



**Euromonitor
International**

Fish and Seafood in the US

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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

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Pulses gain momentum as economical, health-orientated options

Climate change creates production challenges

Weather conditions inform production and price volatility

WHAT'S NEXT?

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