Marine Stewardship Council

WHITEFISH MARKET ANALYSIS 2026: GERMANY



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GERMANY CONTINUES TO BE THE KEY MARKET FOR MSC-LABELLED WHITEFISH PRODUCTS, a leadership role with now 20 years tradition. Especially frozen products such as fish sticks and coated fish ready meals are household staples and often the first seafood consumption experience that children have. These products provide the MSC ecolabel with visibility across millions of households in a market that is otherwise not particularly seafood focused.

Annual per capita consumption of seafood has recently increased to 13.9 kg (up from 12.3 kg in 2024). Alaska pollock, the dominant whitefish species in the German market, accounts for 18.5% of consumption, just behind salmon with 19.3%, and a good way ahead of tuna, which ranks third at about 13.9%[1]. With most salmon coming from aquaculture, Alaska pollock can thus be considered the most popular German wild -caught fish species.

In terms of MSC-labelled species groups, whitefish remains by far the most important, representing around 44% of the total German market. After a spike in MSC-labelled whitefish consumption during the covid pandemic, a correction to around 136.000 metric tonnes followed. In 2024-2026, that number has again risen to and steadied at above 140.000mt.

After significant price increases in 2022 and 2023, the fish price index remained largely stable in 2024 and 2025. In 2025, it stood at 130.2 points (2020 = 100), while the overall food price index reached 135.9 points. In the first half of 2026, the fish price index rose to 133.3 points, still increasing less sharply than the overall food price index, which reached 137.7 points[2]. So, while fish has become more expensive, it has contributed less to overall food price inflation than other product groups.

Commitment to the MSC ecolabel on seafood products remains extremely strong in Germany, regardless of market fluctuations. Key brands such as iglo and FRoSTA but also leading retailers such as EDEKA, REWE, LIDL, ALDI, and Kaufland recognise the importance of clearly labelling their whitefish products and supporting MSC's efforts to engage with consumers on ecologically sustainable seafood consumption.

1. FIZ (2026): Deutschlands Appetit auf Fisch wächst - FIZ

2. ibid.



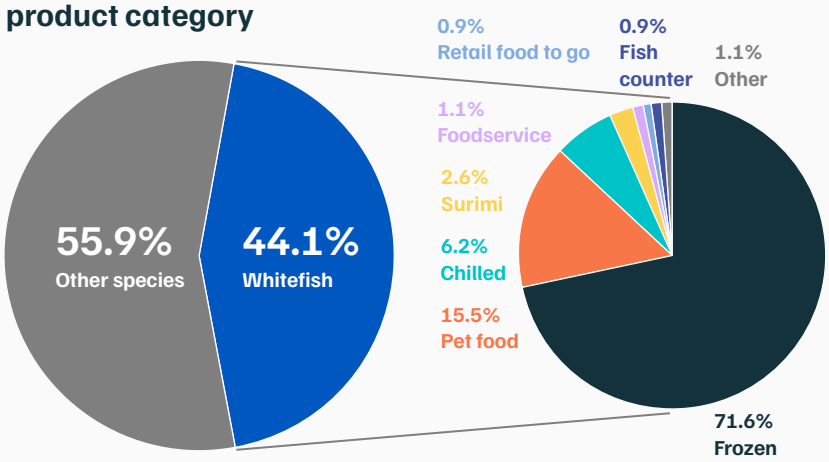
WHITEFISH MARKET DATA: GERMANY

Top five German brands by volume sold*

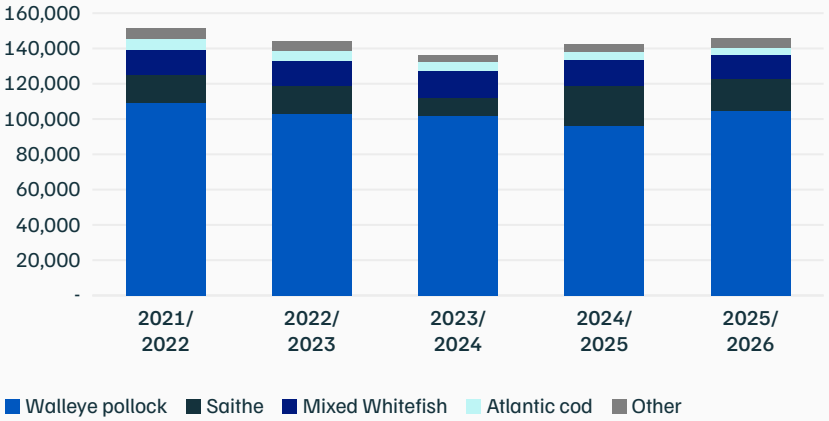
	Rank by volume 2026
Iglo	1
Frosta	2
Popp Feinkost	3
Vici	4
Nordsee	5

*Leaderboard doesn't capture retailers or foodservice brands

Volume of MSC labelled whitefish sold in Germany by product category



MSC labelled whitefish sold in Germany by volume and species



Marine Stewardship Council



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