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# Whitefish Market Analysis 2025: France

# Market Analysis: French Whitefish

IN FRANCE, THE AVERAGE ANNUAL consumption of seafood products is 33.7 kg/year/capita<sup>1</sup>. The main species of white fish consumed are Alaska pollock, cod, hake and saithe<sup>2</sup>, which are found in the fresh and frozen, raw or processed product categories.

MSC-labelled white fish products have been available on the French market for several years thanks to the growing commitment of many processing and distribution companies. In 2024/2025, more than 110,000 tonnes of MSC-labelled white fish products were sold in France, representing 73.5% of the total volume of MSC-labelled products.

The main species of white fish (excluding 'mixed' fish, which is mainly used to make surimi) sold under the MSC label are Alaska pollock, Atlantic cod and sole. Other species such as saithe, Cape hake and hoki are also available on the French market. Alaska pollock accounts for 42% of MSC-labelled white fish volumes, Atlantic cod for 15% and sole for 5%.

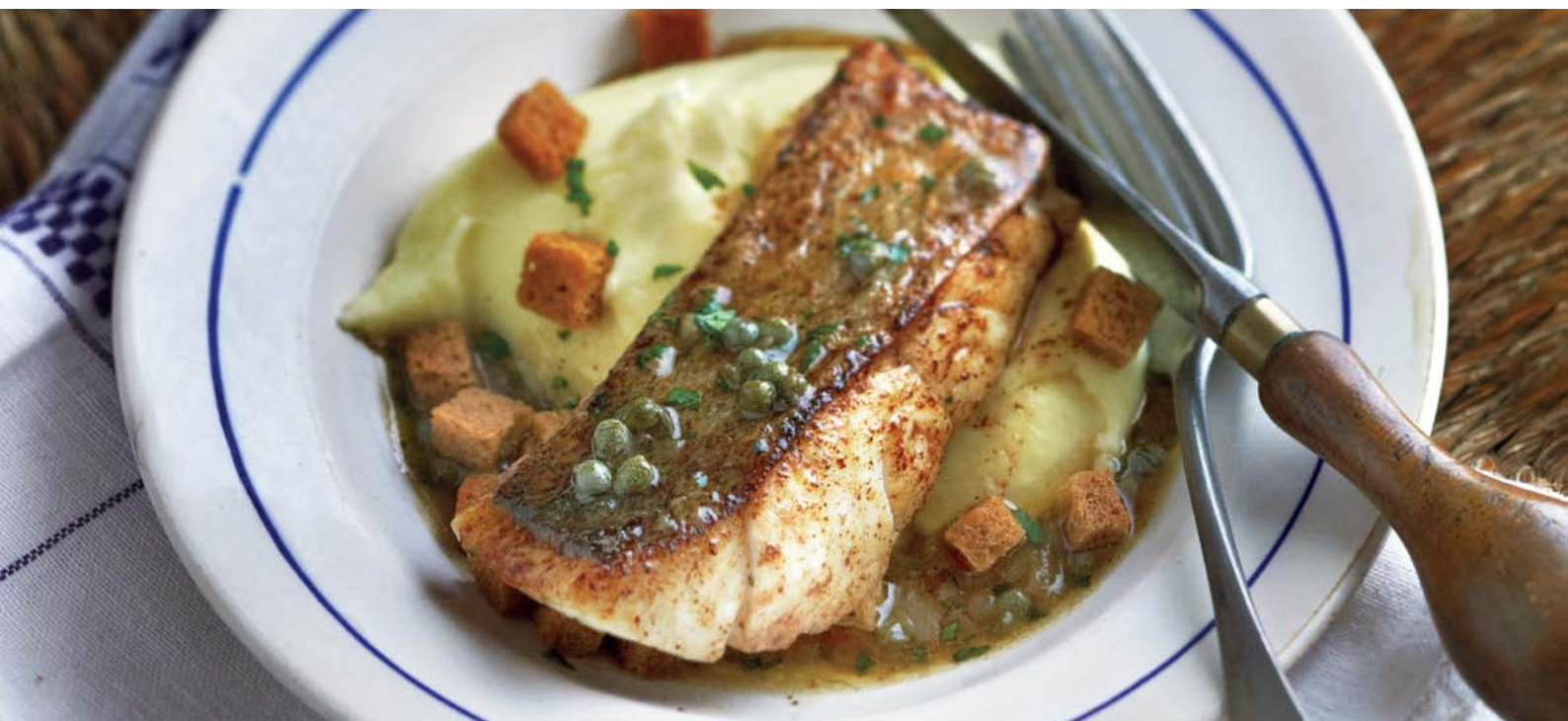
In terms of product categories, 43% of MSC-labelled white fish products are frozen, mainly Alaska pollock for raw products, breaded or in sauce. Surimi products account for 16.9% of white fish product volumes in 2024/2025, supported by strong growth over the last three years. The fresh product category, particularly fresh packaged, breaded and processed products, accounts for 25.3% of volumes marketed, representing

a 30% increase over the last five years, with cod, Alaska pollock and sole products leading the way.

The market for MSC-labelled white fish products has grown significantly, with key players in the seafood industry such as Findus, Fleury Michon and Cité Marine, as well as retailers LIDL, E.Leclerc and Carrefour offering their own branded products. Other retailers such as Aldi, Intermarché, Système U and Picard are also involved in developing a range of MSC-labelled sustainable white fish products. In the catering sector, McDonald's, Burger King, Flunch, Quick and Ikea have been offering MSC-labelled products on their menus for several years now. In total, there are more than 1,300 MSC-labelled white fish products on offer from over a hundred brands. In France, the market for MSC-labelled white fish is significant, with a wide range of MSC products expected to see steady growth in the coming years, driven by all French distributors and seafood brands committed to sustainable fishing. However, given the volumes and variety of species available from MSC-certified fisheries, partners must continue their efforts to meet consumer demand for sustainable seafood and support committed fisheries. For this reason, it is essential to diversify their offering by promoting MSC-certified species such as hake and haddock. ●

<sup>1</sup> FranceAgriMer Kantar Worldpanel – 2023

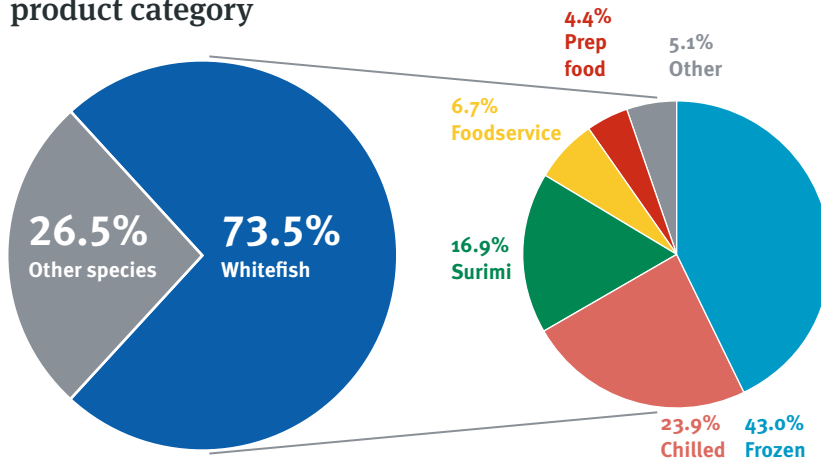
<sup>2</sup> FranceAgriMer Kantar Worldpanel – 2023





# Market Data: French Whitefish

Volume of MSC labelled whitefish sold in France by product category



“Having more certified fisheries helps us develop and diversify our portfolio and manage risks from climate change.”

Oliver Spring, Group Sustainability Manager at Nomad Foods, the owner of Birds Eye, Findus and Iglo brands

**+100,000**

metric tonnes sold (mixed included) in 2023

**+100**

number of brands selling MSC labelled whitefish in 2023

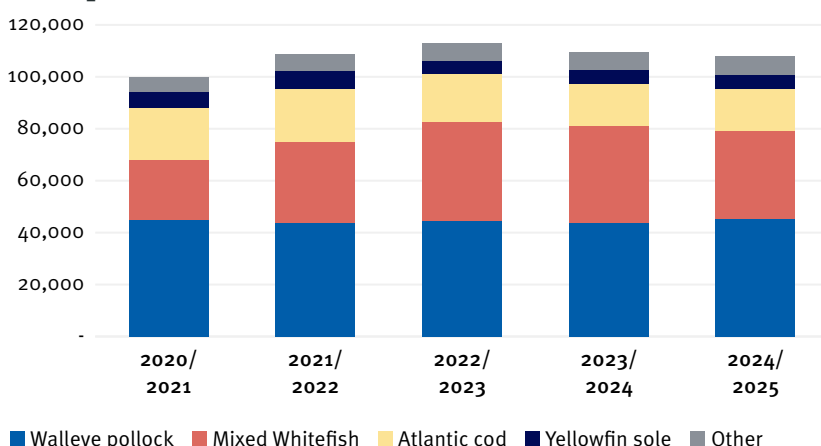
**+1,000**

number of MSC labelled whitefish listed products in 2023

Top three French actors by volume sold



MSC labelled whitefish sold in France by volume and species





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

Contact us: [info@msc.org](mailto:info@msc.org)



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All data in this report is correct as of 30 June 2025 unless otherwise stated. Forecast data included in 2024/2025.  
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