

Fish marketing is an important economic activity in tropical regions because fish provide food, employment, and income for millions of people. Tropical countries have rich marine and inland water resources, making fishing and fish trading major industries. Fish are sold through local markets, wholesalers, retailers, processing



factories, and export companies. Efficient marketing ensures that fresh fish reach consumers quickly while maintaining good quality.

The marketing process begins when fish are caught by fishermen or harvested from fish

farms. After landing, the fish are sorted according to species, size, and quality. They are then preserved using ice, refrigeration, smoking, drying, salting, or freezing to reduce spoilage. Traders transport the fish to urban markets, supermarkets, hotels, restaurants, and export terminals. Good roads, cold storage facilities, and reliable transport systems are essential for successful fish marketing in tropical regions, where high temperatures can cause rapid spoilage.



Many tropical countries export fish and seafood products to international markets, earning valuable foreign exchange. Common exported products include tuna, shrimp, prawns, tilapia, lobster, and sardines. However, fish marketing faces several challenges, including poor transport infrastructure, inadequate cold



storage, fluctuating market prices, overfishing, and post-harvest losses. Governments and private organizations help improve the sector by investing in modern fishing ports, fish processing plants, and quality control systems. Some of the major fish landing and marketing ports in the tropics include Tema Fishing Harbour in Ghana, Mombasa Port in Kenya, Dar es Salaam Port in Tanzania, Lagos Fishing Harbour in Nigeria, Chittagong Port in



Bangladesh, Kochi Fishing Harbour in India, Bitung Fishing Port in Indonesia, and General Santos Fish Port in the Philippines. These ports serve as important centres for fish landing, processing, storage, and export. In conclusion, fish marketing in the tropics plays

a vital role in ensuring food security, creating employment, and supporting national economies. Improving infrastructure, storage, transportation, and sustainable fishing practices will strengthen the industry and increase the benefits it provides to tropical communities.