



Marine
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Tuna Market Analysis 2025: France

Market Analysis: French Tuna

EFFORTS BY TUNA FISHERIES INVOLVED IN the MSC (Marine Stewardship Council) certification program continue worldwide, with 54% (more than 2.8 million tonnes) of global tuna catches certified by MSC and 3% (175,981 tonnes) currently under assessment. In terms of certified MSC tuna volumes, this includes skipjack tuna (1,978,039 tonnes), yellowfin tuna (646,588 tonnes), albacore tuna (90,019 tonnes), bigeye tuna (113,692 tonnes), and Atlantic bluefin tuna (654 tonnes).

In France, the volume of tuna catches from MSC-certified French fisheries in 2025 is around 70,000 tonnes.

There are 6 MSC-certified tuna fisheries in France, featuring a diversity of species and geographic locations: albacore and yellowfin tuna from Polynesia, bluefin tuna caught by Métiers de l'hameçon de la SATHOAN in the Mediterranean, skipjack tuna from the Compagnie Française du Thon Océanique (CFTO) and SAPMER in the Indian Ocean, yellowfin and skipjack tuna from the Orthongel fishery in the Atlantic Ocean, and albacore tuna from l'Organisation de Producteurs Pêcheurs d'Aquitaine.

In terms of market reach, between April 2024 and March 2025, over 300,000 tonnes of MSC-certified sustainable tuna products were sold worldwide. In Southern Europe and AMESA, the volume of MSC-labeled tuna reached 32,683 tonnes.

In France, according to FranceAgriMer, domestic tuna consumption amounted to 65,832 tonnes in 2023 (1), mostly in canned form.

France is the 4th largest consumer of MSC-certified sustainable tuna in the world, behind Germany, the

United States, and the United Kingdom.

Over the past 4 years, there has been a 119% increase in consumption of MSC-certified sustainable tuna, reaching 16,933 tonnes in 2023/2024 (2). This growth has been largely driven by the development of MSC-certified skipjack canned tuna, which has quadrupled since 2020.

The canned category dominates and represents 67.2% of the total volume of MSC-certified sustainable tuna products – more than 10,000 tonnes; the remainder includes ready meal, frozen tuna, and pet food.

Among the most committed downstream partners in France are retailers such as Aldi, Lidl, E.Leclerc, Intermarché, and brands such as Petit Navire, Saupiquet, and Rio Mare with its range of 100% MSC-certified sustainable tuna.

With a continuing positive trend and major international sustainability challenges in the tuna sector, greater commitment from retailers is needed to support fisheries involved in the MSC program and to offer consumers sustainable tuna products.

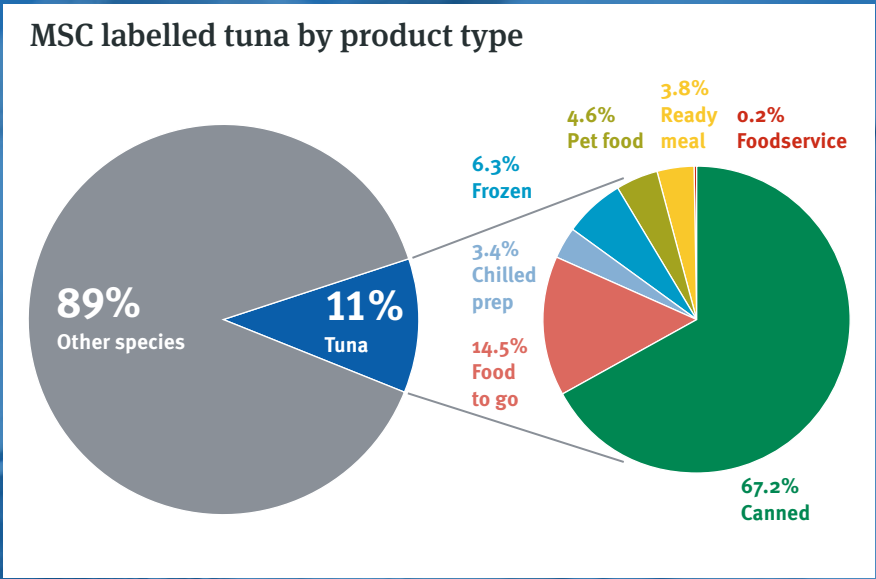
The MSC Improvement Program, a new initiative designed to address emerging ocean-related challenges and support global fisheries aiming to achieve MSC certification within five years, offers a credible path and an additional opportunity for the supply chain. ●

¹ FranceAgriMer, 2023. "Consumption of Fishery and Aquaculture Products 2023," p. 121 https://www.franceagrimer.fr/fam/content/download/74286/document/STA_MER_CONSO_2023.pdf?version=3

² Data based on reported sales of MSC-certified tuna products in France.



Market Data: French Tuna

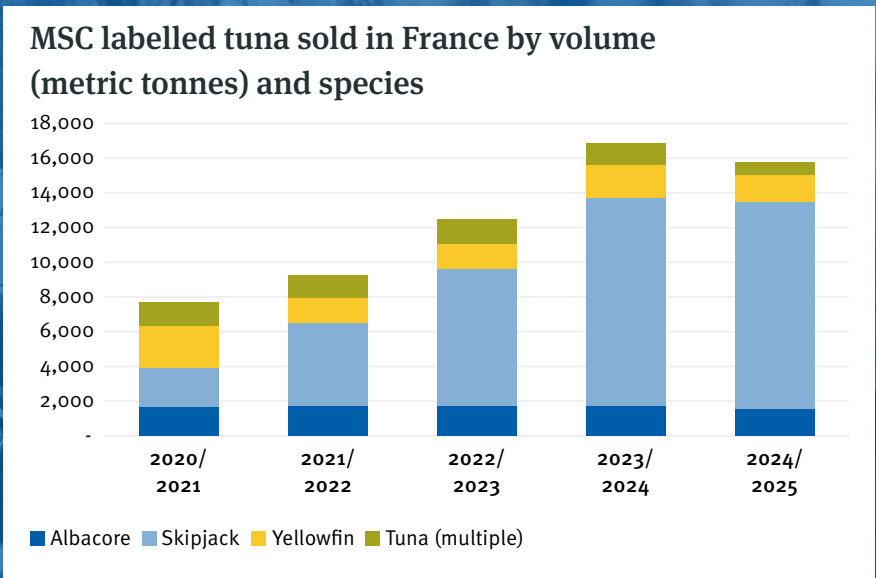


2.8 million

tonnes of global MSC certified tuna catch

182

engaged fisheries harvesting 54% of global tuna catch





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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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