

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.



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

MOST CONCERNING
ENVIRONMENTAL THREATS FOR
SEAFOOD CONSUMERS.

Climate change

Pollution & waste damaging rivers & streams

Extreme weather events/ changing weather patterns

Air pollution

Loss/destruction of rain forests

Health of oceans and decline in fish populations

Loss of animal species

Loss of wilderness/ urban sprawl

Seafood Consumers	
54%	
41 %	
38 %	
38 %	
35%	
35%	
32%	
18 %	She-

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

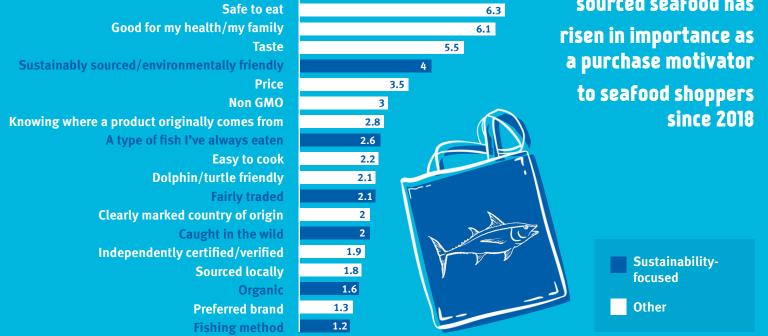
MOTIVATORS WHEN PURCHASING FISH & SEAFOOD

Relative importance scores

Fresh

6.5

Choosing sustainably sourced seafood has



MSC awareness continues to grow among global seafood consumers



10%

14%

2020

14[%]

17%

69%

018

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

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

High	Moderate	Little trust/
trust	trust	Don't know

O MSCecolabel

FREQUENCY OF SEEING THE MSC BLUE FISH LABEL



Seen occasionally/often



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

www.msc.org/for-business/use-the-blue-msc-label

The Marine Stewardship Council (MSC) is a global, science-based nonprofit on a mission to end overfishing. This survey was conducted by independent research and strategy consultancy, GlobeScan, on behalf of the MSC. Fieldwork was conducted in February and March, 2020 (before mainstream effects of Covid 19)