Marine Stewardship Council

WHITEFISH MARKET ANALYSIS 2026: SWEDEN



SWEDEN MARKET ANALYSIS

Everyday favourites support a changing whitefish market

Sweden's MSC-labelled whitefish market is recovering, with growth concentrated in mixed-whitefish products and a changing balance between species. Familiar products, established seafood brands and retailers' own ranges provide a strong foundation, while MSC-labelled hake and Pacific cod are on the rise, contributing to a more diverse whitefish offering.

MSC-labelled whitefish volumes reached approximately 21,500 metric tonnes in 2025/26, an increase of 23% compared with the previous year. This puts Sweden on a seventh place among MSC markets worldwide (up from eleventh last year).

Whitefish represented approximately 46% of all MSC-labelled seafood volume sold in Sweden, highlighting its central role in the country's certified seafood market. 65% of all whitefish products are frozen.

A changing species mix

Alaska pollock remained Sweden's largest individually identified whitefish species, accounting for approximately 7,940 metric tonnes, or 37% of labelled whitefish volume. Volumes increased by 6% year on year, reinforcing its importance within the market.

Atlantic cod followed a different trajectory. Rising prices, driven by reduced quotas and strong demand for the cod, are likely contributing to the decline. Volumes fell by 23% to approximately 4,670 metric tonnes and were 45% below their 2021/22 level. Pacific cod more than doubled, although from a much smaller base, and did not offset the Atlantic cod decline. Combined Atlantic and Pacific cod volumes decreased by 18%.

MSC at the Swedish breakfast table

The largest contribution to growth came from mixed whitefish products in the canned preserved category. This category more than tripled to approximately 6,380 metric tonnes, accounting for 30% of Sweden's total whitefish volume. Its increase more than offset the combined decline across the remaining whitefish categories. There is a distinctive product story behind, caviar spreads. Kalles', Klädesholmen, ICA, Axfood and Coops' transition back to MSC-labelled tubes when Norwegian North East Arctic cod regained MSC-certification, illustrate how certification can reach consumers through familiar breakfast food and drive change below the surface.

Frozen favourites

Frozen products remained the core of Sweden's MSC-labelled whitefish market, accounting for 65% of volume. Prepared frozen products like fish fingers from Findus contributed to 42% of the total, with plain frozen products 23%. This closely mirrors the Nordic market, where approximately two-thirds of whitefish volume is frozen.

Hake illustrates broader sourcing opportunities

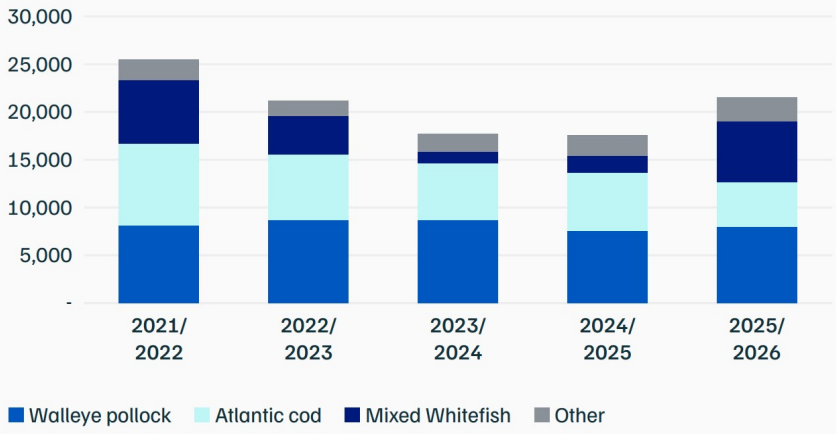
Even though the Swedish market is highly dominated by pollock and cod, the North Pacific hake provides a concrete example of diversification. Swedish MSC-labelled volumes rose from approximately 79 to 467 metric tonnes in 2025/26, almost sixfold. Brands and retailers that take the step and switch to other species play an important role in protecting species and being less reliant on a few, one Swedish example is Garant's "Crispy Baked Firre" switching to MSC-certified Pacific hake another is Semper babyfood "Italian pasta with fish and green beans".

Although still a small part of Sweden's whitefish market, a broader range of certified species can help businesses adapt their sourcing while maintaining sustainability commitments. Sweden shows how that change can take place through products consumers already know.

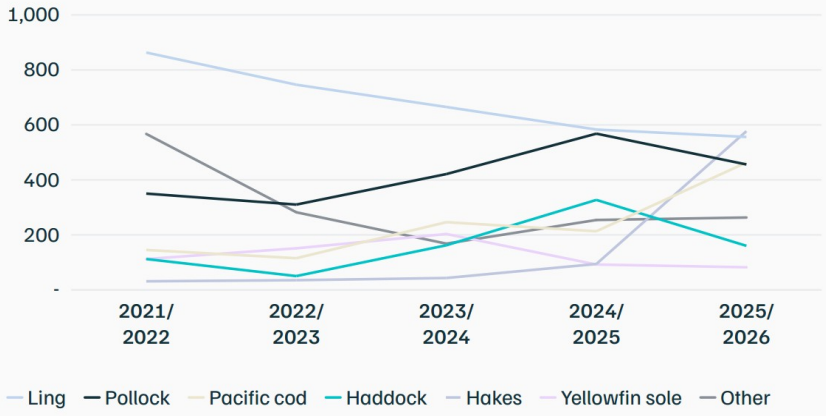


SWEDEN MARKET ANALYSIS

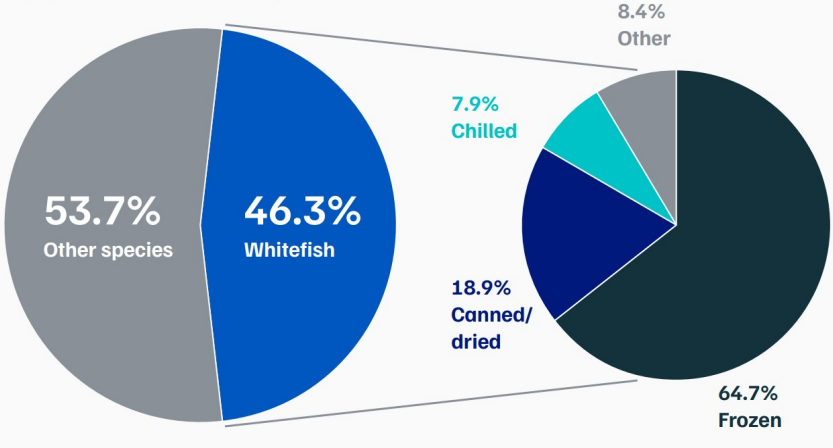
MSC labelled whitefish sold in Sweden by volume (metric tonnes) and species



Breakdown of other MSC labelled whitefish sold in Sweden by volume (metric tonnes) and species



Volume of MSC labelled whitefish sold in Sweden by product category



Marine Stewardship Council

Find out more
https://www.msc.org/species/whitefish-yearbook

Contact us
balticsea@msc.org

MSC_sverige

/Blafisk/

/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