Seafood consumers put sustainability before price and brand

New global independent research has found that sustainability is a key driver for seafood purchase. Across 21 countries overall, sustainability is rated more highly than price and brand. This is in contrast to purchasing motivations among shoppers of other fast moving consumer goods (FMCGs), where price and brand typically outrank sustainability in driving purchase decisions.

- **68%** of seafood consumers believe NGOs are contributing very well to protecting the oceans.
- **37%** of all consumers said that they have seen the blue MSC label.
- **41%** of 18 to 34 year olds recall seeing the blue MSC label, compared to **30%** of their older respondents.
- **85%** of households purchasing seafood regularly.
- **81%** rate the MSC highly for helping to recognise and reward sustainable fishing.
- **81%** rate the MSC highly for encouraging people to shop more sustainably.
- **86%** of consumers who have seen the label say they trust it and are positive about the organisation’s impact.
- **66%** of those who have seen the blue MSC label, more than six in ten are likely to recommend it to people they know.
- **62%** saying that they have more trust and confidence in brands which use ecolabels.
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**About the survey**

This year’s survey uses the latest methodologies, sampling and question wording, developed by independent research and strategy consultancy, GlobeScan. It adds to the growing evidence that ocean sustainability is a topic with global relevance and ranks high in seafood purchase decisions.

The survey was carried out between January and February 2016 using large and reliable national consumer research online panels to recruit respondents, with a minimum of 600 seafood consumers surveyed per country.

Consumers in Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, Netherlands, Norway, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, UK and USA took part. China was surveyed for the first time this year.

The main sample of fish and seafood consumers comprised a total of 16,876 consumers who said they or someone in their household had purchased fish or seafood in the last two months, out of a total sample size of 21,877.

The figures were weighted to be nationally representative by gender, age, region and education.

**About the Marine Stewardship Council (MSC)**

The Marine Stewardship Council (MSC) is an international non-profit organization. Our vision is for the world’s oceans to be teeming with life, and seafood supplies safeguarded for this and future generations.

Our blue MSC label and certification program recognizes and rewards sustainable fishing practices and is helping create a more sustainable seafood market.