What Consumers Want: The Future of Sustainable Seafood

The findings of a 2018 study from leading research agency GlobeScan show that seafood consumers are increasingly demanding independent verification of sustainability claims. GlobeScan surveyed more than 25,000 people in 22 countries in the largest ever survey of seafood consumers.

Main sample of 4,155 North American seafood consumers

81% of seafood consumers agree that we need to protect seafood supplies for future generations

70% would like to hear more from companies about the sustainability of their fish/seafood products

70% believe supermarkets’ and brands’ claims about sustainability should be clearly labeled by an independent organization

49% of consumers see overfishing as one of their top ocean concerns

23% recall seeing the MSC label (up from 19% in 2016)

Of those who recognize it, 65% trust the MSC label

This survey was conducted by GlobeScan on behalf of the MSC.

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