

Global Skipjack Tuna Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

© shev.io — All rights reserved.

Disclaimer

This report was prepared by shev.io solely for information purposes. shev.io does not guarantee the accuracy and completeness of all information contained in the report, as the data in some sources may have been distorted inadvertently or deliberately. The information presented in this report must not be construed, directly or indirectly, as containing recommendations for further business action. All opinions and estimates contained in this report reflect the authors' judgement as at the date of publication and may be changed without notice.

shev.io accepts no liability for any loss or damage arising from any third party's use of the information contained in this report, including published opinions or conclusions, or for consequences caused by the incompleteness of the information presented. The information presented in this report is obtained from open sources. Additional information may be provided on request.

This document, or any part of it, may not be distributed without the written permission of shev.io, nor reproduced by any means.

© shev.io — All rights reserved.

Terms of use

This report is provided to the user under a **non-exclusive, non-transferable, limited licence** solely for internal use within the purposes for which the report was lawfully acquired.

The user **may not**, in whole or in part, transfer, sell, gift, publish or otherwise distribute the report to third parties, nor pass it to any other legal entities, partner organisations or external teams (including affiliated companies). It is prohibited to place the report (or fragments of it) in the public domain (websites, social networks, messengers, file-sharing services, open-link cloud storage) or to provide access through third-party services where this allows third parties to review the materials.

If the report is purchased by a **company**, its use is permitted **only by that company's employees** for internal tasks. Passing the report to contractors, consultants, freelancers, agencies and any external parties is prohibited.

All exclusive rights to the report — including its structure, texts, data selection, visualisations, tables, charts and design elements — belong to the rights holder (shev.io) or are used on lawful grounds. The user receives the right to use the report only within these terms.

Without shev.io's written consent it is prohibited to create derivative products based on the report, to use it as part of a commercially distributed product or service, or to remove or alter copyright notices.

The use of **short quotations** and fragments is permitted **only in internal documentation** (internal memos, reports, presentations, working correspondence), provided the meaning and context are preserved and the source is credited: *shev.io*. Any publication or use of the materials in places accessible to third parties is permitted only with shev.io's prior written consent.

© shev.io — All rights reserved.

Market at a glance

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	USD 20.8 bn
Forecast (2031)	USD 28.7 bn
CAGR (2021-2031)	5.5%
Study period	2021-2031
Largest region	Asia-Pacific · 52.8%
Fastest-growing region	Asia-Pacific · 6.1%
Market concentration	Moderate
Licence	Individual / Company

The global skipjack tuna market reached USD XXX billion in 2025 and is forecast to attain USD XXX billion by 2031, expanding at a CAGR of XX%. Skipjack remains the commercial tuna industry's principal volume species, supported by record Western and Central Pacific catch, accessible consumer pricing and dominant use in canned seafood. Asia-Pacific accounted for XX% of market value in 2025 and will remain the production, processing and consumption center through 2031. Growth will increasingly favor traceable supply, certified fisheries, convenient pouches and value-added meal formats.

© shev.io — All rights reserved.

Table of contents

1 Introduction

1.1 Study Scope and Objectives

1.2 Skipjack Tuna Market Definition

1.3 Inclusions, Exclusions and Currency Basis

2 Research Methodology

2.1 Secondary Research and Data Collection

2.2 Primary Interview Programme

2.3 Market Sizing and Trade Reconciliation

2.4 Forecast Model and Scenario Design

3 Executive Summary

3.1 Market Size and Forecast, 2021-2031

3.2 Key Findings and Investment Takeaways

3.3 Regional and Segment Leaders

4 Global Skipjack Tuna Industry Structure

4.1 Wild-capture Supply and Stock Status

4.2 Processing, Cold Storage and International Trade

4.3 Pricing Benchmarks and Margin Formation

5 Skipjack Tuna Market Dynamics

5.1 Growth Drivers

5.2 Market Restraints

5.3 Commercial Opportunities

5.4 Driver and Restraint Impact

5.5 Porter's Five Forces Analysis

6 Market Size and Forecast by Product Form

6.1 Canned Skipjack

6.2 Frozen Whole Fish and Loins

6.3 Fresh and Chilled Skipjack

6.4 Shelf-stable Pouches and Prepared Products

6.5 Other Skipjack Products

7 Market Size and Forecast by Packaging

7.1 Metal Cans

7.2 Retort Pouches

7.3 Vacuum Packs

7.4 Bulk Cartons and Totes

7.5 Other Packaging

© shev.io — All rights reserved.

8 Market Size and Forecast by Sales Channel

8.1 Retail and E-commerce

8.2 Foodservice

8.3 Industrial and Private-label Processing

9 Market Size and Forecast by Catch Method

9.1 Purse Seine

9.2 Pole and Line

9.3 Handline, Troll and Other Methods

10 Skipjack Tuna Market Regional Analysis

10.1 Asia-Pacific

10.1.1 Thailand

10.1.2 Indonesia

10.1.3 Philippines

10.1.4 Japan

10.1.5 China

10.1.6 South Korea

10.1.7 Vietnam

10.1.8 Rest of Asia-Pacific

10.2 Europe

10.2.1 Spain

10.2.2 Italy

10.2.3 United Kingdom

10.2.4 France

10.2.5 Germany

10.2.6 Rest of Europe

10.3 North America

10.3.1 United States

10.3.2 Canada

10.3.3 Rest of North America

10.4 Latin America

10.4.1 Ecuador

10.4.2 Mexico

10.4.3 Brazil

10.4.4 Rest of Latin America

10.5 Middle East and Africa

10.5.1 Ghana

10.5.2 Seychelles

10.5.3 Mauritius

© shev.io — All rights reserved.

10.5.4 Rest of Middle East and Africa

11 Competitive Landscape

11.1 Market Concentration and Company Share

11.2 Competitive Benchmarking

11.3 Mergers, Capacity Investments and Product Launches

11.4 Company Profiles

11.4.1 Thai Union Group PCL

11.4.2 Dongwon Industries Co., Ltd.

11.4.3 StarKist Co.

11.4.4 Bolton Group

11.4.5 Nauterra

11.4.6 FCF Co., Ltd.

11.4.7 Tri Marine Group

11.4.8 Century Pacific Food, Inc.

11.4.9 NewPrinces Group

11.4.10 Frinsa del Noroeste S.A.

11.4.11 Jealsa Rianxeira S.A.U.

11.4.12 Maruha Nichiro Corporation

12 Forecast Scenarios and Opportunities

12.1 Base, Upside and Downside Forecasts

12.2 Priority Product and Packaging Opportunities

12.3 Regional Investment Opportunities

12.4 Strategic Recommendations

© shev.io — All rights reserved.

List of tables

Table 1. Market Definition, Inclusions and Exclusions

Table 2. Product, Packaging, Channel and Geography Classification

Table 3. Market Sizing Variables, Units and Conversion Factors

Table 4. Source Hierarchy, Triangulation and Validation Matrix

Table 5. Global Market Value and Volume, 2021-2031

Table 6. Base, Upside and Downside Forecast Scenarios, 2026-2031

Table 7. Headline Indicators and Key Findings

Table 8. Market Driver Impact Matrix by Geography and Horizon

Table 9. Market Restraint Impact Matrix by Geography and Horizon

Table 10. FAD, Traceability, Certification and Packaging Trend Assessment

Table 11. Market Value and Volume by Product Form, 2021-2031

Table 12. Product-form Share and CAGR, 2025-2031

Table 13. Market Value and Volume by Packaging, 2021-2031

Table 14. Packaging Share, Price Realization and Growth, 2025-2031

Table 15. Market Value and Volume by Sales Channel, 2021-2031

Table 16. Retail, Foodservice and Industrial Channel Growth by Region

Table 17. Market Value and Volume by Catch Method, 2021-2031

Table 18. Catch Method, Certification, Bycatch Profile and Price Premium

Table 19. Asia-Pacific Skipjack Tuna Market by Country, 2021-2031

Table 20. Europe Skipjack Tuna Market by Country, 2021-2031

Table 21. North America Skipjack Tuna Market by Country, 2021-2031

Table 22. Latin America Skipjack Tuna Market by Country, 2021-2031

Table 23. Middle East and Africa Skipjack Tuna Market by Country, 2021-2031

Table 24. Regional Catch, Processing Capacity, Trade Position and Price Benchmark

Table 25. Competitive Benchmarking of Leading Skipjack Tuna Companies

Table 26. Thai Union Group PCL Company Profile

Table 27. Dongwon Industries Co., Ltd. Company Profile

Table 28. StarKist Co. Company Profile

Table 29. Bolton Group Company Profile

Table 30. Nauterra Company Profile

Table 31. FCF Co., Ltd. Company Profile

Table 32. Tri Marine Group Company Profile

Table 33. Century Pacific Food, Inc. Company Profile

Table 34. NewPrinces Group Company Profile

Table 35. Frinsa del Noroeste S.A. Company Profile

© shev.io — All rights reserved.

Table 36. Jealsa Rianxeira S.A.U. Company Profile

Table 37. Maruha Nichiro Corporation Company Profile

Table 38. Mergers, Investments, Capacity Moves and Product Launches, 2021-2026

Table 39. Opportunity Attractiveness by Segment and Region

Table 40. Forecast Sensitivity to Catch, Price and Product-mix Assumptions

Table 41. Strategic Priorities for Fleets, Processors, Brands and Investors

Table 42. Market value by year, USD bn

Table 43. Year-over-year value change

Table 44. Drivers — impact on forecast

Table 45. Restraints — impact on forecast

Table 46. Value by product Form, USD bn

Table 47. Value by packaging, USD bn

Table 48. Value by sales Channel, USD bn

Table 49. Value by catch Method, USD bn

Table 50. Market value by region, USD bn

Table 51. Market value by leading country, USD bn

Table 52. Leading companies

© shev.io — All rights reserved.

List of figures

Figure 1. Skipjack Tuna Value Chain from Harvest to Consumer

Figure 2. Primary Interview Distribution by Region and Seniority

Figure 3. Global Skipjack Tuna Market Value, 2021-2031

Figure 4. Global Skipjack Tuna Market Volume, 2021-2031

Figure 5. 2025 Skipjack Tuna Market Value by Region

Figure 6. Driver and Restraint Impact on Skipjack Tuna Market CAGR

Figure 7. Skipjack Raw-material Price Cycle and Market Value Growth

Figure 8. Skipjack Tuna Market Share by Product Form, 2025

Figure 9. Product-form CAGR Comparison, 2025-2031

Figure 10. Skipjack Tuna Packaging Share and Growth Matrix

Figure 11. Skipjack Tuna Market Share by Sales Channel, 2025

Figure 12. Catch-method Value Share and Price Index, 2025

Figure 13. Regional Skipjack Tuna Market Share, 2025

Figure 14. Regional Market CAGR, 2025-2031

Figure 15. Leading Skipjack Processing and Consumption Countries, 2025

Figure 16. Global Skipjack Tuna Market Share by Company, 2025

Figure 17. Leading Companies by Sourcing Integration and Brand Strength

Figure 18. Incremental Market Value by Opportunity, 2025-2031

Figure 19. Skipjack Tuna Market Forecast Scenarios, 2025-2031

Figure 20. Value share by product Form, 2025

Figure 21. Value share by packaging, 2025

Figure 22. Growth rate by region, 2025-2031

© shev.io — All rights reserved.

Executive summary

The global skipjack tuna market reached USD XXX billion in 2025 and is forecast to attain USD XXX billion by 2031, expanding at a CAGR of XX%. Skipjack remains the commercial tuna industry's principal volume species, supported by record Western and Central Pacific catch, accessible consumer pricing and dominant use in canned seafood. Asia-Pacific accounted for XX% of market value in 2025 and will remain the production, processing and consumption center through 2031. Growth will increasingly favor traceable supply, certified fisheries, convenient pouches and value-added meal formats.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global skipjack tuna market generated USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- The Western and Central Pacific Fisheries Commission recorded XXX tonnes of skipjack catch in its convention area in 2024, a record for the series used in its stock-status reporting.
- Purse-seine fisheries supplied XXX tonnes, or XX% of the 2024 WCPFC convention-area skipjack catch.
- The 2025 WCPFC assessment placed recent spawning biomass at XX% of unfished biomass and fishing mortality at XX% of the level associated with maximum sustainable yield.
- Asia-Pacific represented XX% of global market value in 2025 and is forecast to expand at XX% annually through 2031.
- Canned skipjack accounted for XX% of 2025 market value, while shelf-stable pouches and prepared meals will grow fastest at XX% annually.
- Retail and e-commerce generated XX% of market value in 2025, reflecting the category's importance as an affordable shelf-stable protein.
- The Indian Ocean Tuna Commission established a skipjack total allowable catch of XXX tonnes for 2025 and 2026 under Resolution 25/03.

© shev.io — All rights reserved.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

© shev.io — All rights reserved.

Global Skipjack Tuna Market Trends and Growth Drivers

Skipjack sits at the intersection of managed wild supply, global commodity pricing and branded packaged-food demand. Its short life cycle and high productivity support the world's largest tuna fishery, while purse-seine economics make it the principal raw material for light-meat canned tuna. The resulting market is large, internationally traded and highly sensitive to fishing conditions, processing utilization and retailer purchasing cycles.

The supply outlook is strongest in the WCPO, where the 2025 assessment confirmed healthy biomass and 2024 catch reached a record. Growth is nevertheless governed by management procedures, FAD controls, vessel-day schemes and national access arrangements. In the Indian Ocean, allocated catch limits make procurement discipline and multi-ocean sourcing increasingly important.

Demand is moving beyond undifferentiated cans. Certification, catch-method claims, labor assurance, digital traceability and lighter packaging now influence retailer access, while flavored pouches and prepared meals lift value per kilogram. Scale remains essential, but the strongest returns will accrue to businesses that combine efficient commodity throughput with credible product differentiation.

Growth drivers

Affordable shelf-stable protein

Skipjack gives brands and retailers a widely accepted protein with a lower price point than albacore and premium yellowfin. Persistent food-budget pressure strengthens canned tuna's role in household meal rotation, institutional catering and emergency food inventories.

Convenience-led format innovation

Resealable pouches, flavored tuna, ready-to-mix bowls and meal-centerpiece products extend skipjack beyond the traditional sandwich and salad occasion. These formats raise realized revenue per kilogram and recruit younger, smaller-household consumers.

Asia-Pacific consumption expansion

Urbanization, formal retail penetration and domestic brand investment are expanding consumption in Indonesia, the Philippines, Thailand, China and India. Regional processors can serve this demand from established canning clusters without the freight burden attached to distant export markets.

Healthy WCPO resource base

The 2025 WCPFC assessment places the stock close to its management target and well above its limit reference point. Strong availability supports plant throughput, retailer promotions and predictable annual contracting across the world's largest skipjack supply basin.

Certified and traceable sourcing

© shev.io — All rights reserved.

Retailers and foodservice buyers increasingly use certification, vessel monitoring, chain-of-custody controls and FAD policies to qualify suppliers. Integrated operators able to document fishing ground, vessel, trip and processing lot gain access to higher-value contracts and longer procurement relationships.

Processing and cold-chain modernization

Automated loin cleaning, yield analytics, retort efficiency and expanded cold storage improve recovery rates and reduce downtime at large plants. Investment in Pacific Island, Southeast Asian, Ecuadorian and West African hubs also shortens selected vessel-to-plant routes.

Restraints

Catch and FAD operating restrictions

TACs, vessel-day controls, FAD closures and buoy limits constrain when and how purse-seine fleets can harvest skipjack. Operators respond through geographic diversification and greater free-school effort, but seasonal restrictions can tighten raw-material availability and increase voyage costs.

Ocean-climate and price volatility

El Niño and La Niña conditions shift tuna distribution, catchability and vessel travel patterns across the Pacific. Rapid changes in Bangkok and Manta raw-material prices compress processor margins when finished-goods contracts reset more slowly.

Compliance cost escalation

Electronic monitoring, observer coverage, social audits, due-diligence systems and segregated chain-of-custody processes raise the cost of serving major retailers. Smaller fleets and processors face disproportionate investment requirements and working-capital pressure.

Protein and species substitution

Chicken, sardines, mackerel, plant-based products and promotional yellowfin compete for the same value-conscious consumer occasions. Sustained increases in skipjack shelf prices accelerate substitution in markets where tuna is purchased primarily on price.

© shev.io — All rights reserved.

Skipjack Tuna Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Affordable shelf-stable protein	XXX	XXX	XXX
Convenience-led format innovation	XXX	XXX	XXX
Asia-Pacific consumption expansion	XXX	XXX	XXX
Healthy WCPO resource base	XXX	XXX	XXX
Certified and traceable sourcing	XXX	XXX	XXX
Processing and cold-chain modernization	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Catch and FAD operating restrictions	XXX	XXX	XXX
Ocean-climate and price volatility	XXX	XXX	XXX
Compliance cost escalation	XXX	XXX	XXX
Protein and species substitution	XXX	XXX	XXX

Source: XXX

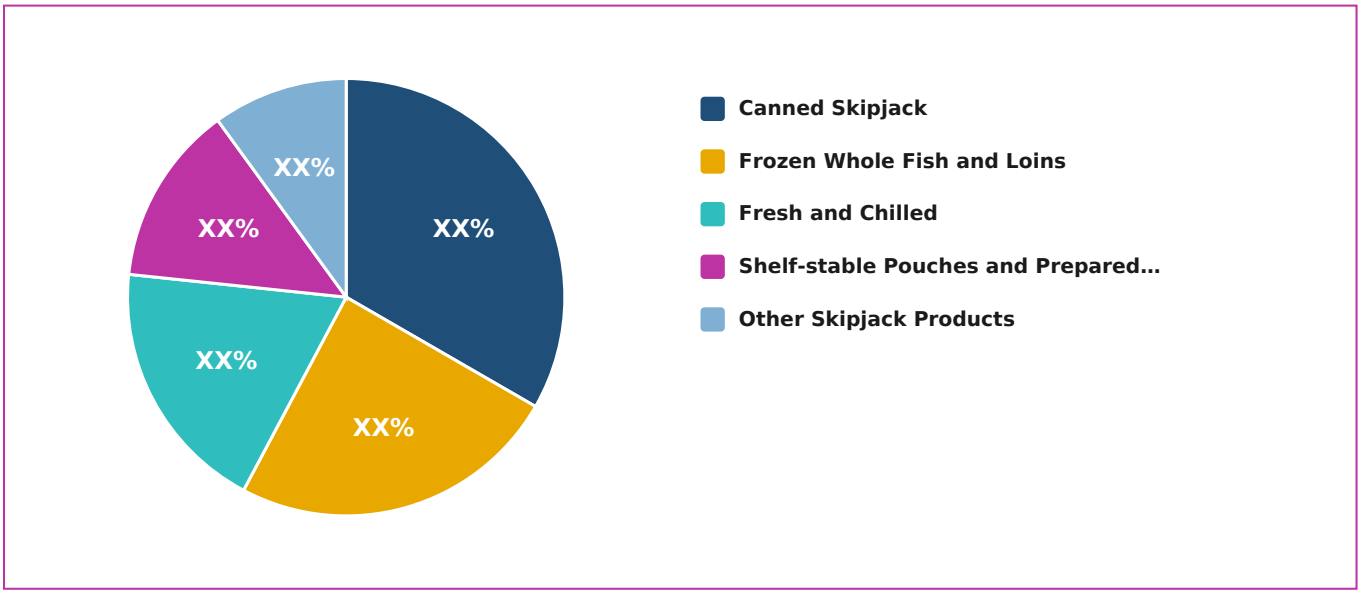
© shev.io — All rights reserved.

Skipjack Tuna Market Segmentation by Product, Packaging, Channel and Catch Method

By Product Form

Canned tuna remains the market's scale engine because retort stability, established filling lines and broad price architecture support mass retail and foodservice demand. Frozen whole fish and precooked loins connect fleets with processing centers, particularly across Asia, Europe and Latin America. Pouches and prepared products are taking share as brands sell convenience, flavor and higher protein value per serving.

Value share by product Form, 2025



Source: XXX

Value by product Form, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Canned Skipjack	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Frozen Whole Fish and Loins	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Fresh and Chilled	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Shelf-stable Pouches and Prepared Products	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Skipjack Products	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

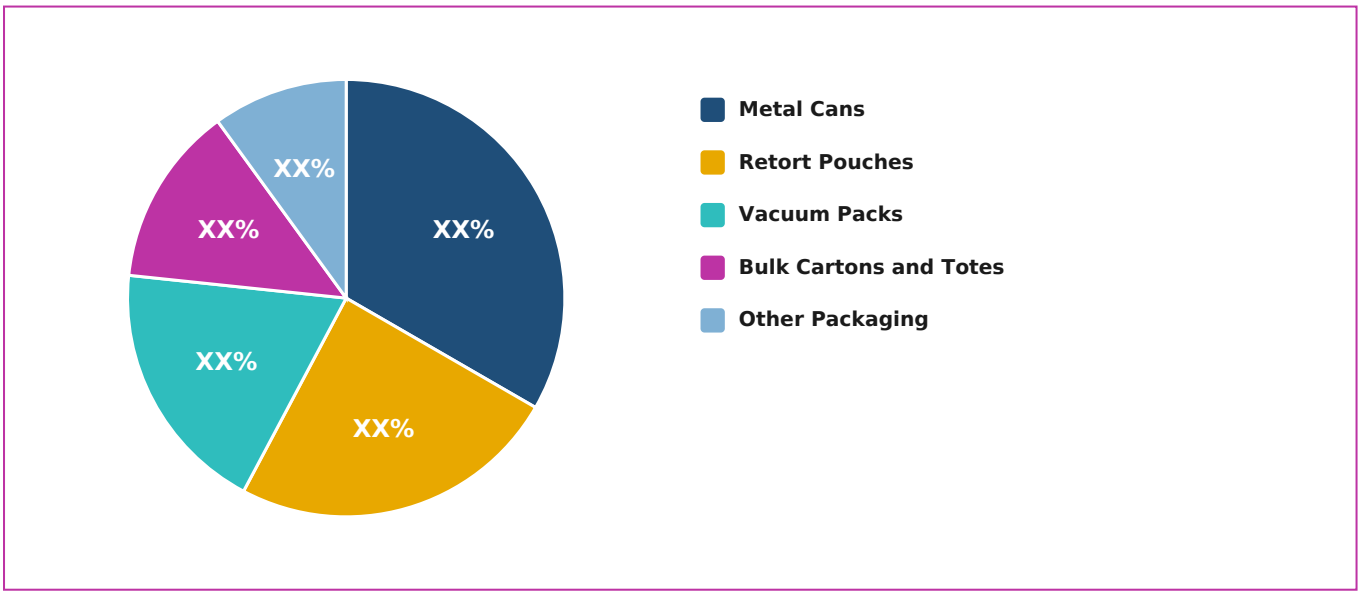
By Packaging

Metal cans dominate through installed capacity, long shelf life, recyclability and familiarity across value tiers. Retort pouches reduce pack weight, improve portability and support flavored or meal-ready

© shev.io — All rights reserved.

propositions, making them the fastest-growing format. Vacuum packs and bulk cartons remain important for foodservice and industrial loin trade, where yield and cold-chain performance outweigh consumer presentation.

Value share by packaging, 2025



Source: XXX

Value by packaging, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Metal Cans	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Retort Pouches	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Vacuum Packs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bulk Cartons and Totes	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other Packaging	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Sales Channel

Supermarkets and mass merchants remain the principal route to consumers, supported by deep private-label assortments and frequent promotions. E-commerce improves access to multipacks, premium certified products and subscription purchasing. Foodservice demand is recovering through institutional catering and quick-service menu applications, while processors and private-label buyers retain a large intermediate-trade role.

© shev.io — All rights reserved.

Value by sales Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Retail and E-commerce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Industrial and Private-label Processing	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Catch Method

Purse seine is the only method able to supply the volumes required by global canneries and remains the cost benchmark. Free-school sets are gaining procurement relevance because they reduce association with FAD-related bycatch concerns. Pole-and-line and handline fisheries serve differentiated certified and socially positioned products, especially from the Maldives, Indonesia and selected Pacific fisheries.

Value by catch Method, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Purse Seine	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pole and Line	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Handline, Troll and Other Methods	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

© shev.io — All rights reserved.

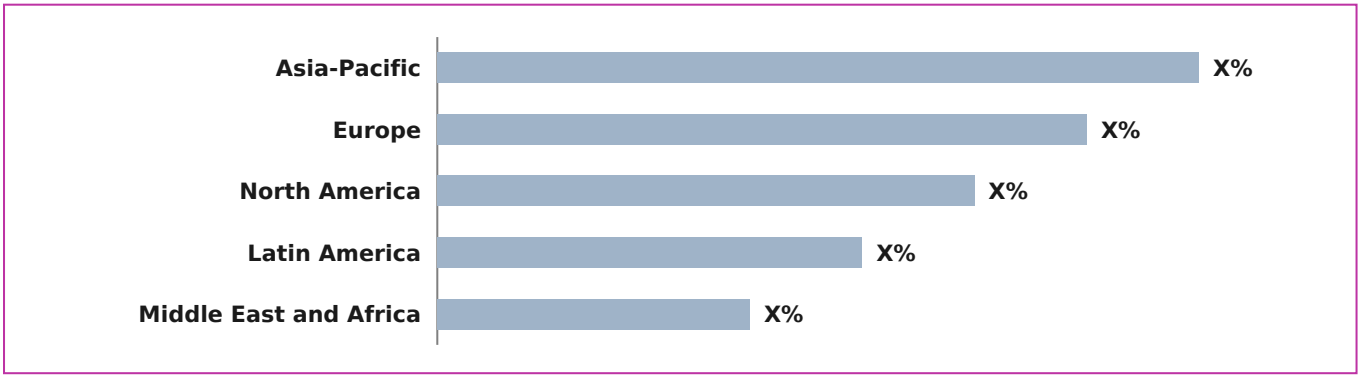
Skipjack Tuna Market Regional Analysis and Country Outlook

Asia-Pacific generated XX% of global market value in 2025, anchored by the WCPO resource base and processing clusters in Thailand, the Philippines, Indonesia, Vietnam and Papua New Guinea. Japan and South Korea add mature branded demand and vertically integrated fishing capability, while Pacific Island economies capture value through access fees, domestic fleets and onshore processing. The region will expand at XX% annually as domestic consumption, pouch formats and cold-chain investment complement export production.

Europe held XX% of market value, with Spain and Italy leading branded ambient seafood consumption and the United Kingdom, France and Germany supporting large retail and private-label programs. Procurement is increasingly shaped by MSC certification, IUU controls, catch documentation, labor due diligence and packaging circularity. North America represented XX%, led by the United States, where skipjack dominates light-meat canned and pouch tuna and innovation is shifting toward flavored, portable and high-protein formats.

Latin America benefits from Ecuador's large tuna-processing platform and access to the Eastern Pacific fishery, while Brazil and Mexico provide growing domestic demand. The Middle East and Africa combine expanding consumption with strategic processing locations in Ghana, Senegal, Seychelles and Mauritius. Preferential trade access, port infrastructure and reliable power and cold storage will determine which emerging hubs capture additional loin and canning investment.

Growth rate by region, 2025-2031



Source: XXX

© shev.io — All rights reserved.

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

© shev.io — All rights reserved.

Skipjack Tuna Market Competitive Landscape and Company Share

The market is moderately concentrated: the twelve leading integrated groups accounted for XX% of 2025 value, but substantial volume remains distributed across regional fleets, contract canners and retailer private-label suppliers. Thai Union, Dongwon Industries and StarKist, Bolton, FCF, Tri Marine, Century Pacific and NewPrinces combine procurement scale with processing or brand ownership. Their advantage rests on multi-ocean sourcing, cold storage, yield control, retailer relationships and the ability to segregate certified supply.

Competition is moving from pure tonnage toward verified supply and format economics. Leading companies are investing in vessel-level traceability, responsible-sourcing programs, recyclable packaging, automation and higher-value products that use fewer packaging and freight resources per serving. Private-label tenders remain price-intensive, while brands defend margins through flavor, convenience, nutrition positioning and certification.

Portfolio and ownership changes are reshaping the field. Newlat completed its GBP XXX acquisition of Princes in July 2024, Dongwon reorganized StarKist and its food companies into a Global Food Division in 2025, and Mitsubishi agreed in August 2025 to increase its Thai Union holding to XX%. These moves strengthen access to capital, distribution and cross-category innovation while preserving tuna as a strategic scale platform.

© shev.io — All rights reserved.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Thai Union Group PCL	XXX	XXX	XXX	XXX
Dongwon Industries Co., Ltd.	XXX	XXX	XXX	XXX
StarKist Co.	XXX	XXX	XXX	XXX
Bolton Group	XXX	XXX	XXX	XXX
Nauterra	XXX	XXX	XXX	XXX
FCF Co., Ltd.	XXX	XXX	XXX	XXX
Tri Marine Group	XXX	XXX	XXX	XXX
Century Pacific Food, Inc.	XXX	XXX	XXX	XXX
NewPrinces Group	XXX	XXX	XXX	XXX
Frinsa del Noroeste S.A.	XXX	XXX	XXX	XXX
Jealsa Rianxeira S.A.U.	XXX	XXX	XXX	XXX
Maruha Nichiro Corporation	XXX	XXX	XXX	XXX

Source: XXX

© shev.io — All rights reserved.

Skipjack Tuna Market Forecast and Commercial Opportunities

The market will add USD XXX billion between 2025 and 2031. Volume growth will remain disciplined by fishery management, so value creation will increasingly come from product mix, processing yield, certification and retail price realization rather than unconstrained catch expansion. Canned skipjack remains the category anchor, but pouches and prepared products will capture a rising share of incremental revenue.

The base-case forecast assumes healthy WCPO biomass, enforcement of Indian Ocean catch allocations and periodic raw-material price cycles rather than a structural supply contraction. A stronger certification and convenience scenario would lift premium product penetration and market value above the base trajectory; persistent climate disruption or tighter fishing controls would slow volume while supporting raw-material prices.

Winning companies will combine diversified ocean sourcing with auditable vessel-to-shelf data, flexible plants and packaging designed for lower material use. Retailers will favor suppliers capable of meeting FAD, bycatch, labor and chain-of-custody requirements at scale. Investment priorities through 2031 include digital traceability, automated trimming, recyclable retort formats, cold storage and consumer propositions that move tuna from pantry staple to complete meal solution.

Opportunities

- Mono-material recyclable tuna pouches
- MSC-certified and verified free-school product lines
- High-protein snacks and single-serve meal solutions
- Domestic branded demand in Southeast and South Asia
- Digital vessel-to-can traceability
- Valorization of tuna trimmings into pet food and marine ingredients

> This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.

© shev.io — All rights reserved.