



Fish and Seafood in the US

December 2025

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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

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

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Positive total volume sales growth amidst persistent challenges

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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?

Climate and trade dynamics to heavily inform supply

Health and demographic considerations

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