



2020 GLOBAL SEAFOOD CONSUMER SURVEY: THE KEY FACTS

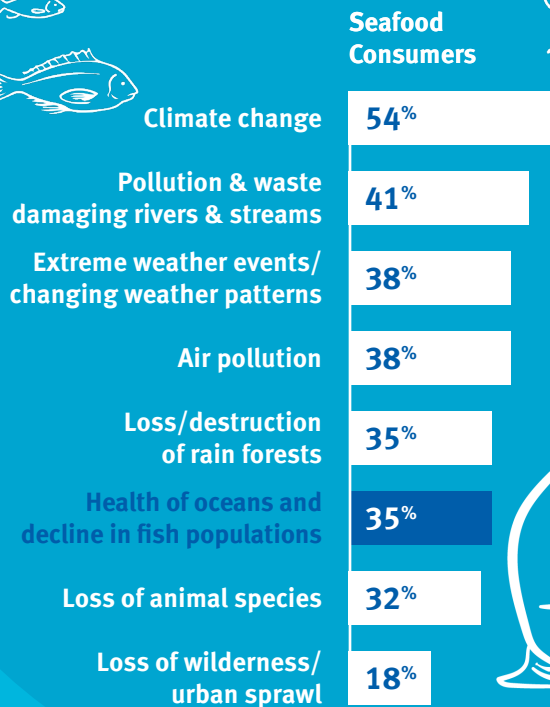


Global consumers are increasingly concerned about the impact of pollution and climate change on the world's oceans.

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.



MOST CONCERNING ENVIRONMENTAL THREATS FOR SEAFOOD CONSUMERS.



The top action seafood consumers are willing to take to help the ocean is switching to a different brand or product.

71%

of seafood consumers believe retailers' and brands' claims about sustainability and the environment need to be clearly labeled by an independent organization



56%

of global seafood consumers are willing to pay more for seafood from a certified sustainable fishery



65%

believe that in order to protect the ocean, we have to consume fish and shellfish only from sustainable sources



MOTIVATORS WHEN PURCHASING FISH & SEAFOOD



Choosing sustainably sourced seafood has risen in importance as a purchase motivator to seafood shoppers since 2018

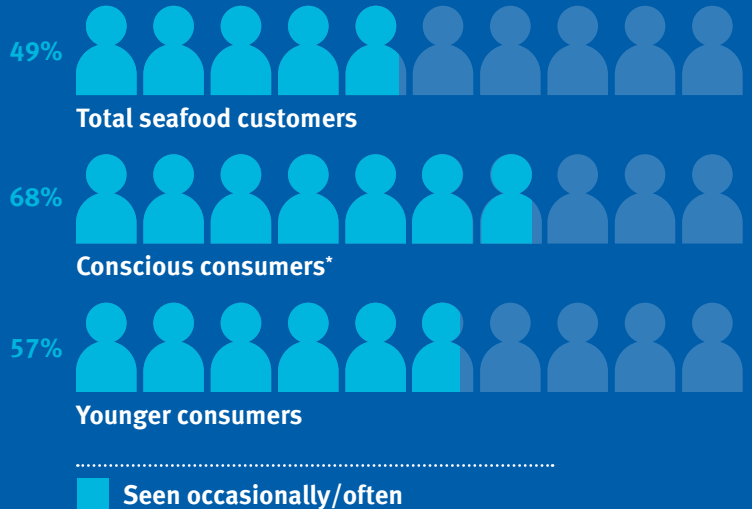


MSC awareness continues to grow among global seafood consumers

Recognition is particularly high among the **conscious consumer*** (68%) and **younger consumers aged 18-34** (57%).



FREQUENCY OF SEEING THE MSC BLUE FISH LABEL



The survey revealed that younger generations are most likely to have taken action in the past year to protect seafood for the future.



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



*The averages shown for 2018 are for 21 markets



56% of MSC-aware consumers would recommend MSC-certified products to people they know