



Marine
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Tuna Market Analysis 2025: Finland

Market Analysis: Finland

THE FINANCIAL YEAR 2024/25 was a year of significant growth in MSC certified tuna in Finland. Finnish consumers bought altogether over 5000 metric tonnes of MSC certified tuna products between April 2024 and March 2025, accounting for 38% of the volume of all MSC certified seafood sales on the Finnish market. Skipjack is the most widely sold species, representing over 90% of all tuna retail products and nearly all of the MSC certified volume is skipjack.

Over the past two years, the number of sustainably sourced tuna products available in Finland has grown exponentially. Where the MSC certified volume in 2022/23 was only approximately 1500 metric tonnes, now there are over two thirds more volume available for the Finnish consumers to choose from. This growth has been driven by increased availability of MSC certified tuna products – majority of which, nearly 90%, are tinned tuna products. Frozen tuna is the second largest category with 6.3%.

The progress in Finland has heavily relied on supermarkets and large tuna brands offering more and more MSC labelled sustainably sourced tuna. In 2024,

Kesko decided to make a commitment to sustainability in its tuna products and move all its private label Pirkka products to MSC which made them the clear market leader in MSC certified tuna with almost 43% of the market share today. We've seen similar commitments from Lidl and Rio Mare recently and with Abba sticking to its 100% commitment, the availability of MSC certified tinned tuna is now very good.

Tuna is also very popular ingredient in pizza in Finland – Appetit continues to offer a MSC certified tuna option in their frozen pizzas and Kotipizza also continues to show its support to sustainable tuna with 100% of its tuna staying certified for the 8th year in a row. MSC certified tuna is also increasing in ready to eat and ready meal category with, for example Saarioinen launching its first tuna pasta product with MSC certified skipjack in 2024 and is driving towards a wider certified selection in the coming years.

With commitments to selling 100% MSC labelled tuna increasing, the volume of sustainably sourced tuna purchased by consumers in Finland is expected to increase further in the years ahead. ●



Market Data: Finland Tuna

Championing Sustainable Tuna: Kesko Oyj

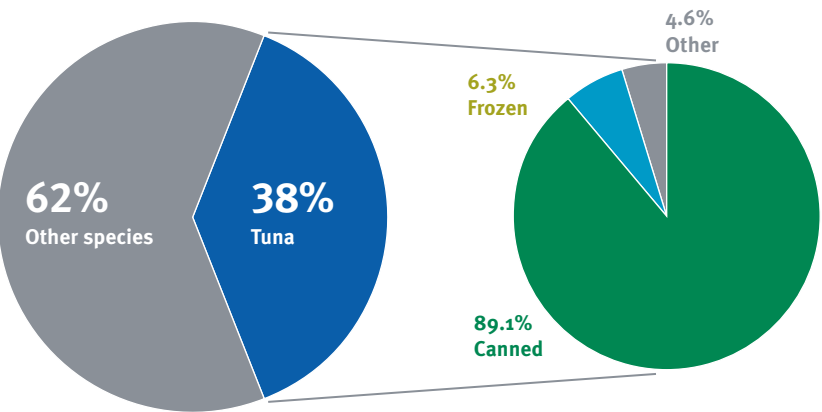


"We are proud that all of our Pirkka own brand tuna products are now MSC certified. This accomplishment is the result of our dedicated efforts in collaboration with our suppliers. Beyond our certified basic tuna, we are excited to offer a diverse range of certified flavored tuna options. In line with our strategy, we strive to make sustainable choices more attractive to our customers." Timo Jäske, Sustainability Director, Kesko's grocery trade.

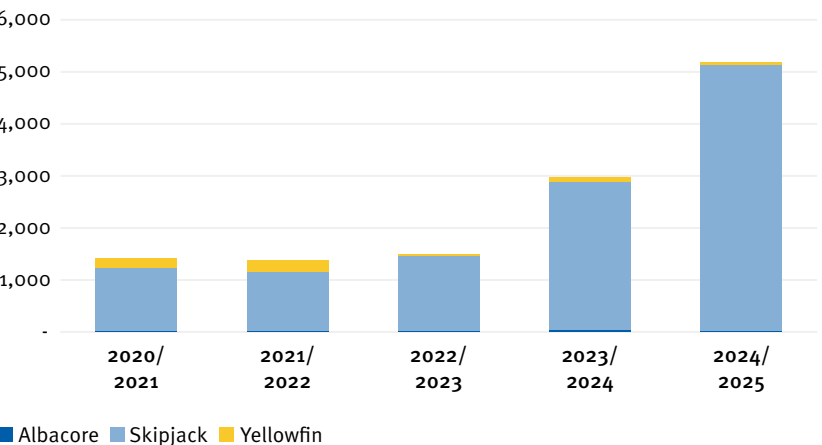
2.8 million
tonnes of global MSC certified
tuna catch

182
engaged fisheries harvesting 54%
of global tuna catch

MSC labelled tuna by product type



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





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All data in this report is correct as of 31 March 2025 unless otherwise stated. Forecast data included in 2024/2025.

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