



Marine  
Stewardship  
Council

**MARKET  
REPORT  
TUNA  
YEARBOOK  
DENMARK  
2026**



# RETAIL MARKET DEMANDS DRIVES TUNA SUCCESS STORY

SALES OF MSC LABELLED TUNA in the Danish market has seen rapid growth in the past few years. The volume of MSC labelled tuna on Danish supermarket shelves doubled from 2023 to 2024 and the growth has continued in 2025.

88% of MSC labelled tuna sold in Denmark is canned tuna, with the vast majority being skipjack. The staggering growth in volume of MSC labelled tuna has come largely from the bottom of the price range. Going back a few years, the MSC label was only found on the premium brands and at a substantial higher price range than the otherwise low-price canned tuna. But recent years have seen a shift with the MSC label appearing on canned tuna in all price ranges. Today the MSC label can be found on private label tuna cans in every Danish retail chain.

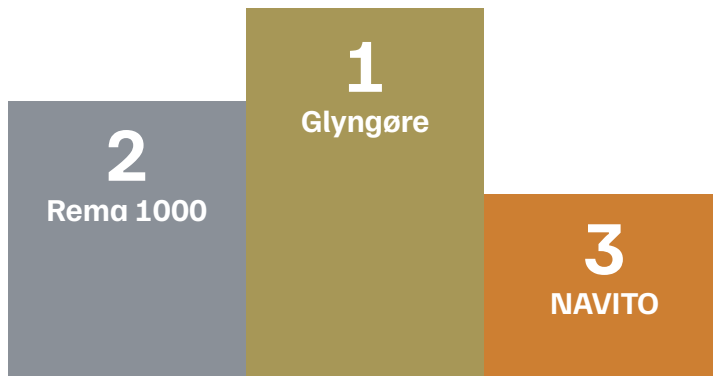
There are several drivers behind this change. One is the significant increase of global tuna catches that are now MSC certified. Today 51.7% of global tuna catches are MSC certified. The growing availability of MSC labelled tuna products on supermarket shelves is a direct result of the increase in supply of MSC certified tuna on the global market. But it is important not to forget, that the incentives for fisheries to engage in the MSC programme comes from market demand and the commitments to sustainable sourcing from retailers and brands play a key role in driving this demand.

The top brands in terms of volume of MSC labelled products in Denmark are Glyngøre and Rema 1000, who account for over 40% of MSC labelled tuna sales. But it is important to recognise that MSC labelled tuna can now be found on all retail private label brands. ●



# MARKET DATA: DANISH TUNA

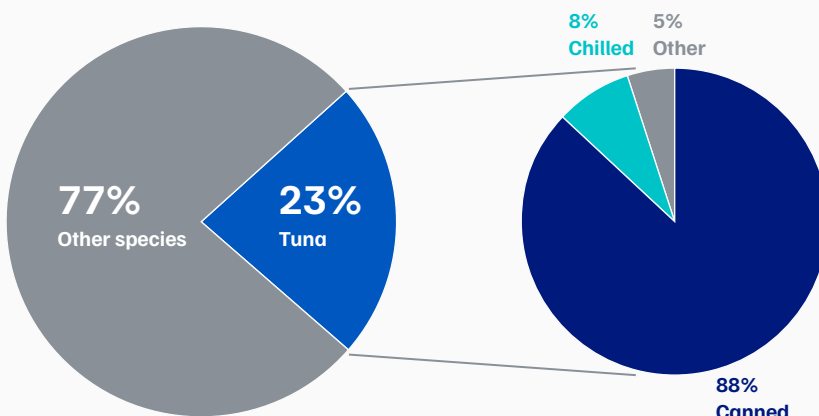
Top three Danish retailers by volume sold



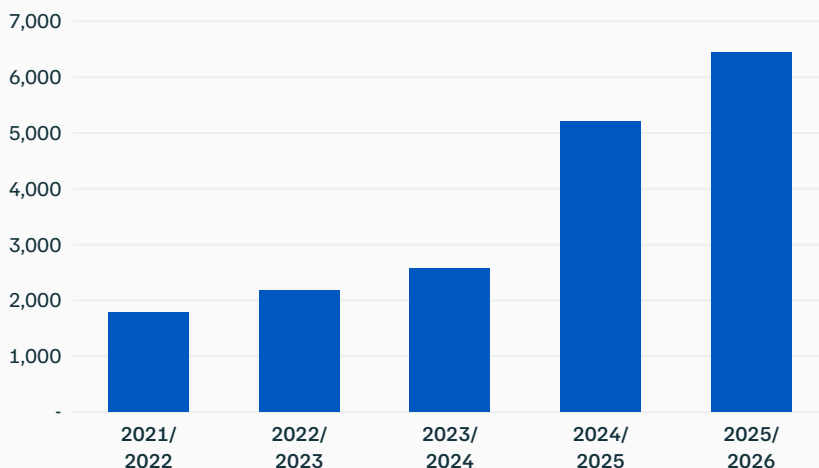
“At Rema 1000 we are proud to be the Danish retail chain with the highest sales of MSC labelled tuna in our own brands. By sourcing MSC certified seafood we can make a difference for the environment, and we believe MSC certified tuna should be available in all price ranges.”

Christina Burgsø Martens,  
Category Manager Rema 1000

MSC labelled tuna by product type - Denmark



MSC labelled tuna - Denmark



**Find out more:**

<https://www.msc.org/species/tuna>

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Registered Charity number: 1066806.  
Registered Company number: 3322023.

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