

# Seafood consumers put sustainability before price and brand

New global independent research has found that sustainability is a key driver for seafood purchase. Across 21 countries overall, sustainability is rated more highly than price and brand



**21**  
countries are represented in the largest ever global analysis of attitudes to seafood consumption



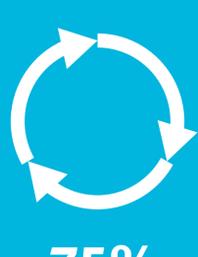
+16,000 seafood consumers in 21 countries took part in the research, which ensured a statistically representative sample in each country.

**72%**  
of seafood consumers agree that in order to save the oceans, shoppers should only consume seafood from sustainable sources.



This is in contrast to purchasing motivations among shoppers of other fast moving consumer goods (FMCGs), where price and brand typically outrank sustainability in driving purchase decisions\*.

## Sustainability influences actions of consumers of all ages

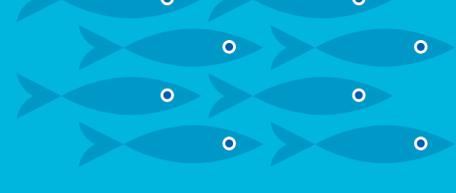


## Independent labelling increases brand trust

**68%**  
of those surveyed said there is a need for brands and supermarkets to independently verify their claims about sustainability

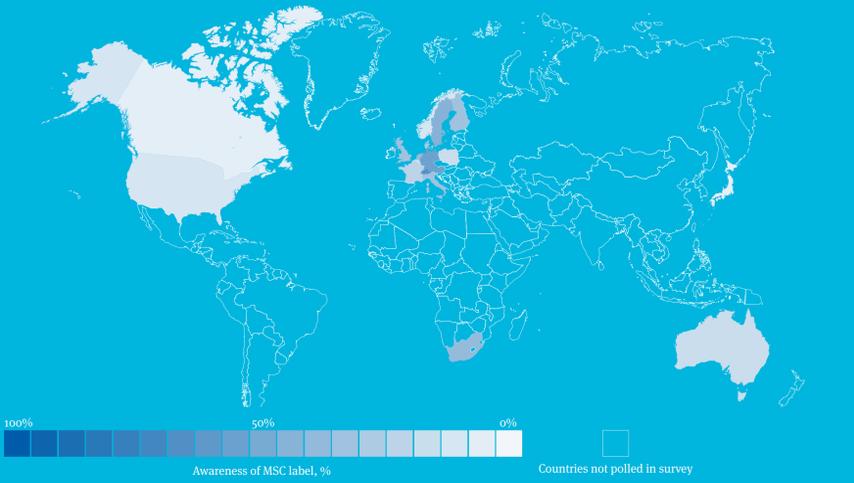


**62%**  
saying that they have more trust and confidence in brands which use ecolabels



**10%**  
of the world's wild caught seafood comes from MSC certified fisheries

## Awareness of the blue MSC label varies across the 21 markets surveyed



**41%**  
of 18 to 34 year olds recall seeing the blue MSC label, compared to 30% of their older respondents



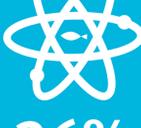
More than half (54%) of seafood consumers say they are prepared to pay more for a certified sustainable seafood product. Those who have seen the blue MSC label place the value of the label at an average premium of 11% globally



Of those who have seen the blue MSC label, more than six in ten are likely to recommend it to people they know

## NGOs and scientists are seen to contribute most to ocean protection

When asked which institutions they believed were contributing the most to protecting the oceans, respondents ranked NGOs and scientific organisations highest



**86%**  
of consumers who have seen the label say they trust it and are positive about the organisation's impact



As the world's most recognised seafood ecolabelling and certification program, consumers are positive that the MSC, and the 1,500 organisations committed to using the MSC label, are contributing to the health of the world's oceans

**81%**  
rate the MSC highly for helping to recognise and reward sustainable fishing



**81%**  
rate the MSC highly for encouraging people to shop more sustainably



**About the survey**  
This year's survey uses the latest methodologies, sampling and question wording, developed by independent research and strategy consultancy, GlobeScan. It adds to the growing evidence that ocean sustainability is a topic with global relevance and ranks high in seafood purchase decisions. The survey was carried out between January and February 2016 using large and reliable national consumer research online panels to recruit respondents, with a minimum of 600 seafood consumers surveyed per country.

Consumers in Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, Netherlands, Norway, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, UK and USA took part. China was surveyed for the first time this year.

The main sample of fish and seafood consumers comprised a total of 16,876 consumers who said they or someone in their household had purchased fish or seafood in the last two months, out of a total sample size of 21,877.

The figures were weighted to be nationally representative by gender, age, region and education.

**About the Marine Stewardship Council (MSC)**  
The Marine Stewardship Council (MSC) is an international non-profit organization. Our vision is for the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations. Our blue MSC label and certification program recognizes and rewards sustainable fishing practices and is helping create a more sustainable seafood market.

\* <http://uk.kantar.com/consumer/shoppers/2014/understanding-behaviour-of-british-shoppers/>