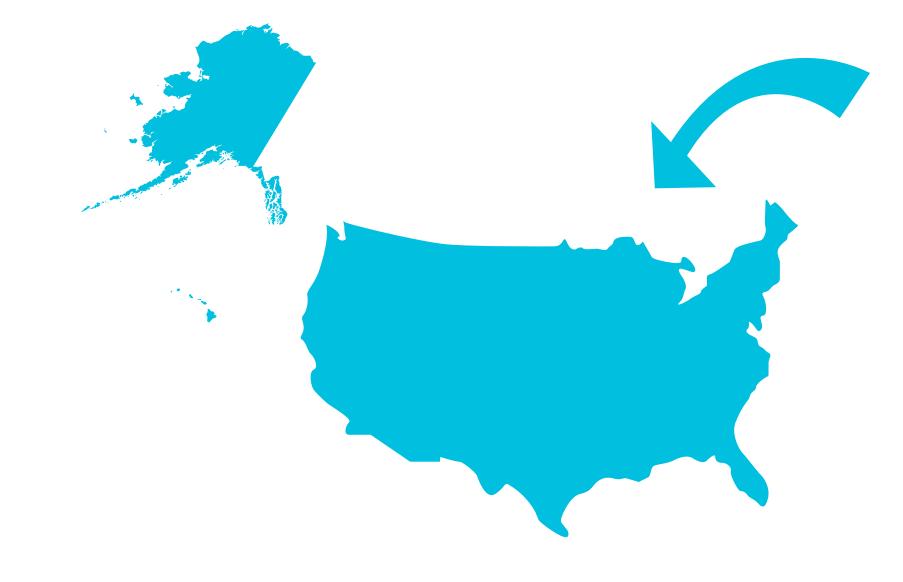
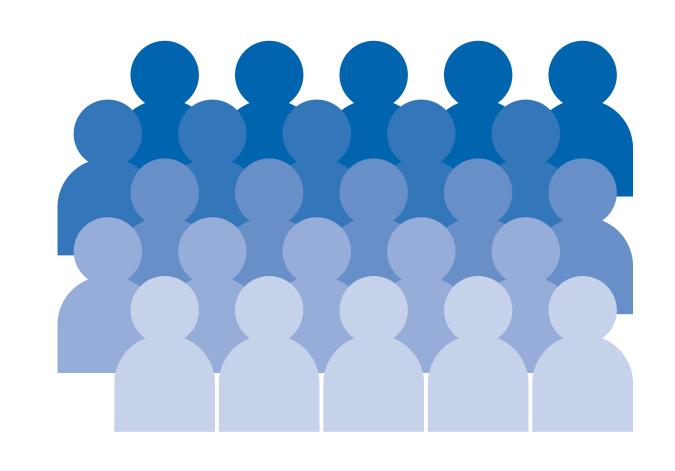


# **Rising Recognition in the US:** The MSC Label and Sustainable Seafood in 2024

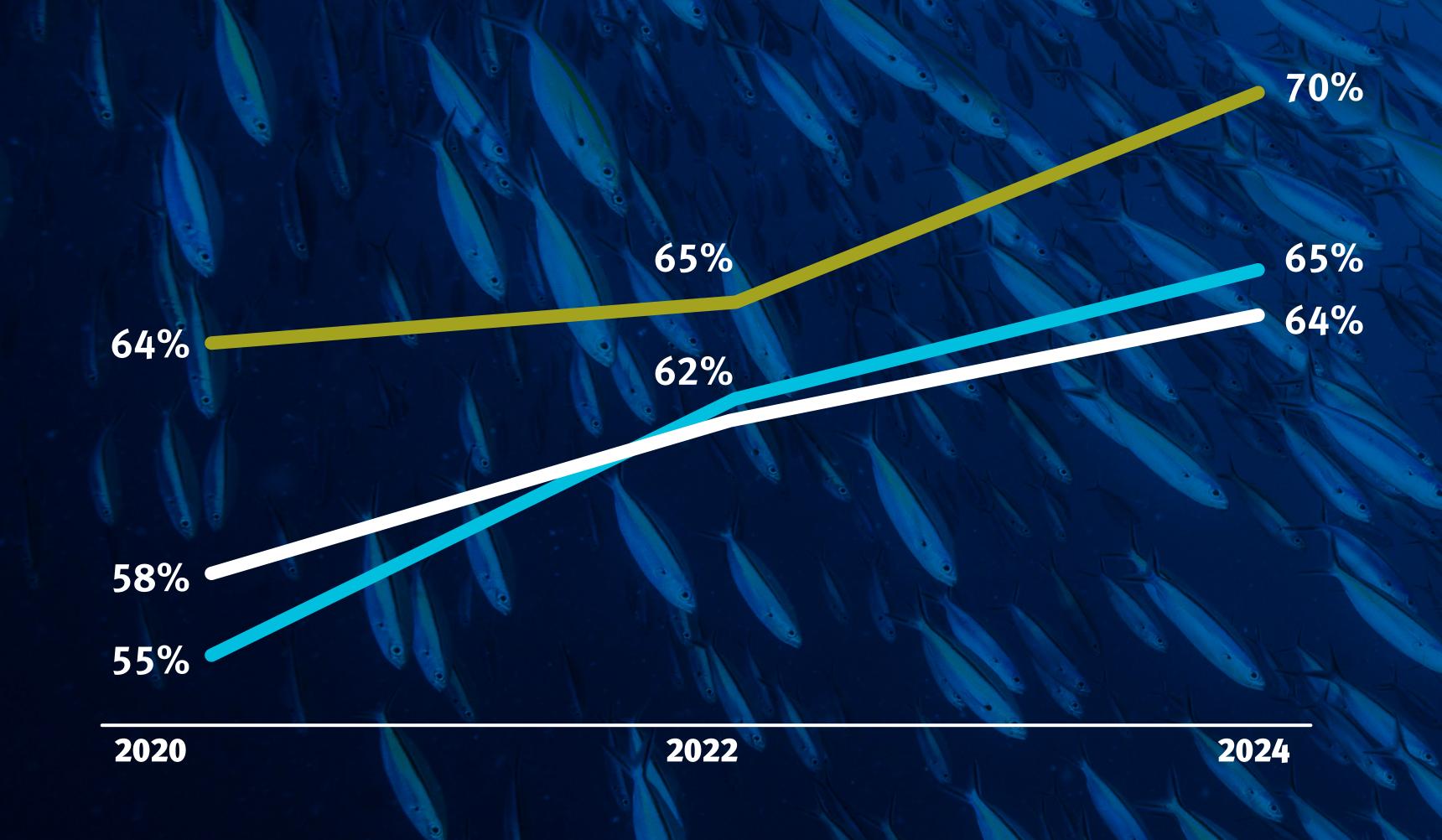
The Marine Stewardship Council's (MSC) latest survey, the largest global survey of seafood consumers, was conducted from January 22nd to February 28th 2024. The US results revealed high levels of support for sustainable seafood, significant increase in MSC recognition, and a desire for healthy and sustainable living. The survey engaged 25,000 consumers in 23 markets globally, including 3,726 in the US (2,572 of them are seafood consumers).



2.572 US seafood **consumers** surveyed



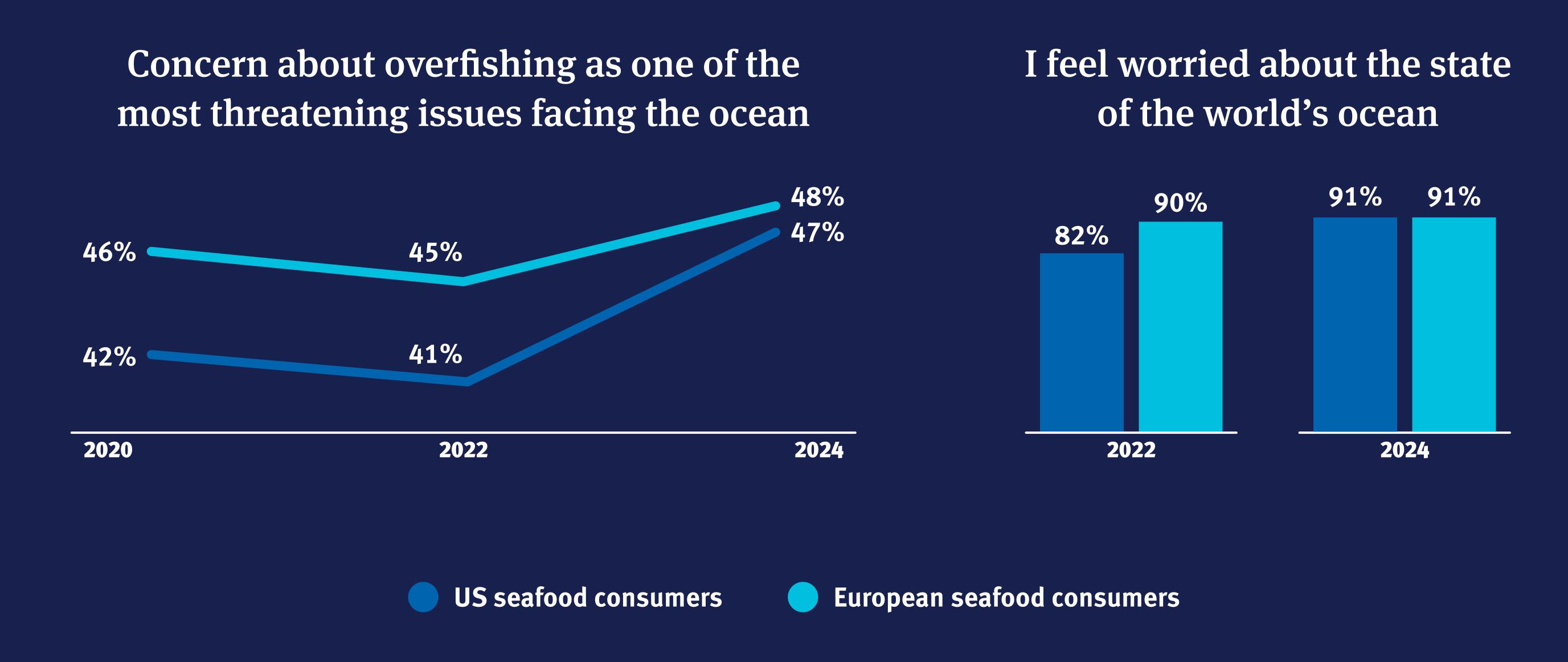
# Highest Recorded Levels of Support for Sustainable Seafood



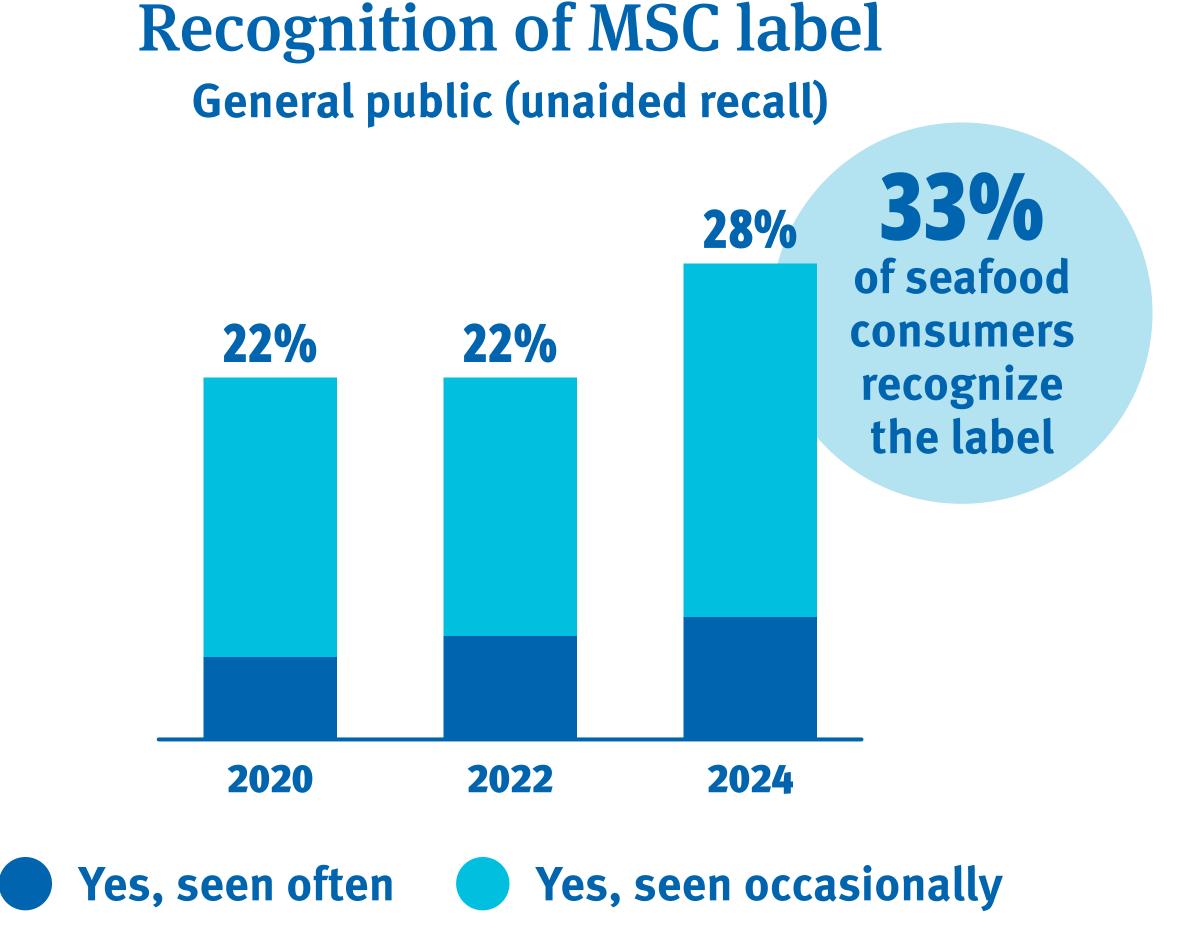
- Retailers' and brands' claims about sustainability and the environment need to be clearly labeled by an independent organization
- In order to save the ocean, we have to consume fish and seafood only from sustainable sources
- The choices I make about eating fish/seafood can make a difference to the health of our oceans

How well does each of the following statements describe your opinions? Opinions on ocean sustainability, 2020–2024

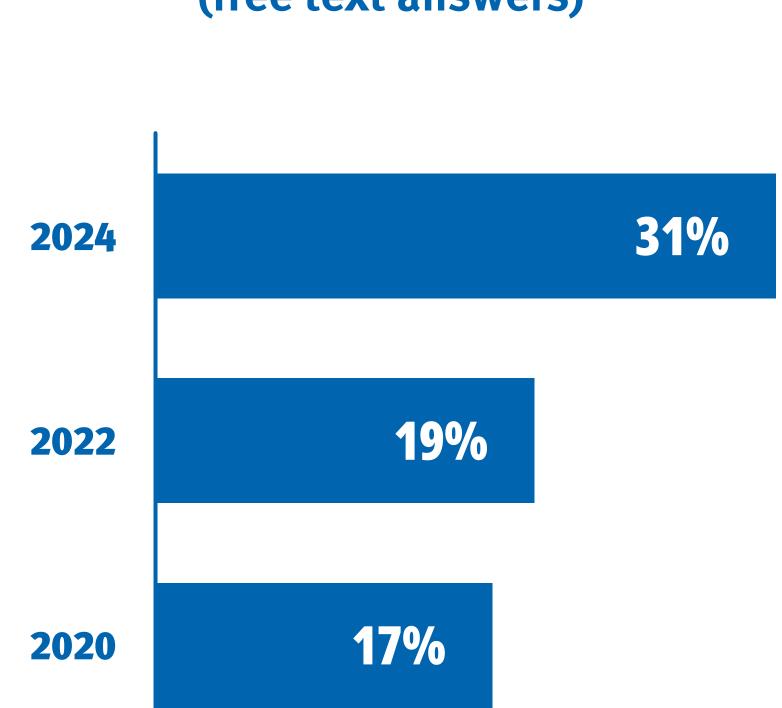
American Consumers are Catching Up with **European Markets in Environmental Awareness** 



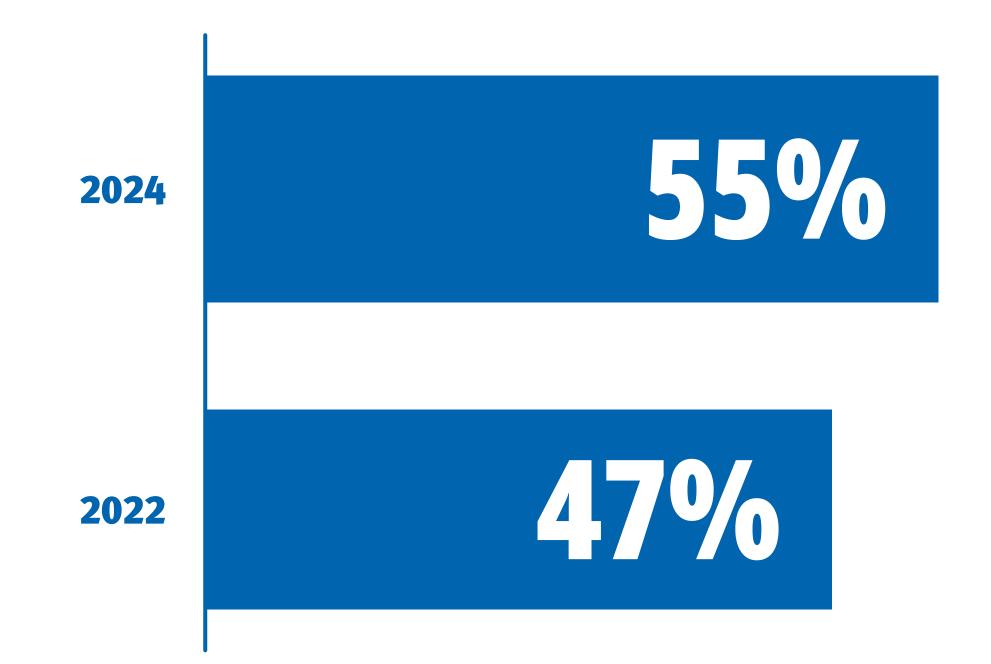




#### **Understanding of MSC label Among seafood consumers** (free text answers)



**MSC label increases** likelihood of purchase **Seafood consumers that agree** 





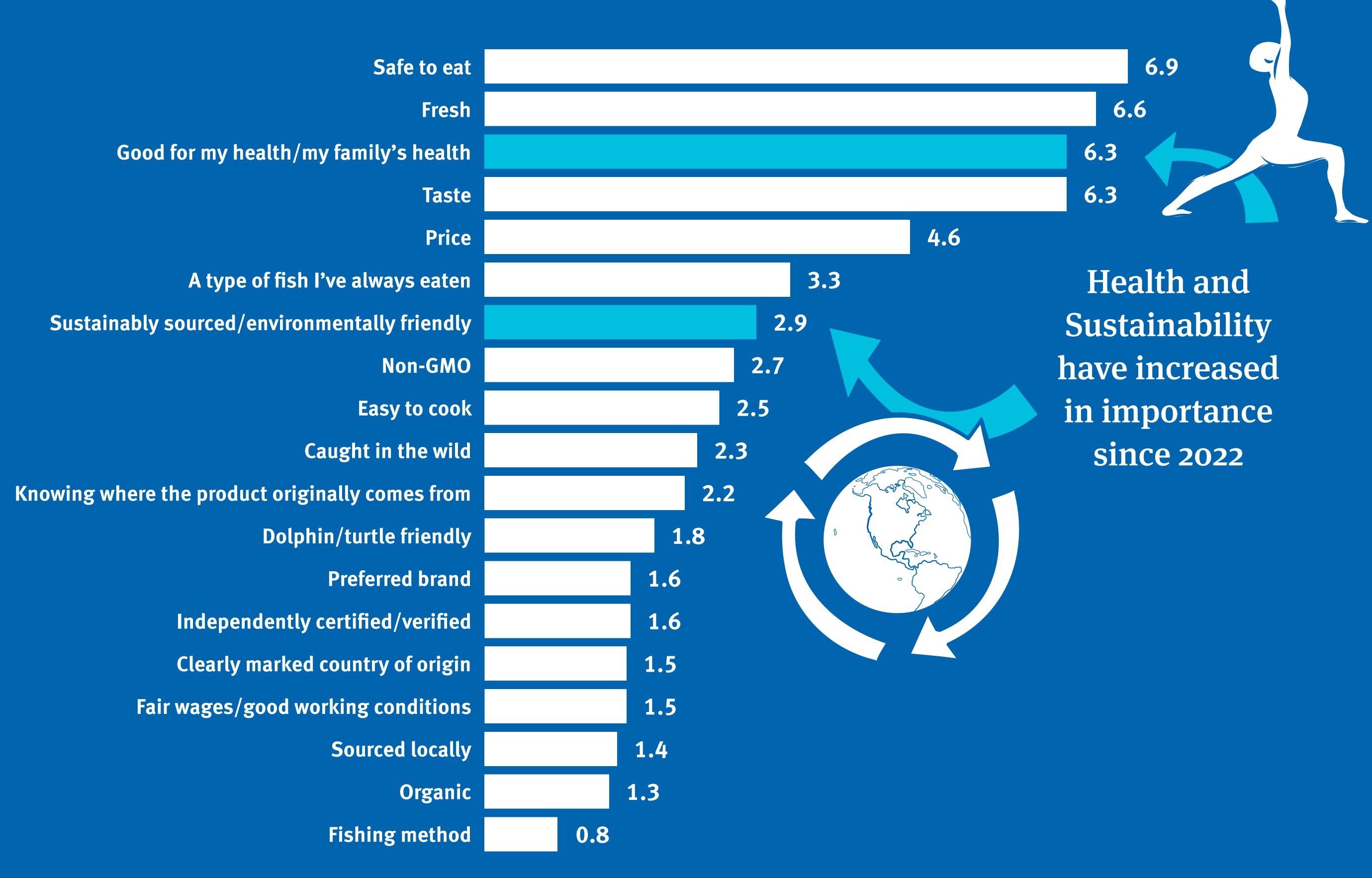
Younger seafood customers (18 – 34) and parents over index on MSC recognitiaon and understanding.

of MSC-aware seafood **Big Consumers trust MSC** 

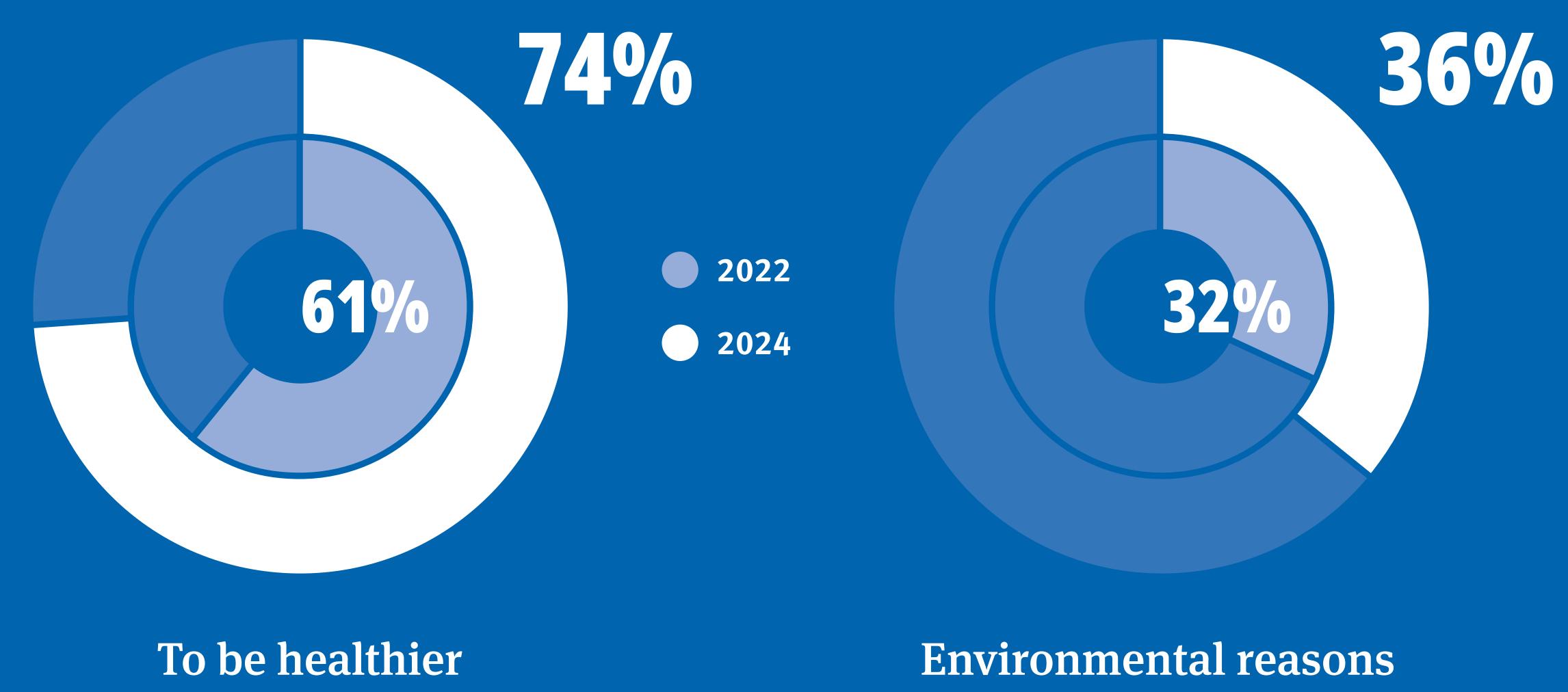
# Health and Sustainability Have **Increased in Importance Since 2022**

### Seafood purchase motivators

Thinking about your recent purchase of "[type of seafood]," which of the following five considerations was the most important and which was the least important? Relative importance scores.



#### Reasons that seafood consumers changed their diets in the last two years



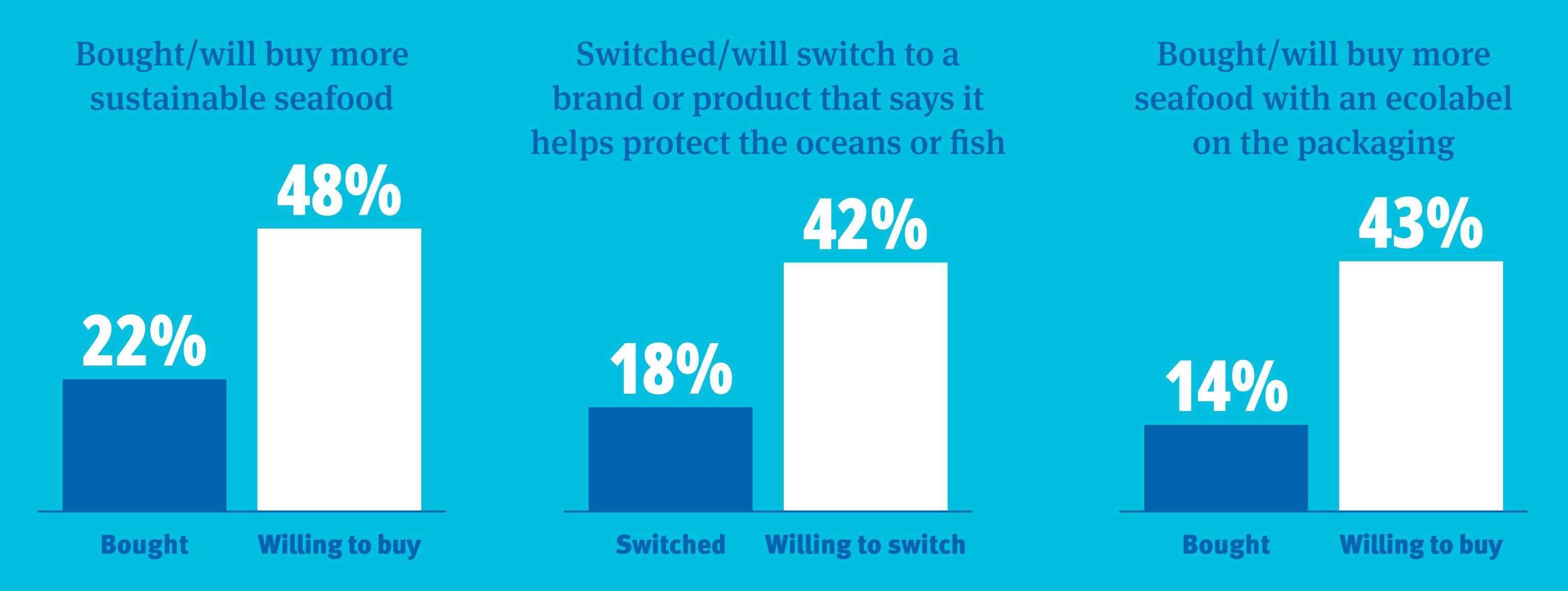


of seafood consumers are concerned about the state of the world's ocean (82% in 2022)



of seafood consumers would like to hear more from companies about the sustainability of their seafood (62% in 2022)

# Intent to Shop Sustainably is High— How Can We Lower the Values/Action Gap?



Which, if any, of the following actions have you taken in the last year or willing to take in the future to help protect the fish and seafood in our oceans? Multiselect.

## For more information on this survey, please visit our <u>website</u> or sign up for <u>consumer insights</u>.



Marine Stewardship Council (MSC) is a global, science-based non-profit dedicated to restoring global fish stocks and safeguarding seafood supplies for future generations.

msc.org | @MSCbluefish | USmarketing@msc.org

The study was conducted in early 2024 by GlobeScan, an independent research and strategy consultancy on behalf of the MSC. It is one of the largest global surveys of seafood consumers, involving more than 25,000 people across 23 countries. In the US, more than 3,600 people were surveyed. All data is based on Seafood Consumers, USA (2,572) unless noted.