Marine Stewardship Council

WHITEFISH MARKET ANALYSIS 2026: JAPAN

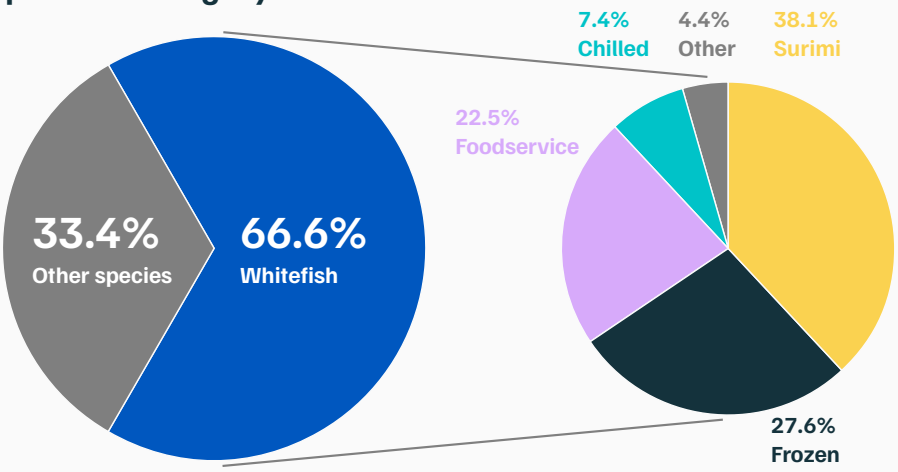


MARKET DATA: JAPAN

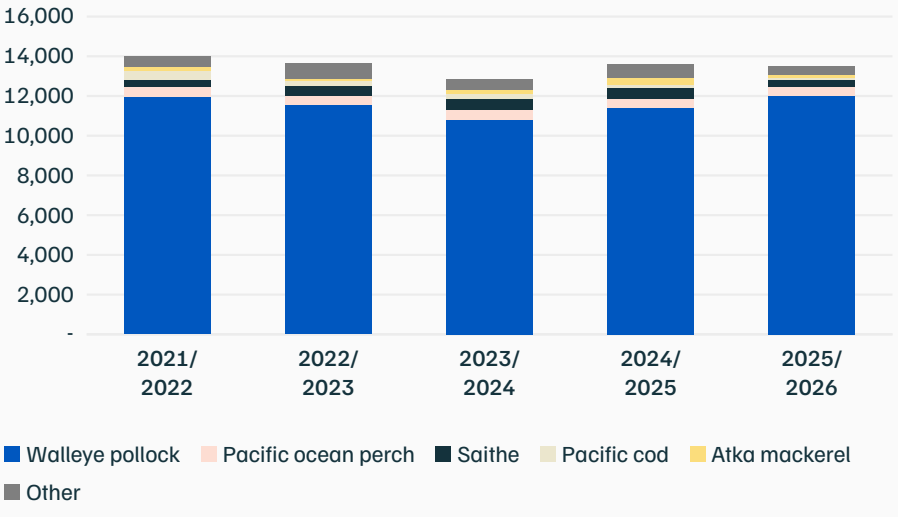
Top three Japanese leading business by volume sold

	Rank by volume
Nissui	1
Mcdonald's Japan	2
Japanese Consumers' Cooperative Union	3

Volume of MSC labelled whitefish sold in Japan by product category



MSC labelled whitefish by species - Japan



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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 6 August 2026 unless otherwise stated.
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