



Marine
Stewardship
Council

TUNA MARKET ANALYSIS 2026: U.S.



MSC LABELED TUNA IN THE U.S.

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 labeled 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, 158 new tuna products have become available to U.S. consumers. Today, more than 250 products are available on store shelves. 95% of MSC certified tuna consumed in the U.S. is canned. Like other countries, skipjack is by far the most commonly purchased tuna product in the U.S., capturing 87% of the market share, though albacore and yellowfin are gaining traction. MSC certified skipjack is the most sold MSC certified item in the U.S., representing 30% of all MSC certified seafood sold, and tuna overall representing 35% of U.S. sales.

A significant amount of growth in the canned category is attributable to the sustainability commitments of a few major U.S. companies—including Thai Union, Bumble Bee, and Walmart. Walmart committed to converting all private label tuna products to MSC certified and reached their goal, with 37 products currently available in stores. Bumble Bee has also been on an upward trajectory, offering US consumers 49 products that carry the MSC ecolabel and Thai Union with 17.

Many U.S. retailers have followed suit by adding MSC certified items to their private label tuna lineup, including Ahold, Aldi, Amazon, Harris Teeter, H.E.B., Kroger, LIDL, Meijer, Sam's Club, Target, The Fresh Market, and Whole Foods Market. Other beloved tuna brands with the MSC label on their products include American tuna, Crown Prince, FishWife, Freshé, Safe Catch, and SeaTales. Today, U.S. consumers can find an MSC certified tuna item at almost any grocery store they shop at!

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 adoption 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. ●

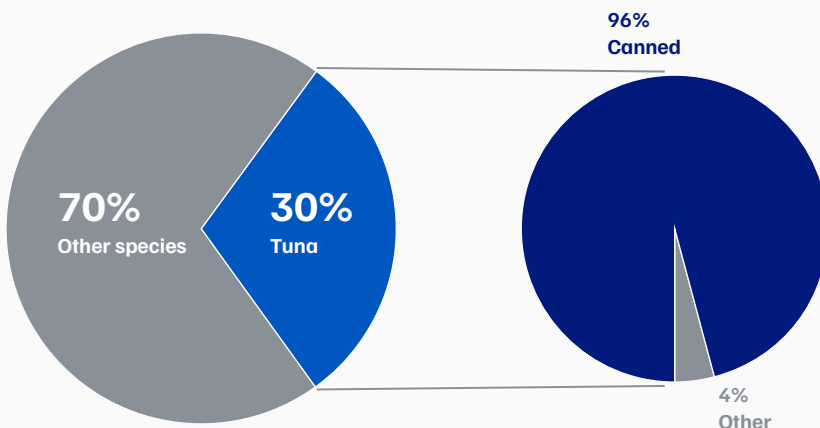


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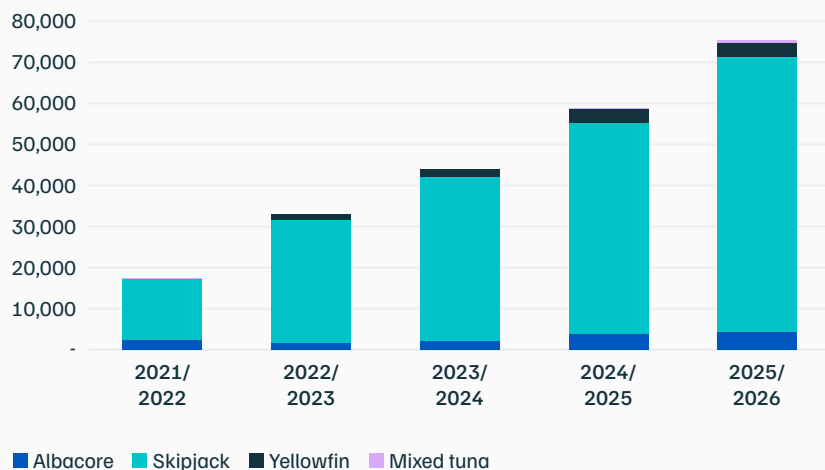
Top five U.S. brands by volume sold

	2026	2025
Thai Union	1	8
Walmart	2	1
Bumble Bee	3	2
ALDI	4	3
Kroger	5	4

MSC labeled tuna by category - U.S.



MSC labeled tuna by species - U.S.



Find out more:

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

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All data in this report is correct as of 20 January 2026 unless otherwise stated.

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