

Understanding the European market for eco-certified fish

Demand for eco-certified fish in the European market is increasing, mostly because of growing consumer awareness.

The fastest-growing markets are in Northwestern Europe.

Between 2019 and 2020, the supply of MSC-certified seafood increased by 6%.

Retailers are the most important segment of the European seafood market.

These are some of the largest retailers in Europe that are MSC global partners.

In Southern Europe, the demand for certified sustainable seafood is rising, leading to a remarkable 31% increase in the supply of MSC-certified products, the highest growth rate in Europe between 2019 and 2020.

Aldi

Eroski

Carrefour

IKEA

McDonald's

Walmart

Hilton

Lidl

Tesco

Kaufland