



Marine
Stewardship
Council

MARKET REPORT TUNA YEARBOOK FINLAND 2026



BRANDS AND RETAILERS' COMMITMENTS DRIVE SHIFT TOWARDS 100% SUSTAINABLY SOURCED TUNA

THE FINANCIAL YEAR 2024/25 was a year of significant growth in MSC certified tuna in Finland and we've seen this continued in 25/26. Finnish consumers bought altogether 5888 metric tonnes of MSC certified tuna products between April 2025 and March 2026, accounting for 29% of the volume of all MSC certified seafood sales on the Finnish market. Skipjack is clearly the most widely sold species: over 97% of all tuna 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 1700 metric tonnes, this year there is over three times the volume available for the Finnish consumers to choose from. This growth has been driven by increased availability of MSC certified tuna products. The majority, 85%, are tinned tuna products. Frozen tuna is the second largest category with 5% followed closely by the new growth category, ready meals, at 4% of the market.

The progress in Finland has heavily relied on supermarket chains' and large tuna brand's commitments to sourcing more MSC labelled sustainably caught tuna. Already in 2024, Kesko made the decision to move all its private label Pirkka products to MSC. This year they have followed up with

announcing the same for their budget range K-Menu. This has made Kesko the runaway market leader in MSC certified tuna with over 52% of the market share today. We've seen similar commitments from Lidl and Rio Mare and with Abba sticking to its 100% commitment as well, the availability of MSC certified tinned tuna is ever increasing.

Tuna continues to also feature heavily in pizza in Finland, and there is an increasing number of sustainable options to choose from. Apetit continues to offer a MSC certified tuna in their frozen Superior Opera Special pizza, and Kotipizza also continues to show its support to sustainable tuna with 100% of its tuna staying MSC certified for the 9th year in a row. There have been two more entries into the sustainable tuna pizza game this year with Dr Oetker launching their MSC labelled Ristorante Tonno and Saarioinen bringing the label to their ready meal tuna pizza as well. And Saarioinen is only improving their offering when it comes to sustainable tuna – in March 2026 they announced that the whole Saarioinen tuna product selection now carries the blue MSC label.

With such great commitments to selling 100% MSC labelled tuna, it can be expected that the volume of sustainably sourced tuna purchased by consumers in Finland will only continue to increase further in the years ahead. ●



MARKET DATA: FINLAND TUNA

Championing Sustainable Tuna: Kesko Oyj

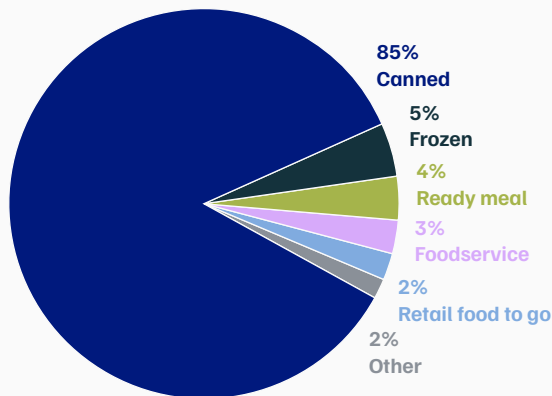


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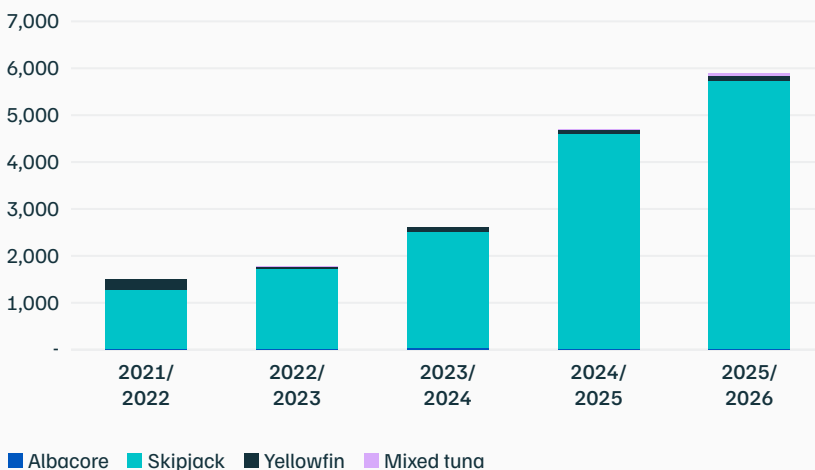
“We are proud that all of the tuna in our Pirkka and K-Menu own brand products is now sourced from MSC certified sustainable fisheries. This accomplishment is the result of our dedicated efforts in collaboration with our suppliers. We are excited to offer a diverse range of certified plain and flavoured 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

MSC labelled tuna by product type - Finland



MSC labelled tuna by species - Finland



Find out more:

<https://www.msc.org/fi/lajit/tonnikala>

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

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