



DEMAND FOR INDEPENDENT LABELLING OF SEAFOOD IS INCREASING GLOBALLY

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



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

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.

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

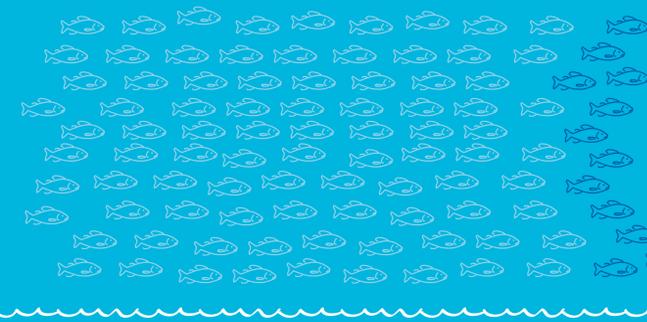


INDEPENDENT LABELLING INCREASES BRAND TRUST

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)

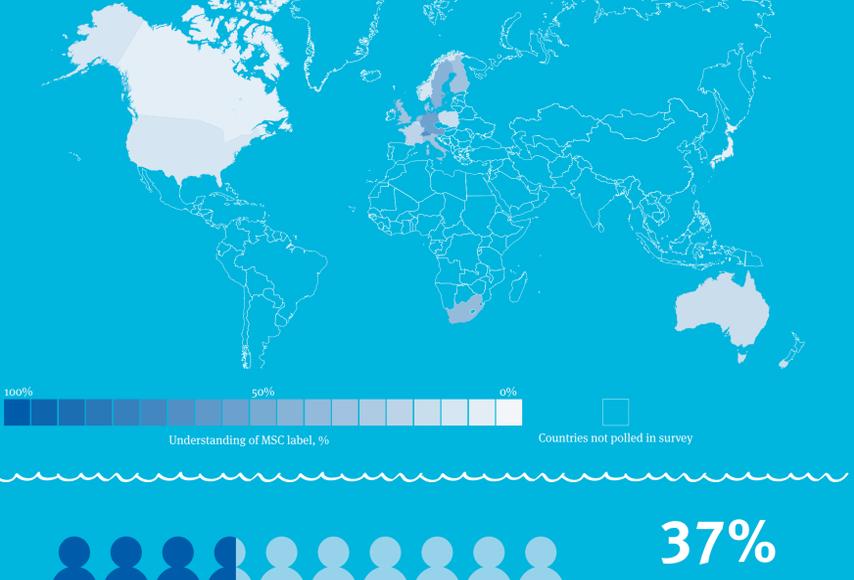


70% of seafood consumers say they'd like to hear more from companies about the sustainability of their seafood products



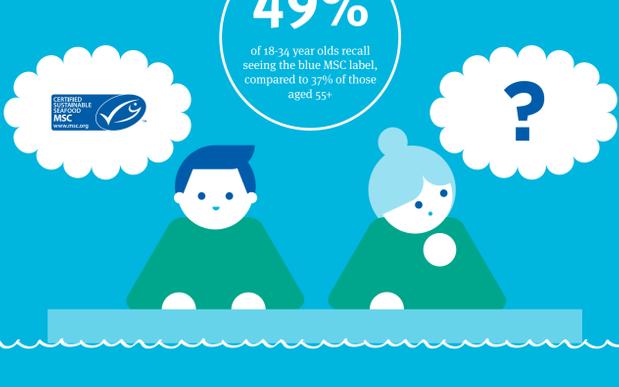
12% of the world's wild-caught seafood comes from MSC-certified fisheries

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



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

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



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

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

SUSTAINABILITY INFLUENCES ACTIONS OF CONSUMERS OF ALL AGES



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

NGOS AND SCIENTISTS ARE SEEN TO CONTRIBUTE MOST TO OCEAN PROTECTION

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

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

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

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

74% of people who love seafood and have seen the MSC label have a high level of trust in MSC claims



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



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.