

WHITEFISH MARKET ANALYSIS 2026: CZECHIA



MARKET ANALYSIS CZECHIA

THE WHITEFISH MARKET IN CZECHIA IS LEADING IN CENTRAL EUROPE REGION and strategically important within Czech seafood consumption. Seafood consumption in Czechia was 5.6 kg per capita in 2023, and Alaska pollock was one of the three most-consumed seafood species in Czechia. The rough estimation for the whitefish consumption in Czechia is over 20 000 tons annually with the majority of Alaska pollock. The key point is that Czech demand for whitefish is almost entirely import-driven. Domestic fish production is overwhelmingly freshwater aquaculture, particularly carp, while marine whitefish enters through imports of frozen fillets, blocks, portions and processed products. Frozen fish fillets are among the main products sold by the Czech fish-processing industry.

When it comes to MSC-labelled whitefish products- the volume of 6 650 tons constitutes almost 25% of all MSC-labelled seafood products on the Czech market in

2025/26. The volume of MSC-labelled whitefish has been steadily growing for the last 3 years by around 20-25 % year to year. The vast majority of the volume for 2025/26 are frozen products (80,6%), mostly frozen prepared, like fish fillets. Surimi (6,9%) is the second biggest category of products. While third is food to go (4,9%) and then chilled (4,6%).

When it comes to species - the vast majority is MSC pollock (over 70%), second biggest species category is mixed - 18% and third specie is hake (8%).

Among brands, two are the leading in the country: NOWACO and Lidl, which together cover 48% of all MSC-labelled whitefish products in Czechia. Also, important players in MSC- labelled products on the market among brands are FRoSTA, Mylord, and Iglo. In 2025/26 there has been almost 300 MSC-labelled whitefish products available in the Czech market.



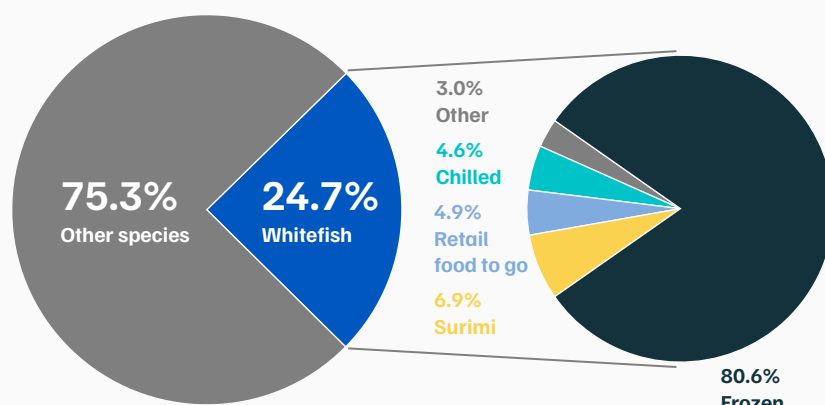
MARKET DATA CZECHIA

Championing Sustainable Whitefish: NOWACO.

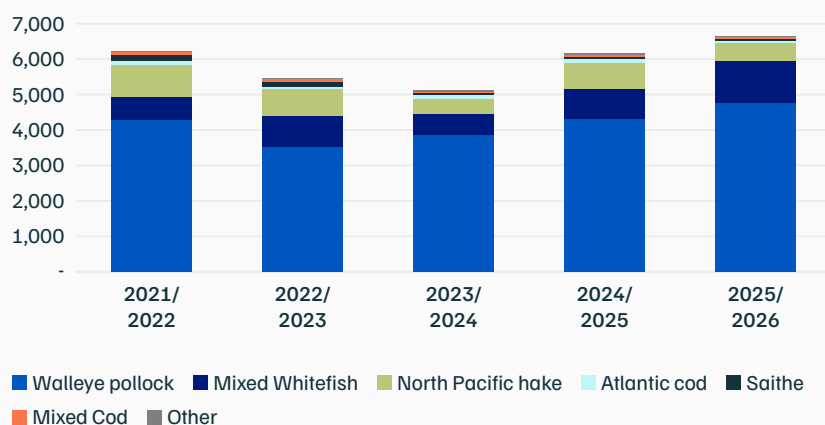


NOWACO is a well-established seafood brand in the Czech Republic, particularly known for its frozen fish products. brand offers a broad range of fish products including fish fillets, fish fingers and breaded fish making the brand a significant player in the Czech market. The portfolio of MSC- labelled products offers frozen products mostly from pollock but also fillets from hake and mixed whitefish category.

Volume of MSC labelled whitefish sold in Czechia by product category



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



Find out more

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

Contact us

info@msc.org



@MSCecolabel



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