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# Whitefish Market Analysis 2025: Finland



# Market Analysis: Finnish whitefish

WHITEFISH PRODUCTS SUCH AS FISH FINGERS have for a long time had a steady place in the shopping basket of Finnish consumers. The whitefish category is also one with the longest history of MSC products in the country and products which carry the blue MSC label are available in all supermarkets countrywide. Between April 2024 and March 2025, consumers in Finland purchased over 4500 tons of whitefish products, accounting for 40% of the volume of all MSC certified seafood purchases in the country.

The whitefish market has remained stable in the past years and with food price inflation having increased the cost of seafood products, many shoppers have been switching to cheaper alternatives. Alaska pollock remains the most widely sold species with nearly 50% share of the market. Atlantic cod and saithe have already been prominent options for many years but, following the challenges with the Atlantic cod's MSC certificates as well as higher prices, other species, such as hake, used in mixed whitefish products have

been moving into the market. Out of brand owners, many have committed to 100 % MSC in whitefish, Findus leading the way with a MSC certified volume of 1251 tons – over 27 % of the total market volume. In the retailer own brands, Kesko is a clear leader with nearly 963 tons, followed by S-group (815) and Lidl (504).

Whilst majority of certified whitefish sales on the Finnish market remain in the frozen fish category, there has been growing interest for MSC certified ingredients from the ready meal industry with Kokkikartano leading the way with their one MSC certified consumer facing meal which has lifted them to the top 5 of whitefish brands in volume. New to the market are multiple surimi products with brands such as Daikyo and Vici, as well as pet food introduced in volume by Mars Petcare. With steady commitments to certified whitefish and further ready meal brands such as Atria entering the sustainable fish game, the Finnish whitefish market is expected to increase further in the years ahead. ●





# Market Data: Finnish whitefish

## Championing Sustainable Whitefish: Findus



Findus is the clear market leader in MSC certified whitefish in Finland. Findus achieved 100 % MSC in wild caught products in both its retail and foodservice selection already in 2019 and has maintained the commitment ever since. A firm favourite among the Finnish consumers, Findus Kullanrapeat Kalafileet was crowned as the Best MSC Product in Finland in 2024.

“Our goal is always to help consumers choose healthier and more nutritious meals and eat more quality fish and seafood. In turn, our long relationship with MSC and our 100% certified product range means that as we achieve our goals, people are eating more and more sustainably caught MSC certified fish.”

Saku Oikarinen, CEO,  
Findus Finland Oy

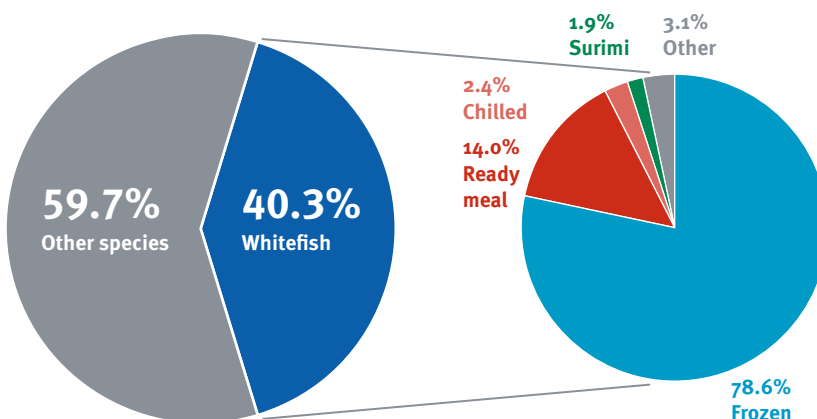
**78%**

of global whitefish catch is MSC certified

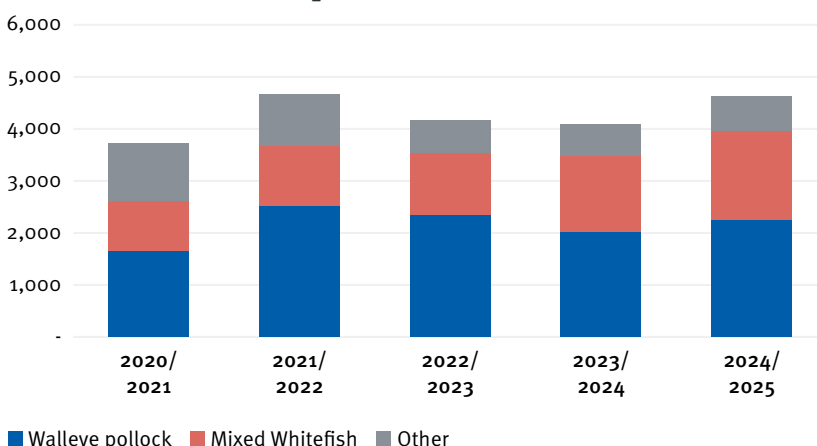
**6 million+**

metric tonnes of certified whitefish is in the MSC program

## Volume of MSC labelled whitefish sold in Finland by product category



## MSC labelled whitefish sold in Finland by volume (metric tonnes) and species







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Find out more: <https://www.msc.org/species/whitefish-yearbook>

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