Rising consumer expectations around sustainability

Poultry and eggs to show solid performance

CHANNELS

Supermarkets enhance price transparency and quality standards

Retail e-commerce gains pace amid heavier digital investment

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

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fish-and-seafood-in-australia/report.