



Marine
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Whitefish Market Analysis 2025: Denmark

Market Analysis: Danish whitefish

WHITEFISH HAS ALWAYS BEEN an important part of Danish cuisine, with dishes like stjerneskud, which both include steamed and breaded and fried filets of plaice, or the traditional new years cod. On the less elegant, but no less delicious end of the scale one finds products like fish cakes and canned roe.

From April 2024 to March 2025 6.639 tons of MSC labelled whitefish products were sold in Denmark. This is an increase of 22% from last years. This growth in volume of MSC labelled whitefish sold in Denmark is primarily driven by a growth in products with mixed species. These are products that contain more than one species, where one of them is a whitefish species. This could be a fish cake with a mix of farmed (ASC certified) salmon and a whitefish like cod, roe products or a piece of frozen, breaded fish made up of one or more whiteish species.

Sales of MSC labelled cod products has been in decline for several years, primarily due to the loss of MSC certification of North Sea cod, but also supply challenges and lower quotas on cod from Norwegian waters.

Sales of MSC labelled plaice have remained fairly constant in past years.

When we look at product categories, almost 63% of MSC labelled whitefish sold in Denmark is frozen. 18% is chilled and 11% is canned or preserved.

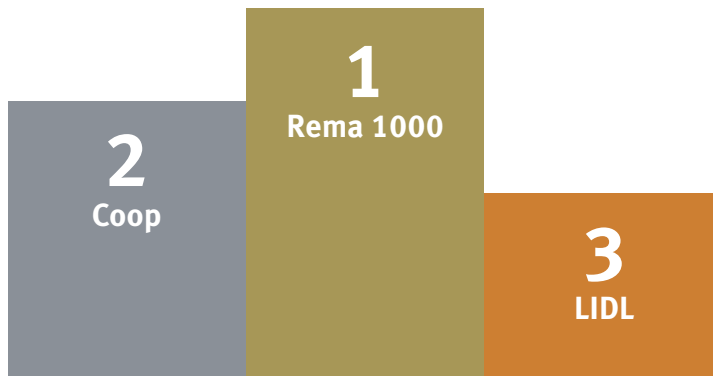
The frozen category is dominated by breaded, mixed whitefish convenience products. The sale of low price, breaded fish products have increased dramatically in recent years, especially the breaded fish products that imitate the look of fish filets. These particular products have seen media scrutiny but have proven immensely popular with consumers. It shows a general trend of low price, non species-specific fish products increasing in popularity. Likely due to the lower cost.

The consumer behavioral trend seems to be an increased preference for buying ready-made products, while many avoid products that require handling and preparing raw whitefish oneself. Additionally, there seems to be less species-specific preference when buying whitefish, possibly due to a lack of knowledge about species. ●



Market Data: Danish whitefish

Top three Danish retailers by volume sold



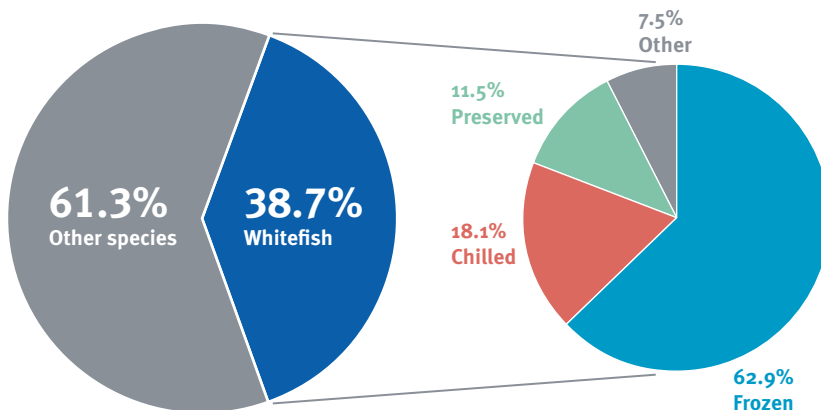
78%

of global whitefish catch is MSC certified

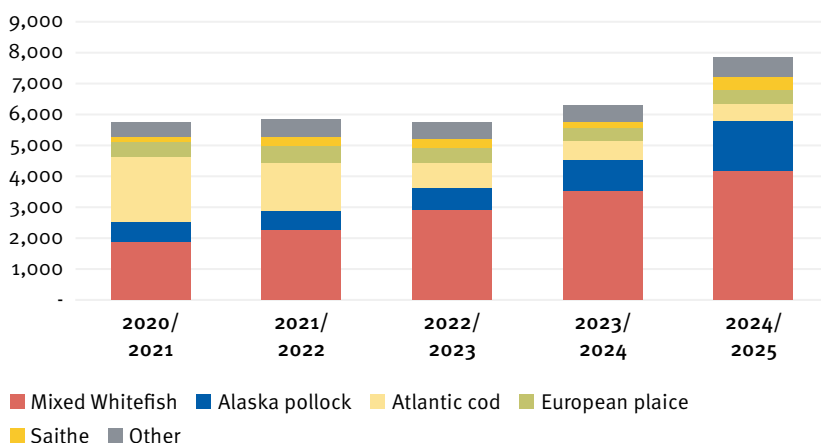
6 million+

metric tonnes of certified whitefish is in the MSC program

Volume of MSC labelled whitefish sold in Denmark by product category



MSC labelled whitefish sold in Denmark by volume (metric tonnes) and species





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Find out more: <https://www.msc.org/species/whitefish-yearbook>

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All data in this report is correct as of 30 June 2025 unless otherwise stated. Forecast data included in 2024/2025.
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