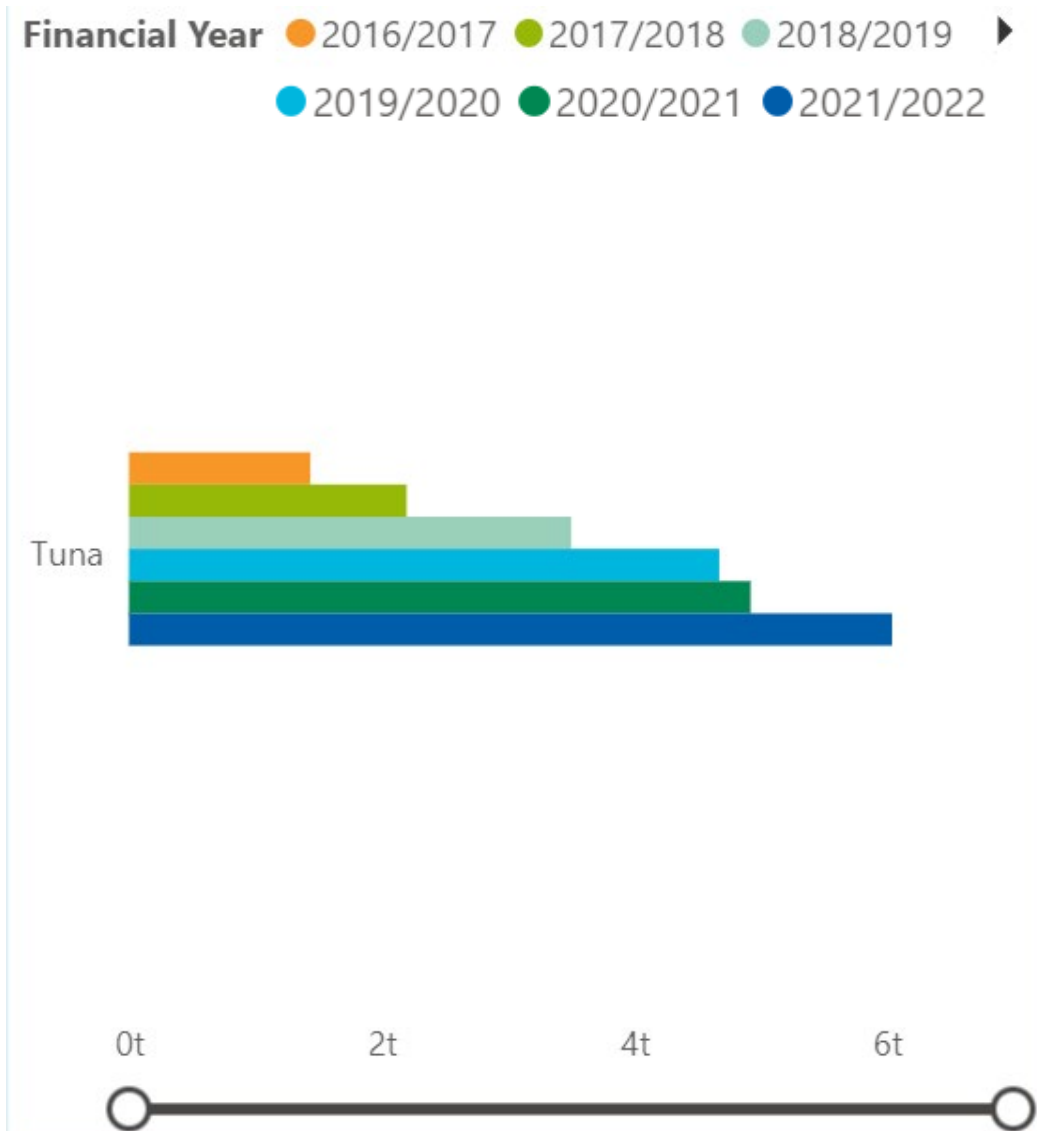




TUNA MARKET UPDATE – BALTIC SEA REGION FEBRUARY 2023

TUNA VOLUME GROWTH NORDICS



Huge growth of tuna sales
in the region!

Great work by many
partners 🙌 🙌 🙌



SWEDEN

**Louise Valentin, Commercial
Manager Sweden**

MARKET UPDATE



61%

Value share of category segment canned tuna was MSC certified in 2022 (36% in 2021)

+12%

rise in total sale of canned tuna compared 2021

+87%

rise MSC certified tuna



Nielsen retail report w5222





FINLAND

**Johanna Vepsä, Commercial and Marketing
Manager Finland**

MARKET UPDATE



- New products and brands entering the market
- Existing brands building selection
- Yellowfin and skipjack dominate





DENMARK

**Morten Fristrup, Commercial Manager
Denmark**

MARKET UPDATE



Volume by species

Financial Y... ● 2020/2021 ● 2021/2022 ● 2022/2023



0K

1K

THANK YOU FOR

A TUNAFUL
TOMORROW

