



Marine  
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# TUNA MARKET ANALYSIS 2026: POLAND



# MARKET ANALYSIS: POLAND

ACCORDING TO THE LATEST DATA, in 2024 Poland imported 16 thousand tons of tuna and tuna products worth over €86 million. This represents an increase of 27% in volume and 30% in value compared to 2023. Forecasts for 2025 are promising and showing increasing trends.<sup>1</sup>

In recent years, the number of tuna products from sustainable fisheries has been steadily increasing. It is worth noticing that now over 98% of all tuna products are made of Skipjack so there is a huge potential for other tuna species. As recently as 2024/25, there were 67 such products, whereas now there are as many as 69—an increase of 3%. The sales volume of tuna products with the blue MSC label is equally impressive: in 2024/25 it amounted to 3315 tonnes, while currently it is 5720 tonnes, marking an over 72% increase.

This growth has been driven by the increasing presence of certified tuna on store shelves in Poland. In 2023/24, 13.3% of tuna products carried the MSC certification, while just one year later, in 2024/25, this figure rose to 18.5% and continues to grow.

In Poland, MSC-certified tuna products can be found

across 12 brands, the largest of which include LIDL Nixe, Rio Mare, GRAAL, ALDI, Princes, K Classic, and EvraFish. Interestingly, as much as 97% of certified products sold fall into a single category—canned products.

The clear leader in sales of certified tuna is LIDL, accounting for nearly 60% of all tuna products sold with the blue MSC label by volume. It is followed by Rio Mare, GRAAL, ALDI, Princes, Kaufland, and Evra Fish. It is worth stating that the largest convenience store chain – Żabka - has launched its first MSC certified product and it is a tuna sandwich available now in over 12 000 locations.

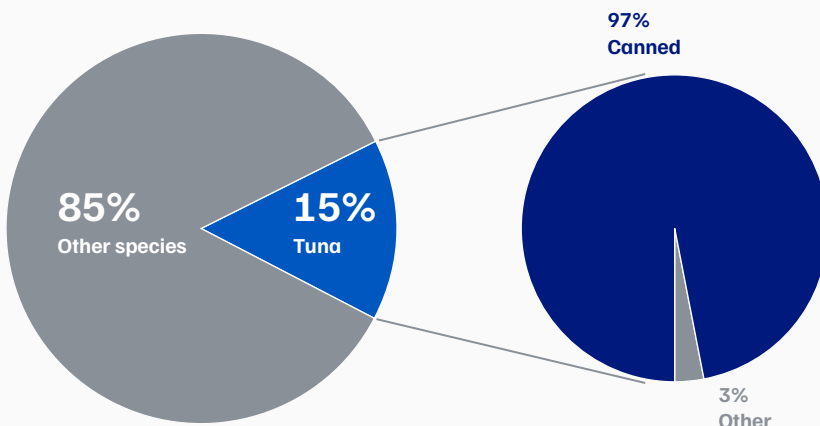
It is worth noticing that in whole Central Europe region there is significant increase in certified tuna products, up to over 12 600 tons. In the last year alone, there has been an increase of over 55%. Canned products are still the main category; however, the largest increases are in food to go category. Pet Food remain as second most popular category with the same volume sold as last year. The largest brands in the region are LIDL with volumes increased by 84% and Rio Mare with nearly 33% higher volumes compared to 2024/25. ●

<sup>1</sup> Krzysztof Hryszko, Rynek Ryb, stan i perspektywy nr 36 (listopad 2025)



# MARKET DATA: POLISH TUNA

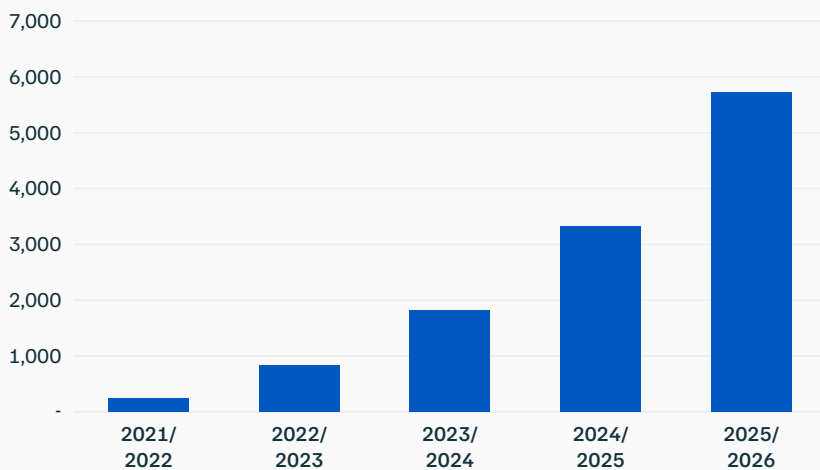
MSC labelled tuna by product type - Poland



“This analysis shows that MSC certified fisheries that have met the highest standards for sustainability, continue to make further improvements, providing assurance to consumers when they see the MSC label and for the market in their sourcing decisions.”

Laura Rodriguez, Head of Species Strategies

MSC labelled tuna - Poland



**Contact us**

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**Find out more**

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



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