

WHITEFISH MARKET ANALYSIS 2026: FINLAND



THE BACKBONE OF MSC LABELLED SEAFOOD IN FINLAND

THE WHITEFISH CATEGORY IS ONE WITH THE LONGEST HISTORY of MSC products in the country, and different whitefish products carrying the blue MSC label are available in all supermarkets countrywide. Therefore, it doesn't come as a surprise that products such as fish fingers that are made from different whitefish species have for a long time been a steady favourite amongst Finnish consumers both young and old. Between April 2025 and March 2026, consumers in Finland purchased over 4800 tons of MSC certified whitefish products, accounting for nearly 35% of the volume of all MSC certified seafood purchases in the country.

The whitefish market has remained relatively stable in the past years and with food price inflation having increased the cost of seafood products, many shoppers have been switching to cheaper alternatives. Alaska pollock has further strengthened its position and now rises to over 60% share of the market. Saithe remains a prominent option whilst the volume for Atlantic cod reduces further amidst challenges of higher prices and

reduced availability. Other species, such as ling and hake, often also used in mixed whitefish products can be seen to be moving into the market.

Out of brand owners, many have committed to 100 % MSC in whitefish. Findus continues to be the clear leader of the category with a MSC certified volume of 1647 tons – nearly 34 % of the total market volume. In the retailer own brands, Kesko is a clear leader with nearly 942 tons. Ready meal category, led by Kokkikartano and Atria, holds its share at 14% as surimi slowly inches it to the market (2.4%) and petfood starts to emerge as international partners such as Nestle Purina enter the market with its first MSC certified whitefish products.

Majority of certified whitefish sales on the market still remain in the frozen fish category (74%) and with many steady commitments to certified whitefish supported by new entries, the Finnish whitefish market is expected to continue to develop further in the years to come.



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Championing Sustainable Whitefish: Findus

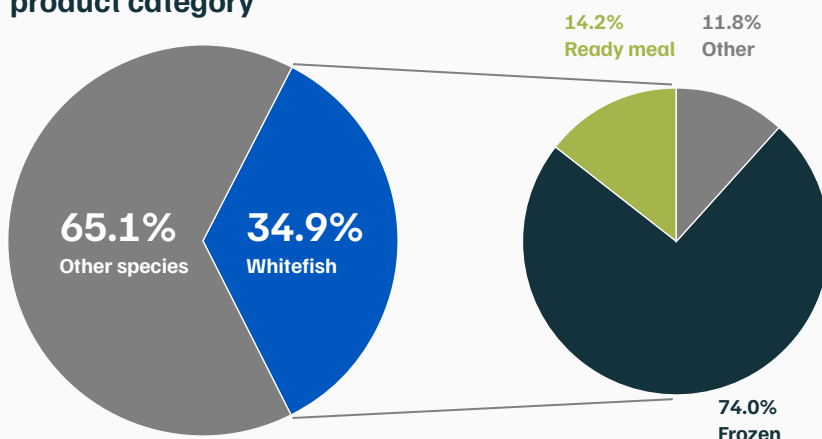


Findus is the clear market leader in MSC certified whitefish in Finland. Findus achieved 100 % MSC in wild caught products in both its retail and foodservice selection already in 2019 and has maintained the commitment ever since. A firm favourite among the Finnish consumers, Findus Kullanrapeat Kalafileet was crowned as the Best MSC Product in Finland in 2024.

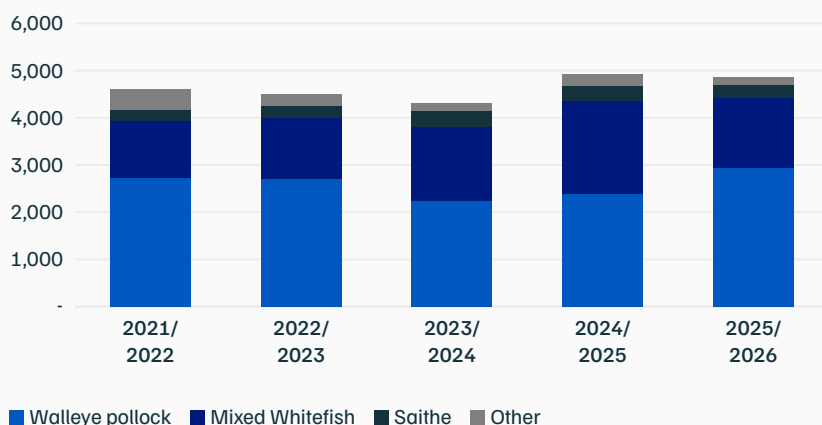
“Our goal is always to help consumers choose healthier and more nutritious meals and eat more quality fish and seafood. In turn, our long relationship with MSC and our 100% certified product range means that as we achieve our goals, people are eating more and more sustainably caught MSC certified fish.”

Stefanie Paasu, CEO,
Findus Finland Oy

Volume of MSC labelled whitefish sold in Finland by product category



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



Find out more

<https://www.msc.org/fi/lajit/valkoiset-kalat>

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