

WHITEFISH MARKET ANALYSIS 2026: FRANCE



MARKET ANALYSIS: FRENCH WHITEFISH

IN FRANCE, THE AVERAGE ANNUAL CONSUMPTION of seafood products is 30.8kg/year/capita¹. The main species of white fish consumed are Alaska pollock, cod, hake and saithe², which are found in the fresh and frozen, raw or processed product categories.

MSC-labelled white fish products have been available on the French market for several years thanks to the growing commitment of many processing and distribution companies. In 2025/2026, more than 118 539 tonnes of MSC-labelled white fish products were sold in France, representing 68.9% of the total volume of MSC-labelled products.

The main species of white fish (excluding 'mixed' fish, which is mainly used to make surimi) sold under the MSC label are Alaska pollock, Atlantic cod and sole. Other species such as hake, golden redfish and haddock are also available on the French market. Alaska pollock accounts for 45.1% of MSC-labelled white fish volumes, Atlantic cod for 13.9% and sole for 4.7%.

In terms of product categories, 48.2% of MSC-labelled white fish products are frozen, mainly Alaska pollock for raw products, breaded or in sauce. Surimi products account for 14% of white fish product volumes in 2025/2026, supported by retailers over the years. The fresh product category, particularly fresh packaged, breaded and processed products, accounts for 22.4% of volumes marketed, representing an increase of almost 30% over the last five years, with cod, Alaska pollock and sole products leading the way.

The market for MSC-labelled white fish products has grown significantly, with key players in the seafood

industry such as Findus, and Cité Marine, as well as retailers LIDL, E.Leclerc, Carrefour and Aldi offering their own branded products. Other retailers such as Intermarché, Système U, Picard and Grand Frais are also involved in developing a range of MSC-labelled sustainable white fish products. In the catering sector, McDonald's, Burger King, Flunch, Quick, KFC and Ikea have been offering MSC-labelled products on their menus for several years now.

In total, there are more than 1,270 MSC-certified whitefish products offered by over 100 brands.

In France, the market for MSC-certified whitefish is significant, with a wide range of MSC products expected to see steady growth in the coming years, driven by all players in the French retail sector and seafood brands committed to certified fishing.

The pet food category is supporting this growth. Nestlé Purina PetCare, an MSC partner, has launched more than 100 MSC-certified products across Europe as part of its "Gourmet Perle" line³. The use of offcuts and trimmings reduces waste and adds value to certified fisheries.

However, given the volumes and variety of species available from MSC-certified fisheries, partners must continue their efforts to meet consumer demand for sustainable seafood and support committed fisheries. For this reason, it is essential to diversify their offering by promoting MSC-certified species such as hake and haddock.

1. FranceAgriMer Kantar Worldpanel – 2024

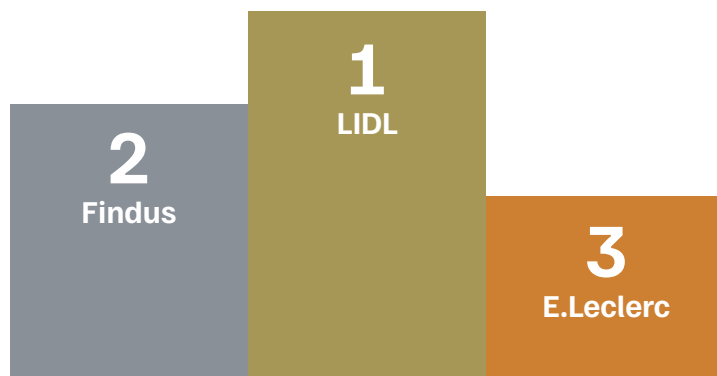
2. FranceAgriMer Kantar Worldpanel – 2024

3. MSC Annual report – 2025/2026

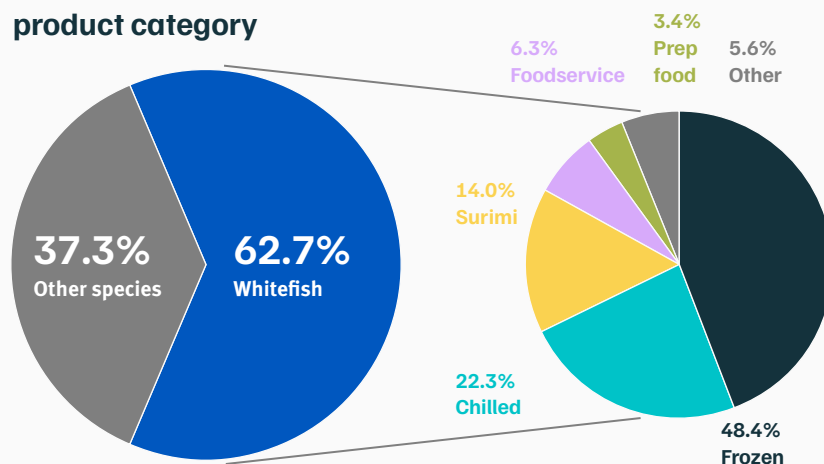


MARKET DATA: FRENCH WHITEFISH

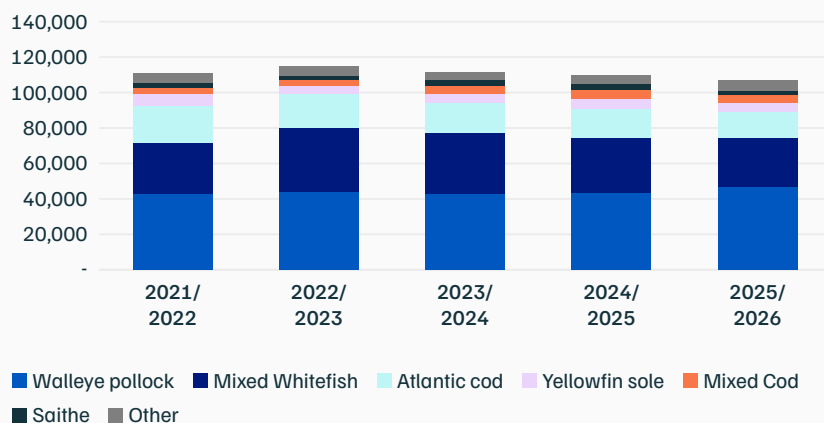
Top three French brands by volume sold



Volume of MSC labelled whitefish sold in France by product category



MSC labelled whitefish sold in France by volume and species



Find out more:
www.msc.org/fr

Contact us:
info@msc.org



@mscpechedurable



@mscpechedurable



/marine-stewardship-council

All images copyright of the MSC unless otherwise stated. Cover with Cod and Saithe: Shutterstock.
All data in this report is correct as of 6 August 2026 unless otherwise stated.
Registered Charity number: 1066806.
Registered Company number: 3322023.
© Marine Stewardship Council 2026

