Global consumers are increasingly concerned about the impact of pollution and climate change on the world’s oceans. Ocean health and the decline of fish populations is ranked as global seafood consumers’ fifth highest environmental concern. However, the picture is markedly different by market: in Spain, Sweden and France, the health of the oceans is the second most concerning issue.

Choosing sustainably sourced seafood has risen in importance as a purchase motivator to seafood shoppers since 2018. Trust in the MSC label is high and has increased since 2018, with 76% of global consumers reporting that they trust MSC claims. MSC awareness continues to grow among global seafood consumers, with 65% believing that in order to protect the ocean, we have to consume fish and shellfish only from certified sustainable fisheries.

**Motivators when purchasing fish & seafood**

<table>
<thead>
<tr>
<th>Relative importance scores</th>
<th>Fresh</th>
<th>Safe to eat</th>
<th>Good for my health/my family</th>
<th>Taste</th>
<th>Price</th>
<th>MSC</th>
<th>Knowing where a product originally comes from</th>
<th>A type of fish I’ve always eaten</th>
<th>Easy to cook</th>
<th>Dolphin/turtle friendly</th>
<th>Fairly traded</th>
<th>Cautiously marked independently certified/verified</th>
<th>Sourced locally</th>
<th>Processed/brand</th>
<th>Fishing method</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.5</td>
<td>6.3</td>
<td>6.2</td>
<td>5.5</td>
<td>5.1</td>
<td>5.0</td>
<td>4.1</td>
<td>4.0</td>
<td>3.8</td>
<td>2.6</td>
<td>2.2</td>
<td>1.2</td>
<td>1.0</td>
<td>1.0</td>
<td>0.8</td>
<td>0.7</td>
</tr>
</tbody>
</table>

**Frequency of seeing the MSC blue fish label**

- Total seafood customers: 54%
- Conscious consumers: 68%
- Younger consumers: 57%
- Seafood consumers who care about the planet alongside a love of shopping. When purchasing seafood, they value sustainability highly and prefer buying certified products.

**Trust in the MSC label is high and has increased since 2018, with 76% of global consumers reporting that they trust MSC claims.**

**Most concerning environmental threats for seafood consumers.**

- Climate change: 54%
- Pollution & waste damaging rivers & streams: 41%
- Extreme weather events / changing weather patterns: 38%
- Air pollution: 30%
- Loss/destruction of rare forests: 35%
- Health of oceans and decline in fish populations: 35%
- Loss of animal species: 32%
- Loss of wilderness / urban sprawl: 18%

**Most concerning environmental threats for seafood consumers.**

Global consumers are increasingly concerned about the impact of pollution and climate change on the world’s oceans. Ocean health and the decline of fish populations is ranked as global seafood consumers’ fifth highest environmental concern. However, the picture is markedly different by market: in Spain, Sweden and France, the health of the oceans is the second most concerning issue.

The survey revealed that younger generations are most likely to have taken action in the past year to protect seafood for the future. The average scores for 2018 vs. 2020:

- 10%: High trust
- 14%: Moderate trust
- 6%: Little trust / Don’t know
- 76%: Don’t know

**58% of MSC-aware consumers would recommend MSC-certified products to people they know.**