



Marine
Stewardship
Council



Tuna Market Analysis 2025: USA

Market Analysis: United States Tuna

TUNA CONSUMPTION IS NOTHING NEW to American consumers. With widely recognized national brands like Bumble Bee, Chicken of the Sea, and Starkist, and the rise in popularity of sushi in the U.S. through the 1980's and 90's, tuna has a long-established place in the American diet as both an affordable family favorite and premium delicacy.

Since American Tuna brought the first MSC certified tuna product to the U.S. market in 2009, tuna has played a significant part in the growth of the MSC program in the U.S. In just the last five years, the U.S. market has seen an incredible increase in MSC labelled tuna; from 17.5k tons in 2020-21 to more than 54.5k tons in 2024-25—a 68% increase. The U.S. has seen a year over year increase of 22% since 2023-24. Currently, tuna accounts for 33% of all MSC certified seafood sold in the U.S.

We have seen a steady increase in MSC certified tuna products in the domestic market over the past five years. Since 2020, 77 new tuna products have become available to U.S. consumers. Today, more than 250 products are available on store shelves. 98% of MSC certified tuna consumed in the US is canned. Like other countries, skipjack is by far the most commonly purchased tuna product in the U.S., capturing 92% of the market share. More than 160k MT of MSC certified seafood is consumed in the U.S. Of that, 54k MT is tuna, accounting for 33% of total volume consumed.

A significant amount of growth in the canned category is attributable to sustainability commitments of a few major U.S. companies—such as Bumble Bee and Walmart. Walmart committed to converting all private label tuna products by 2025 to carry the MSC ecolabel on pack, with 27 products currently available. Bumble Bee has also been on an upward trajectory, offering US consumers 47 products that carry the MSC ecolabel.

Other retailers that include MSC in their wild seafood sourcing policy include Aldi, H.E.B., Meijer and Sam's Club. Each of these retailers have committed to placing the MSC ecolabel on their private label tuna products. This year, the first MSC certified tuna products in the dollar discount retail sector have entered the U.S. market. Dollar General has launched MSC certified tuna in their Clover Valley brand.

Both retailers and brands alike are making commitments to MSC certified tuna and driving impactful improvements to tuna fisheries management. For example, Walmart and other companies have signed on to The Nature Conservancy's Tuna Transparency Pledge in support of on the water monitoring for their source tuna fisheries by 2027. Even with such significant growth in overall awareness of the MSC ecolabel, the U.S. still has tremendous opportunity for further market penetration with MSC certified tuna and we expect to see continued growth in the coming years.. ●

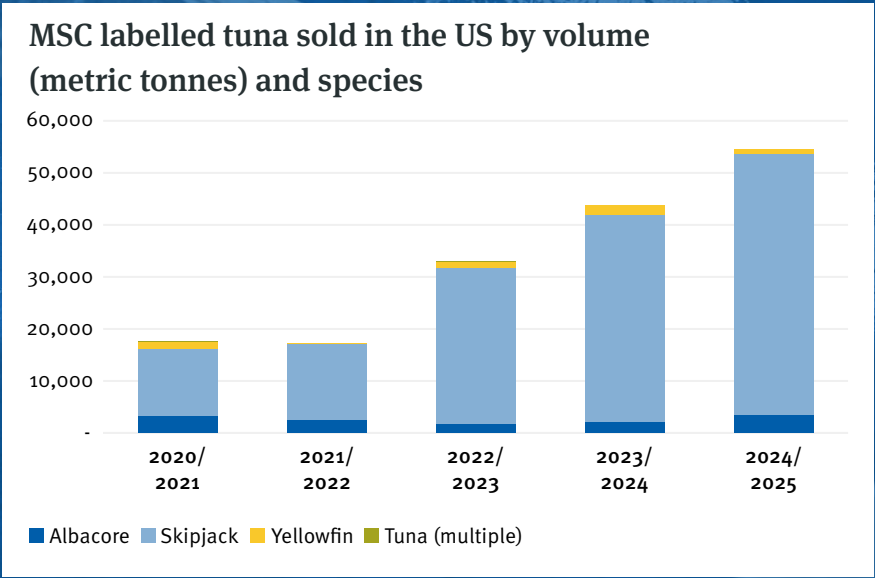
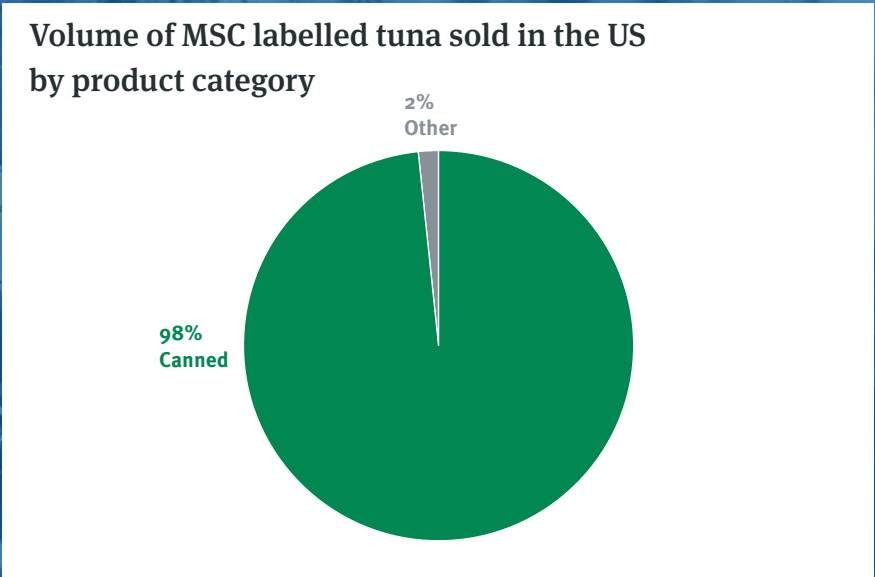


Market Data: United States Tuna

Top five US brands by volume sold		
	2025	2024
WALMART	1	1
BUMBLE BEE	2	3
ALDI	3	2
H.E.B.	4	4
SAM'S CLUB	5	-

2.8 million
tonnes of global MSC certified
tuna catch

182
engaged fisheries harvesting 54%
of global tuna catch





**Marine
Stewardship
Council**



Find out more: [msc.org/tuna](https://www.msc.org/tuna)

Contact us: USmarketing@msc.org



MSCbluefish



@MSCbluefish



/marine-stewardship-council

All images copyright of the MSC unless otherwise stated. Cover image: LUNAMARINA/iStock.

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

© Marine Stewardship Council 2025. Registered Charity number: 1066806. Registered Company number: 3322023.