Plant Based Seafood Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Plant-Based & Alternative Proteins (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/plant-based-seafood-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 611.36 million
Projected Forecast (2031)	USD 611.36 million
Growth Rate (CAGR)	9.98 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Plant Based Seafood industry](images/chart_2.png)

![Plant Based Seafood Market Size](images/chart_3.png)

![Plant Based Seafood Market Share by Product Type, 2025](images/chart_4.png)

![Plant Based Seafood Market Share by Distribution Channel, 2025](images/chart_5.png)

![Plant Based Seafood Market Growth Rate by Region](images/chart_6.png)

![Plant Based Seafood Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 611.36 Million
|

Market Size (2031)
|

USD 983.65 Million
|

Growth Rate (2026 - 2031)
|

9.98 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Plant Based Seafood Market Analysis by Mordor Intelligence

The plant-based seafood market size is expected to grow from USD 568.34 million in 2025 to USD 611.36 million in 2026 and is forecast to reach USD 983.65 million by 2031 at 9.98% CAGR over 2026-2031. The plant-based seafood market is supported by flexitarian eating patterns, pressure on wild fish stocks, and ongoing work to improve texture and flavor. FAO reported in 2025 that 35.5% of assessed marine fish stocks were overfished, which keeps supply reliability and marine sustainability central to seafood purchasing decisions[1]Source: Food and Agriculture Organization, "FAO releases the most detailed global assessment of marine fish stocks to date", fao.org. Product developers are therefore focusing on familiar formats that can fit existing grocery, restaurant, and institutional purchasing systems. Health positioning also matters because products that can clearly communicate their nutritional profile may reach buyers who do not primarily choose food for environmental reasons. The plant-based seafood market can also gain from procurement standards in dining, health care, and education, where stable specifications and dependable supply can matter as much as consumer marketing.

Key Report Takeaways

* By product type, plant-based fish led with 53.67% of the plant-based seafood market share in 2025, while plant-based shrimp is forecast to grow at a 12.11% CAGR through 2031.

* By source, soy protein held 29.42% of revenue in 2025, while algae and seaweed recorded the highest projected CAGR at 11.78% through 2031.

* By distribution channel, off-trade held 74.71% of the plant-based seafood market share in 2025, while on-trade is forecast to advance at a 11.24% CAGR through 2031.

* By geography, North America held 37.51% of revenue in 2025, while Asia-Pacific is forecast to record a 12.45% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Plant Based Seafood Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Rising vegan and flexitarian consumer population

|

+2.8%
|

Global
|

Short term (≤ 2 years)
|

Growing concerns over overfishing and marine biodiversity loss

|

+2.1%
|

Global
|

Medium term (2-4 years)
|

Increasing demand for sustainable seafood alternatives

|

+1.7%
|

North America and Europe
|

Short term (≤ 2 years)
|

Health-driven preference for cholesterol-free and low-mercury products

|

+1.5%
|

Global
|

Medium term (2-4 years)
|

Government and institutional support for sustainable food systems

|

+1.2%
|

Asia-Pacific, North America, and Europe
|

Long term (≥ 4 years)
|

Rising awareness of seafood contamination and food safety risks

|

+0.9%
|

Global
|

Medium term (2-4 years)
|

Source: Mordor Intelligence
|
Competitive Landscape

Competitive Landscape

The plant-based seafood market remains fragmented, with no single company able to set category pricing. Competition includes seafood-alternative brands, ingredient suppliers, and technology developers across the value chain. Some companies focus on specific alternatives, such as tuna, shrimp, scallop, salmon, or crab, while others develop platforms for multiple seafood formats. This structure creates opportunities for specialists but can constrain smaller companies as they manage funding, ingredient procurement, production capacity, and distribution. Product quality, supply reliability, and distribution access therefore matter more than broad brand recognition.

Technology remains a key differentiator because seafood products require specific textures, aromas, colors, moisture levels, and cooking behavior. Whole-cut formats need more structure than breaded or minced formats, raising the technical barrier for new entrants. Research on microalgae and mung bean systems shows the formulation control needed to optimize texture for seafood analogues. FDA’s March 2025 no-questions letter for a soy leghemoglobin preparation provides an example of regulatory progress for ingredient systems used in plant-based fish alternatives. FDA’s January 2025 draft labeling guidance provides a clearer basis for communicating the plant-based nature of products, giving developers a clearer reference point for package language and product naming

The strongest opportunities remain in products that do not yet fully meet consumer or professional kitchen needs. Premium salmon fillets, formed shrimp, crab products, and foodservice-ready formats need better texture and preparation performance. Companies that reduce manufacturing costs while maintaining quality can address the category’s main commercial constraint. The market can also benefit from algae-based ingredients that support substantiated nutrition and sustainability claims, provided they deliver a reliable eating experience and meet channel cost and preparation requirements. Companies will build stronger positions through clear product focus, dependable supply, and channel-specific execution across packaging, order quantities, storage, cooking parameters, menu applications, and buyer support.

Plant Based Seafood Industry Leaders

*

Gathered Foods Corporation (Good Catch)

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Ocean Hugger Foods, Inc.

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New Wave Foods, Inc.

*

Sophie's Kitchen, Inc.

*

The Plant Based Seafood Co.

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Plant Based Seafood Market Report Scope

A plant-based seafood product is a food made entirely from plant-derived ingredients that is designed to replicate the taste, texture, appearance, aroma, and culinary functionality of conventional seafood such as fish, shrimp, crab, tuna, salmon, squid, or other marine products. the plant based seafood market is segmented into product type, source, distribution channel and geography. Based on product type, the market is segmented into plant-based fish, shrimp, crab, tuna, salmon, and other product types. Based on source, the market is segmented into soy protein, pea protein, wheat protein, algae & seaweed, and others. Based on the distribution channel, the market is segmented into off-trade and on-trade. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle-East and Africa. For each segment, the market sizing and forecasting have been done in value terms (USD million).

By Product Type

Plant-Based Fish
|

Plant-Based Shrimp
|

Plant-Based Crab
|

Plant-Based Tuna
|

Plant-Based Salmon
|

Other Product Types
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
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Mexico
|

|

Rest of North America
|

Europe
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Germany
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United Kingdom
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Italy
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France
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Spain
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Netherlands
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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Australia
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Indonesia
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Rest of Asia-Pacific
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South America
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Brazil
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Argentina
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Rest of South America
|

Middle East and Africa
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South Africa
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|

Saudi Arabia
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|

United Arab Emirates
|

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Rest of Middle East and Africa

Frequently Asked Questions

What is driving growth in plant-based seafood?

The category is forecast to grow at a 9.98% CAGR from 2026 to 2031.

How large is the plant-based seafood category?

It is estimated at USD 611.36 million in 2026 and is forecast to reach USD 983.65 million by 2031.

Which plant-based seafood product leads sales?

Plant-based fish led product revenue with 53.67% in 2025, helped by familiar formats such as fillets, fish sticks, and burgers.

Which ingredient source is growing fastest for seafood alternatives?

Algae and seaweed are forecast to grow at an 11.78% CAGR through 2031 because they can support texture, color, flavor, and nutrition design.

Why are prices still high for plant-based seafood products?

Specialty ingredients, extrusion equipment, flavor inputs, and limited production scale can keep costs above conventional seafood.