Understanding of MSC label, %

40% of seafood consumers believe NGOs are contributing very well to protecting the oceans

National governments, large companies, media and retailers ranked as least effective

82% rate the MSC highly for helping to recognise and reward sustainable fishing

83% agree that the MSC label helps to identify sustainable seafood quickly and easily

As the world's most recognised seafood labelling and certification program, consumers are positive that the MSC, and the thousands of organisations committed to using the blue MSC label, are contributing to the health of the world's oceans.

When asked which institutions they believed were contributing the most to protecting the oceans, respondents ranked NGOs and scientific organisations highest

12% of the world's wild-caught seafood comes from MSC-certified fisheries

37% of seafood consumers understand what the blue MSC label means (up from 32% in 2016)

Understanding of the blue MSC label has increased on average since 2016

49% of 18-34 year olds recall seeing the blue MSC label, compared to 37% of those aged 55+

68% of those who have seen the blue MSC label are likely to recommend it to people they know (up from 64% in 2016)

+62% of MSC aware consumers agree that the blue MSC label can be found on seafood at a wide range of prices

The findings of a 2018 study from leading research agency GlobeScan show that seafood consumers are increasingly demanding independent verification of sustainability claims.

37% of seafood consumers believe scientific organisations are contributing very well to protecting the oceans

22 countries are represented in one of the largest ever global studies of seafood shopping habits

Independent labelling increases brand trust

NGOs and scientists are seen to contribute most to ocean protection

Demand for independent labelling of seafood is increasing globally

72% of those surveyed said there is a need for brands and supermarkets to independently verify their claims about sustainability (up from 68% in 2016)

70% of seafood consumers say they'd like to hear more from companies about the sustainability of their seafood products

83% of seafood consumers agree that we need to protect seafood supplies for future generations

Over 25,000 consumers (18,909 seafood consumers) in 22 countries took part in the research, which ensured a statistically representative sample in each country.

About the survey

The Marine Stewardship Council has partnered with GlobeScan to conduct a global research study into consumer perceptions. This online quantitative study tracks a similar study in 2016. 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 conducted online using large and reliable national consumer research panels to recruit respondents in each country. Fieldwork was staggered by market and conducted between 12th January and 10th March 2018.

Consumers in Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, The Netherlands, New Zealand, 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 18,909 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 25,810.

For global results, each country is weighted equally, regardless of sample size.

About the Marine Stewardship Council (MSC)

The Marine Stewardship Council is an international non-profit organisation. We recognise and reward efforts to protect oceans and safeguard seafood supplies for the future. We want future generations to be able to enjoy seafood and oceans full of life, forever.

Find out more at msc.org.

Please note that this report does not include New Zealand data; the reason for this is to ensure comparability with the 21 markets included in the research in 2016.

85% of households purchased seafood regularly in the past two months

70% of seafood consumers said people should be prepared to switch to more sustainable seafood (up from 68% in 2016)

72% of seafood consumers agree that in order to save the ocean, we have to consume seafood only from sustainable sources

Sustainability influences actions of consumers of all ages

40% of those surveyed said they are more likely to buy seafood that has been independently verified to be sustainable

37% of those surveyed said they are more likely to buy seafood that has been independently verified to be sustainable

74% of seafood consumers said they would be influenced to purchase seafood that is independent of the product

82% believe that independently verified seafood is of higher quality

83% believe that independently verified seafood is of higher quality

About the research: The Marine Stewardship Council (MSC) is an international non-profit organisation that promotes sustainable fishing standards and practices. MSC certifies fish and seafood products from sustainable fishing operations. MSC is an independently run programme. A world where people can continue to enjoy seafood and have healthy oceans.

GlobeScan is an independent market research consultancy that provides research and insights to leaders across a variety of industries. GlobeScan has been delivering successful studies for over 30 years and is a long-time partner of the MSC.