Tuna Market Analysis 2024: Italy
There are currently more than 200 MSC certified tuna products available, from canned tuna to salads and sandwiches, to pet food. While large brands like Rio Mare, Mareblu, Grupo Consorcio, and Insuperabile supply many of these, the number of retailers’ own-brand products is also growing.

- 86% of all MSC certified tuna is used for canned products, in line with Italian consumption trends
- Species used in MSC certified tuna products in Italy: 51% yellowfin, 48% skipjack**

This steady growth in MSC blue labelled products - maintained even in years when companies in the tuna supply chain and consumers have faced various economic challenges (such as the rising cost of aluminum and olive oil) - demonstrates how seafood sustainability has become a key pillar of business strategies and a driver in consumers’ purchasing choices.

* Survey Doxa - Ancit 2023
**Internal data MSC Italy fiscal year 2023/2024 vs 2020/2021
“At consumer level, sustainability is becoming more and more important. More than 90% of consumers consider sustainability a topic. They know that sustainability has to do with healthy oceans and avoiding overfishing. The trend is clear. Sustainability is becoming a key element of overall brand equity and product quality. So, it’s a must.”

Luciano Pirovano, Chief Sustainability Officer, Bolton Food & Tri Marine

Market Data: MSC tuna in Italy

Championing Sustainable Canned Tuna: Bolton Food S.p.A.

“We are extremely proud to have launched a wide range of MSC certified products in recent years in Italy and abroad. These actions, which are part of our sustainability strategy, are proof of our ongoing work to achieve, by 2030, the exclusive sourcing of tuna from MSC certified areas for all Rio Mare brand products”. Luciano Pirovano, Chief Sustainability Officer Bolton Food & Tri Marine

MSC labelled tuna by species

MSC labelled seafood 2023/2024

Source: MSC forecast data 2023/2024