

TUNA MARKET REPORT SWEDEN 2026



MSC-CERTIFIED TUNA - THE NEW STANDARD IN SWEDISH SUPERMARKETS

THE FINANCIAL YEAR 2025/26 MARKED another period of strong growth for MSC-certified tuna in Sweden.

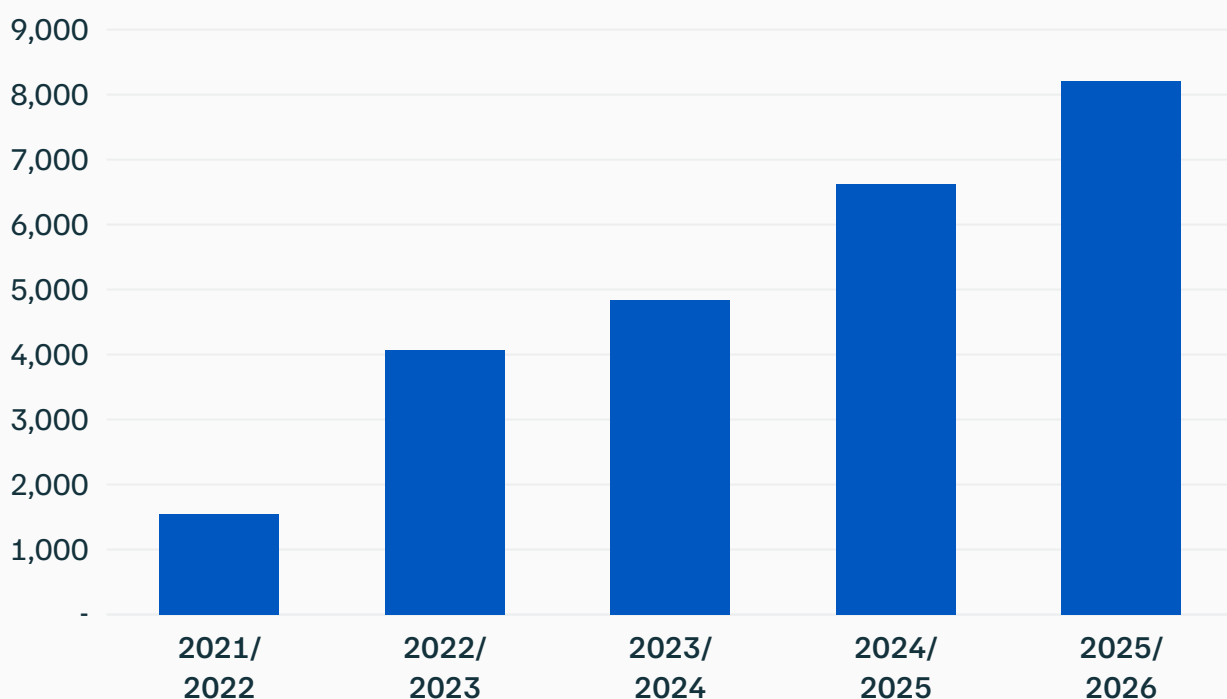
This progress is largely driven by retailers and leading tuna brands committing to source 100% MSC-certified canned tuna. Today, more than 9 out of 10 tins sold in Swedish supermarkets carry the MSC label¹. According to the latest MSC data², over 8,000 metric tonnes of MSC-labelled tuna were sold on the Swedish market—double the volume recorded just three years earlier.

As more companies commit to sourcing 100% certified tuna, the number of MSC-certified fisheries continues to grow. This momentum is helping to drive positive change at sea and strengthen the sustainable management of tuna stocks globally.

The largest category for MSC labelled tuna in Sweden is canned tuna, with over 95% of the volume. Skipjack is the dominant species, accounting for more than 95% of the volume.

Today the MSC label can be found on private label tuna cans in all price ranges in every Swedish retail chain. The top brands in terms of volume in Sweden are ICA and Axfood who together account for more than 50% of MSC labelled tuna sales in Sweden. They both are now sourcing 100% MSC certified tuna for their tuna products, so is also ABBA who were the first to fully commit already back in 2019. Product availability has expanded significantly the last couple of years, with around 170 MSC-labelled tuna products now offered by more than 30 brands.

MSC labelled tuna - Sweden



“We are proud to announce that all our own-brand tuna products are now MSC certified, marking an important milestone in our seafood sustainability journey. Sustainability is a natural and fully integrated part of ICA Gruppen’s operations and strategic direction. Through our commitment to sustainable seafood, we aim to contribute to healthy oceans, enhanced biodiversity, and the long-term viability of global fish stocks.”

Kristine Nyander Winberg Sustainability Lead S&I, Quality Manager Food ICA Sverige AB

[1] Ref.no. 07150394, Date: 2026-05-05

Source: Based on NIQ RMS data, Grocery Total, Total FISH & SHELLFISH type Tuna, Sales Units, MAT, 2026-04-19 (Copyright © 2026, NIQ)

[2] MSC volume data 1.4.2025 -31.3.2026



Find out more:

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

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