



**MARINE STEWARDSHIP COUNCIL  
TUNA MARKET UPDATE  
NORDIC TUNA ACTION GROUP MEETING  
FEBRUARY 2022**



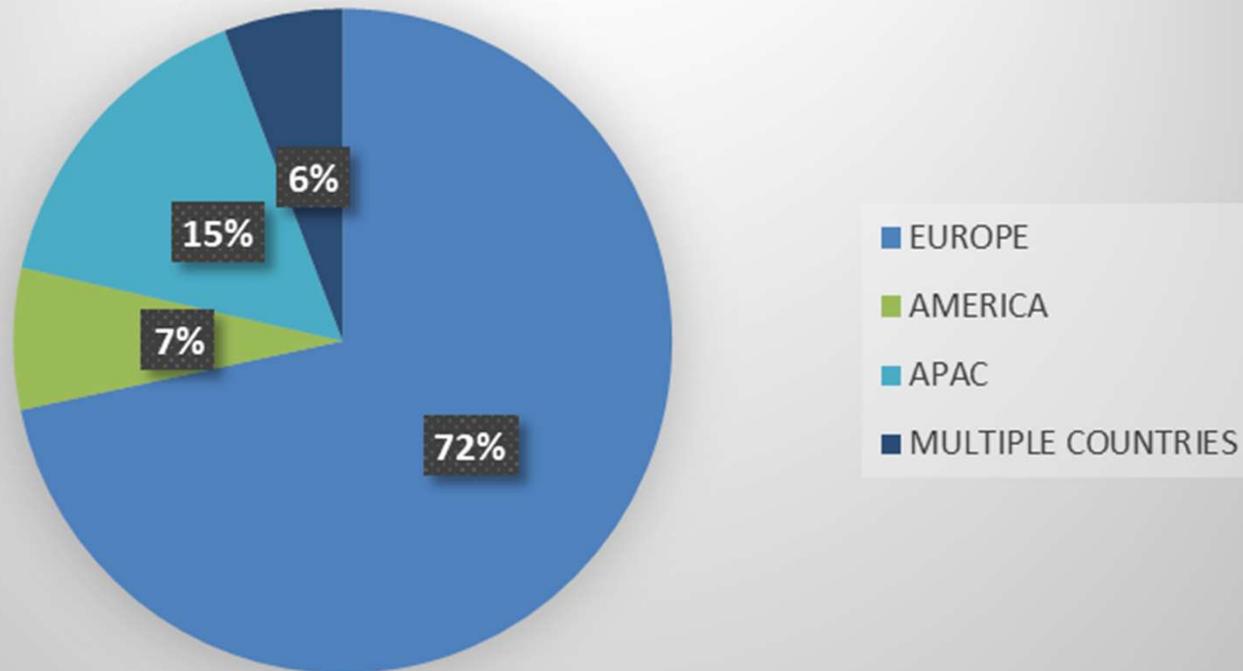
# GLOBAL MARKET AND DEVELOPMENT

Ellen Bruno, Senior Commercial Manager  
Scandinavia and Baltic Sea Region

# DISTRIBUTION OF MSC TUNA SOLD IN 19/20



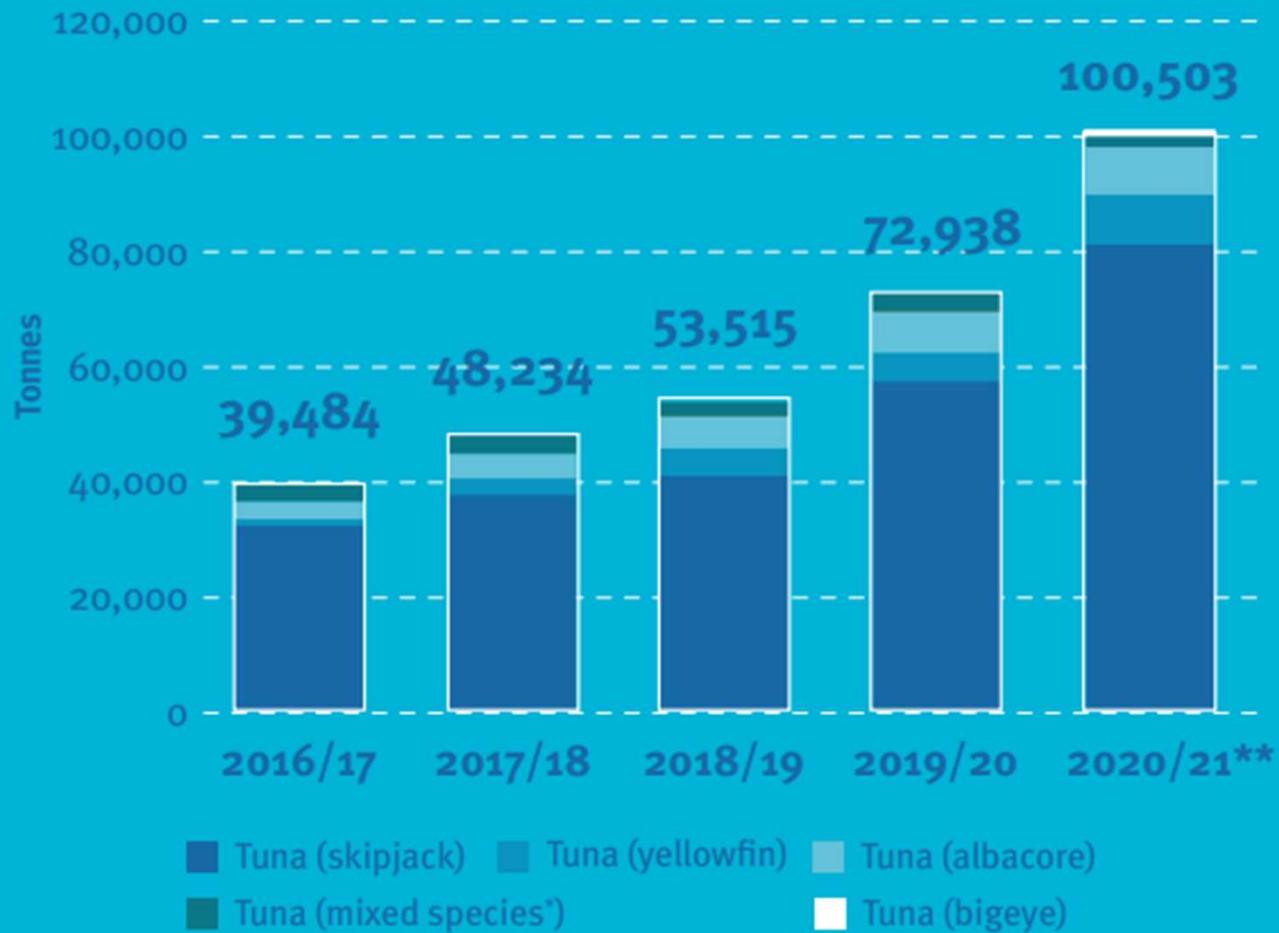
2019/2020



**Asia and US  
biggest tuna  
markets, but  
Europe  
biggest on  
MSC tuna!**



## Volume of MSC labelled tuna sold by species global



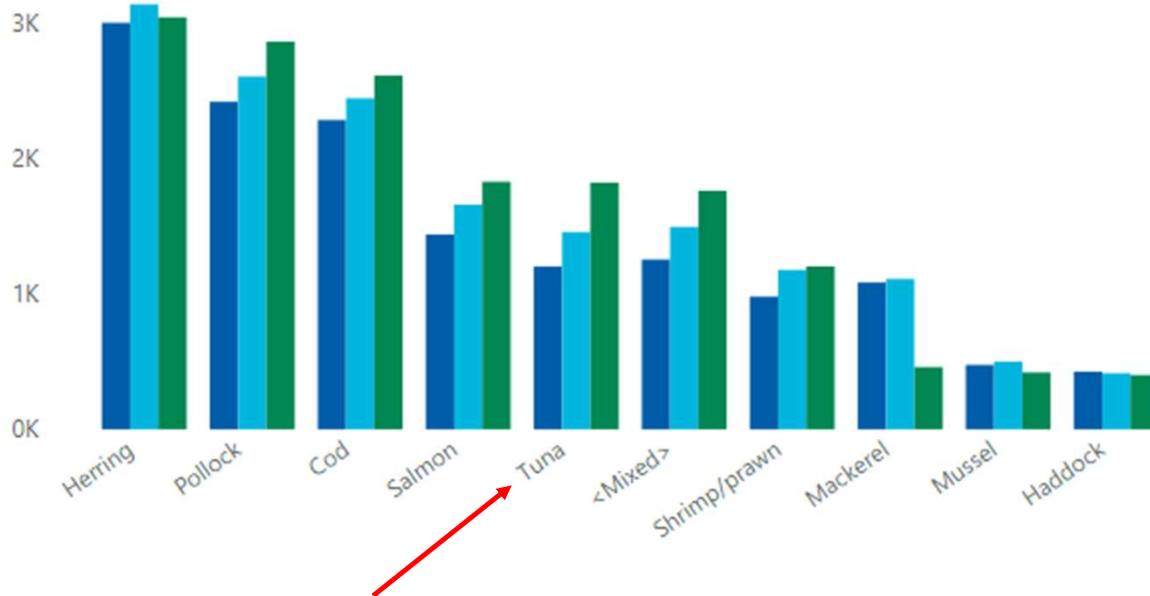
# THE GROWTH OF TUNA PRODUCTS WITHIN MSC



When we look at products, tuna consistently ranks near the top five and increasing annually.

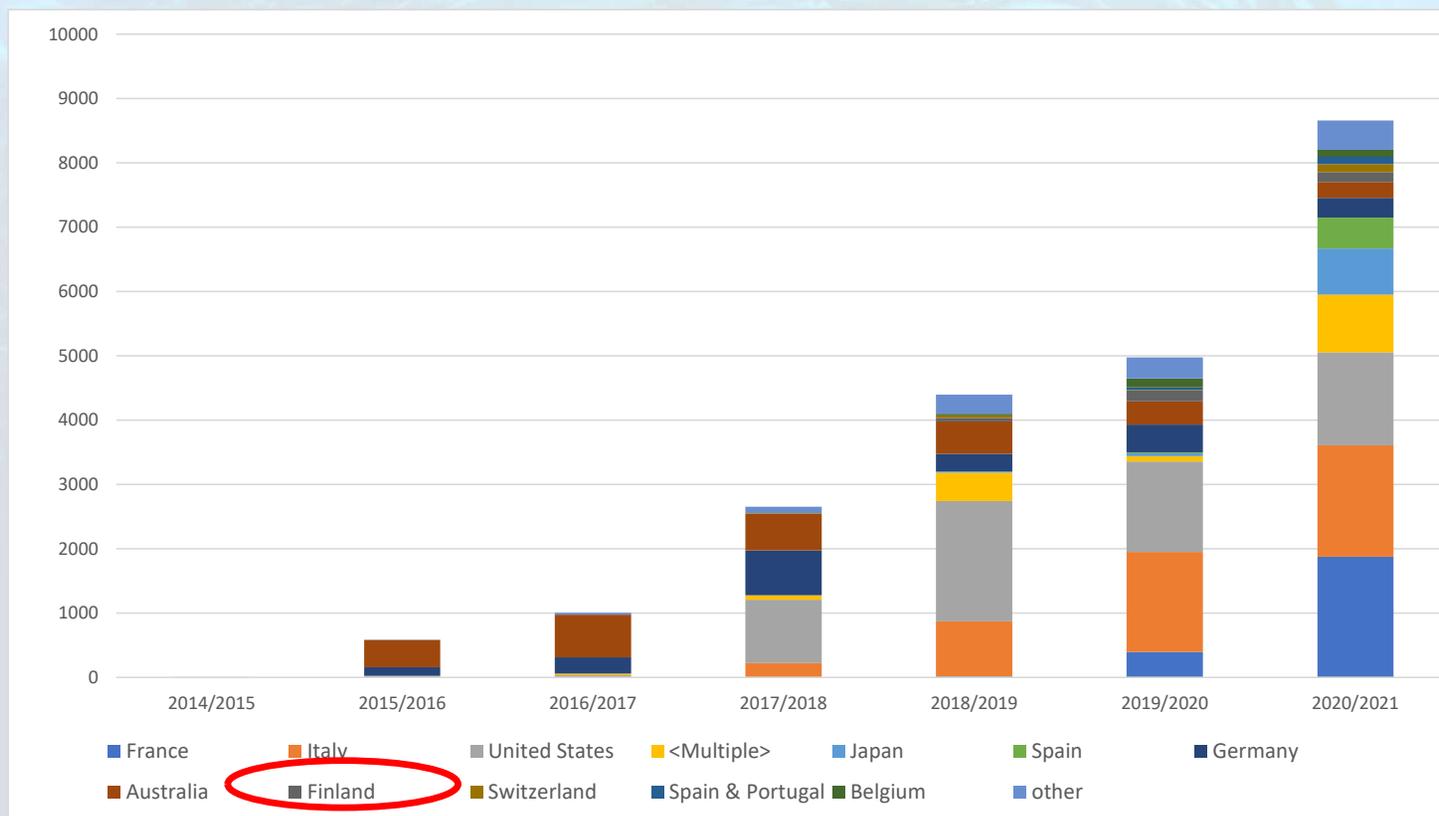
Live products by top 10 species

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021





# MSC YELLOWFIN PRODUCTS VOL BY MARKET



# MSC LABELLED TUNA BY FORMAT (IN TONNES) APRIL 2021

## MSC labelled tuna by format in tonnes (2020/21\*\*)



Chilled

**4,149**



Frozen

**3,233**



Pet food

**1,688**



Retail food to go/  
Ready meals

**22,266**



Preserved

**68,916**



Foodservice

**250**

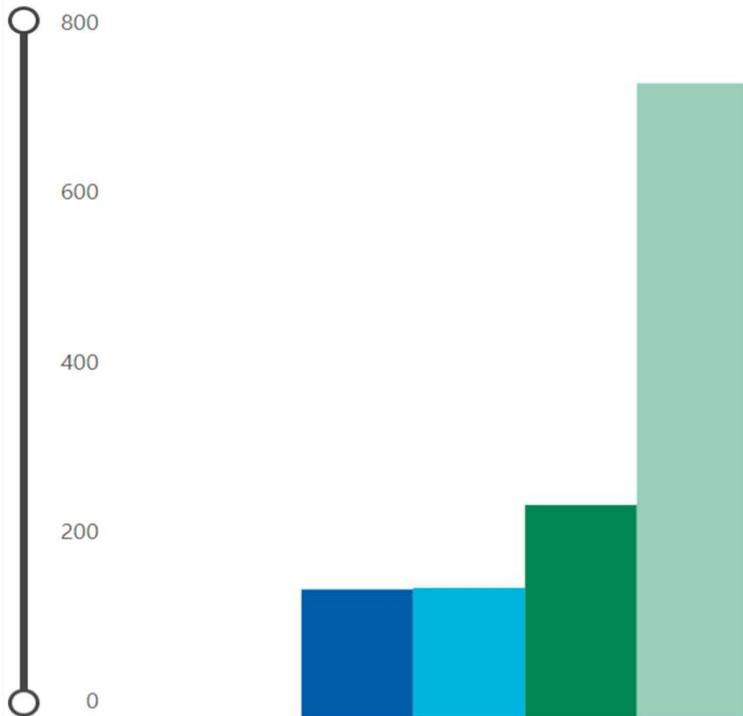


# TUNA MARKET UPDATE IN THE SCANDIC AND BALTIC REGION

# TUNA VOLUME GROWTH SCANDIC REGION



Financial Year ● 2017/2018 ● 2018/2019 ● 2019/2020 ● 2020/2021



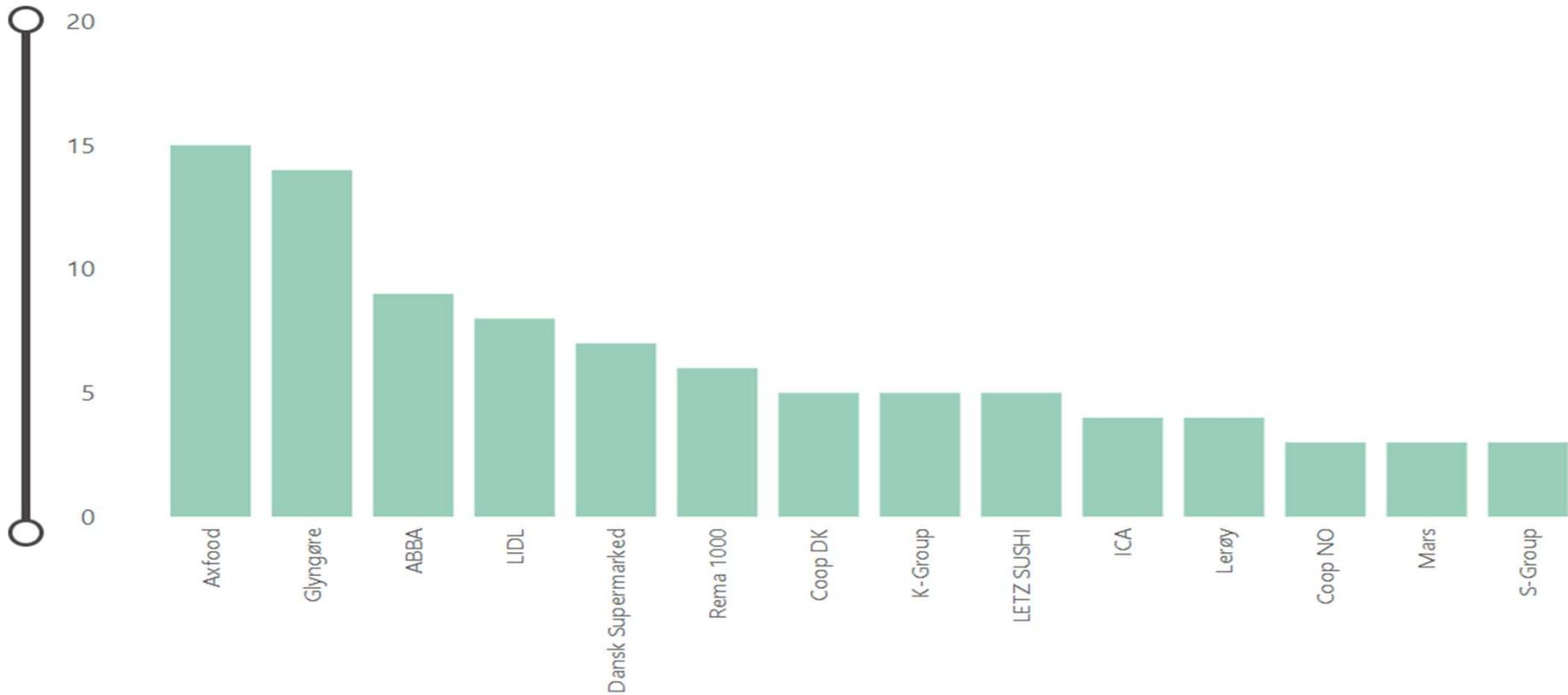
Huge growth of tuna sales  
in the region!

Great work by many  
partners 🤝 🤝 🤝

# BRANDS/RETAIL WITH MOST NO OF PRODUCTS IN THE REGION



Financial Year ● 2020/2021





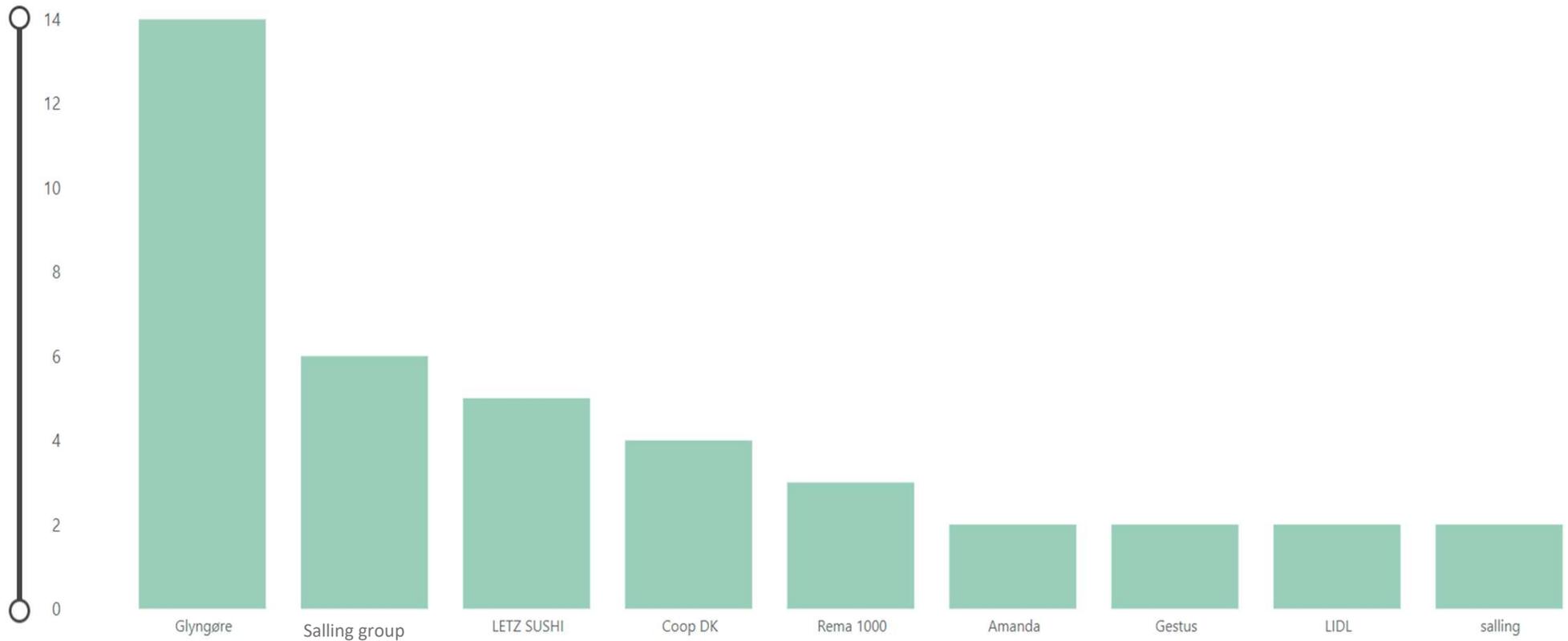
DENMARK

Morten Fristrup, Commercial Manager  
Denmark

# DENMARK: NO TUNA PRODUCTS BY BRAND



Financial Year ● 2020/2021

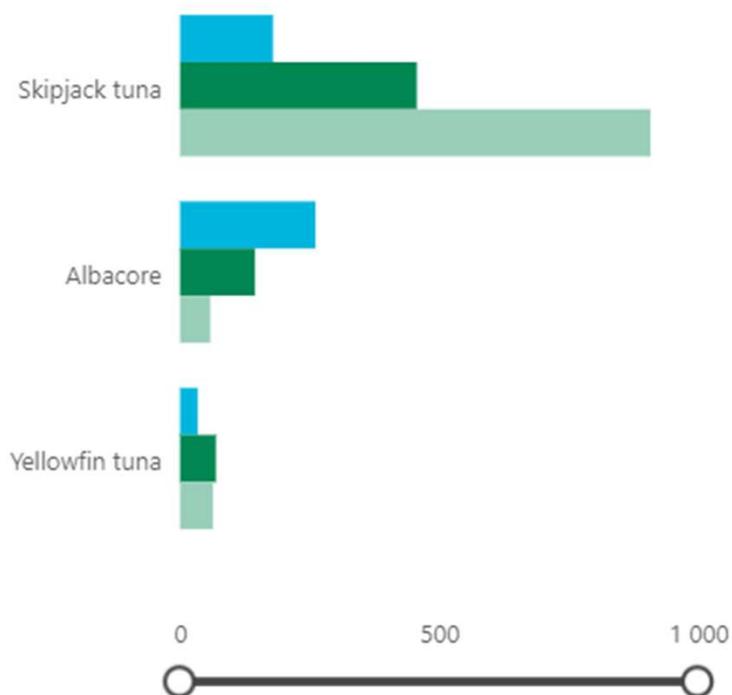


# DENMARK - VOLUME BY SPECIES AND SUBCATEGORY



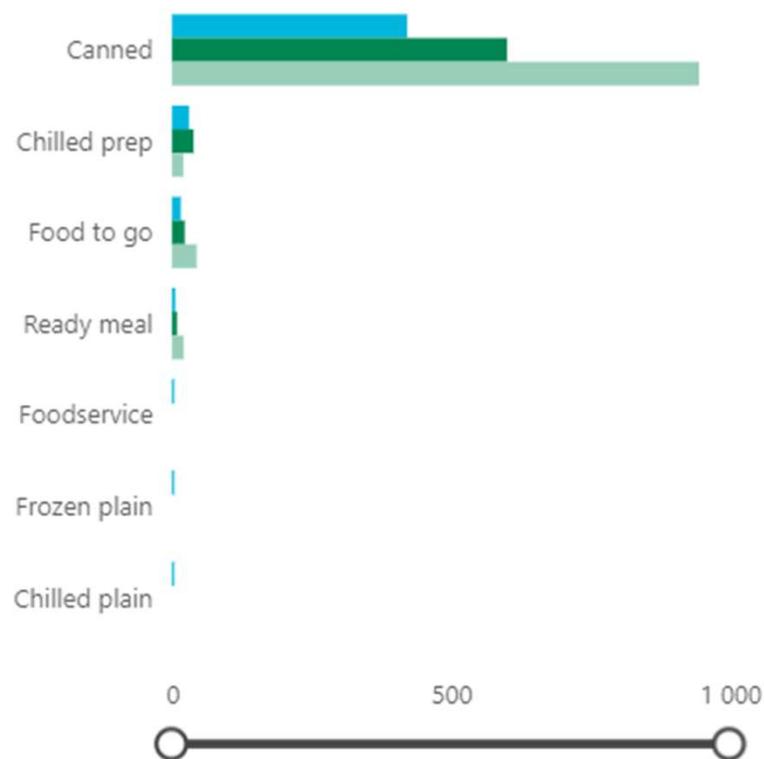
## Volume by species

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021



## Volume by subcategory

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021





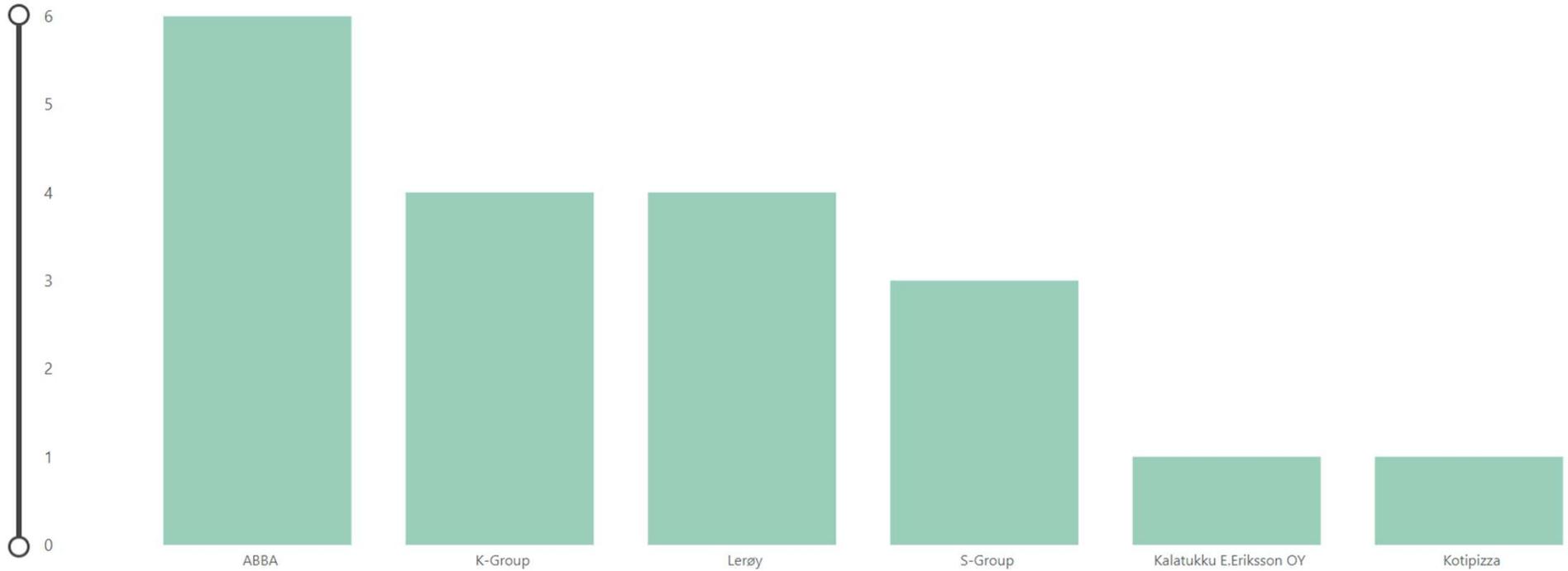
FINLAND

Johanna Vepsä, Commercial and Marketing Manager Finland

# FINLAND – NO TUNA PRODUCTS BY BRAND



Financial Year ● 2020/2021

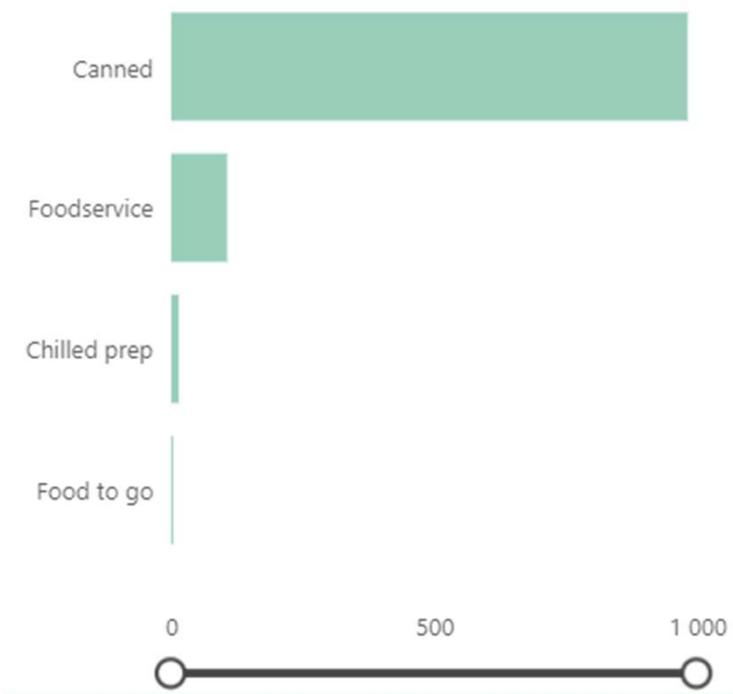


# FINLAND - VOLUME BY SUBCATEGORY AND SPECIES



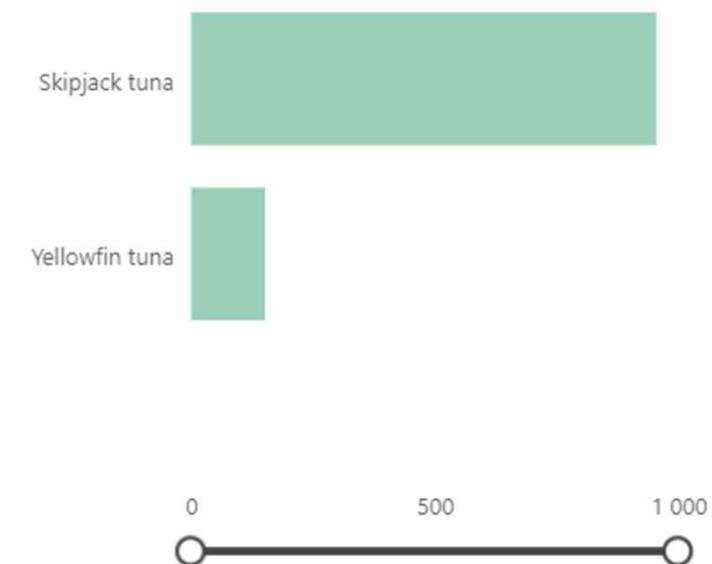
Volume by subcategory

Financial Year ● 2020/2021



Volume by species

Financial Year ● 2020/2021





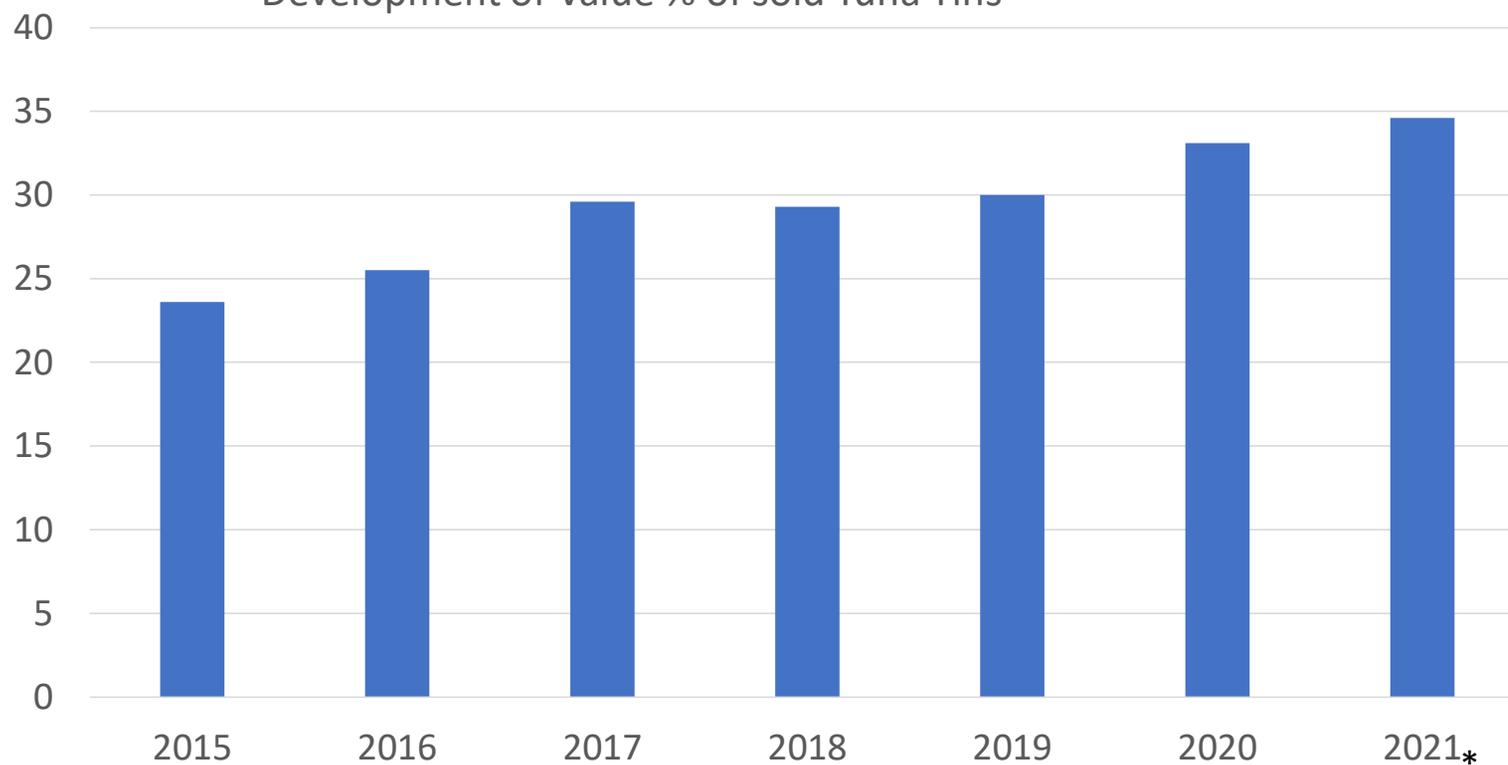
SWEDEN

Carl Dahlman, Commercial  
Manager Sweden

# SWEDEN MSC TUNA SALES DEVELOPMENT



Development of Value % of sold Tuna Tins

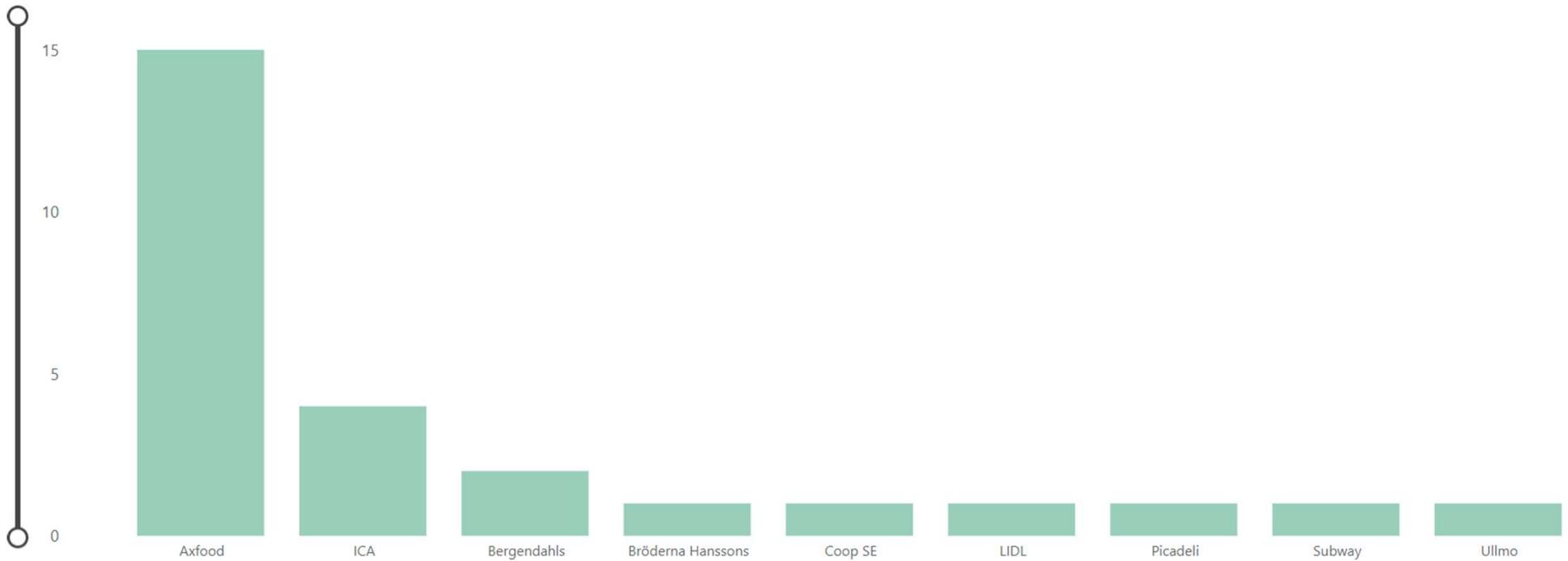


Source: Nielsen  
retail report  
Sweden.  
\* - only up to Q3

# TUNA PRODUCTS BY BRAND - SWEDEN



Financial Year ● 2020/2021

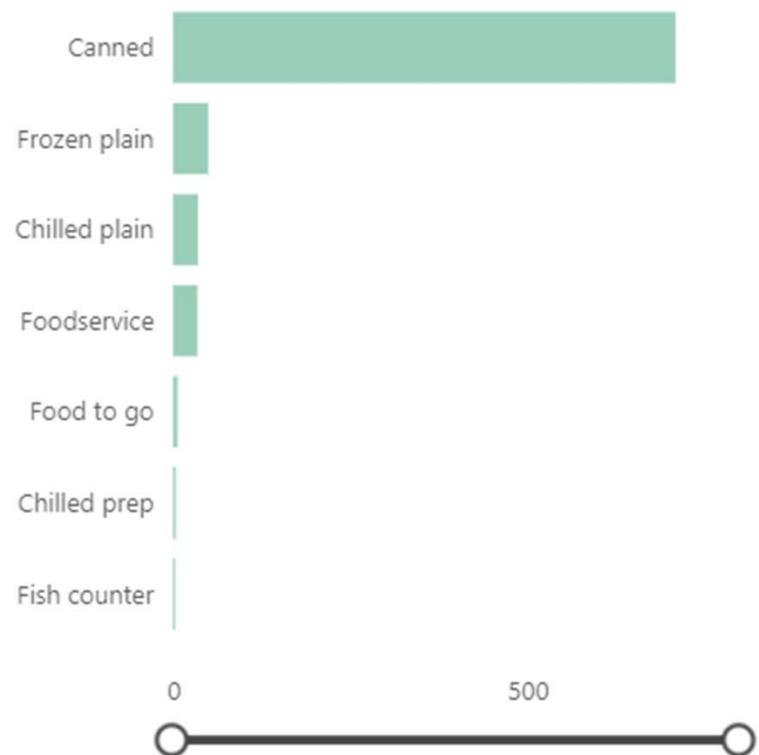


# SWEDEN - VOLUME BY SUBCATEGORY AND SPECIES



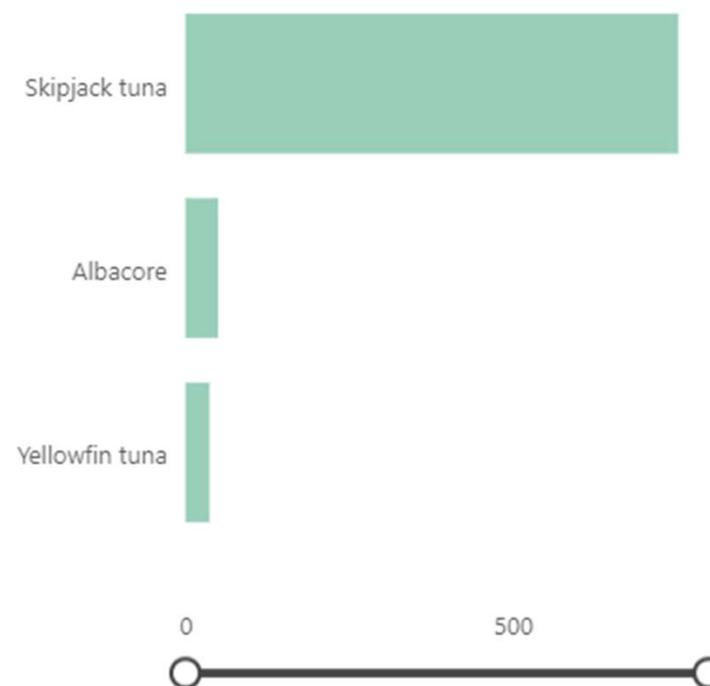
## Volume by subcategory

Financial Year ● 2020/2021



## Volume by species

Financial Year ● 2020/2021





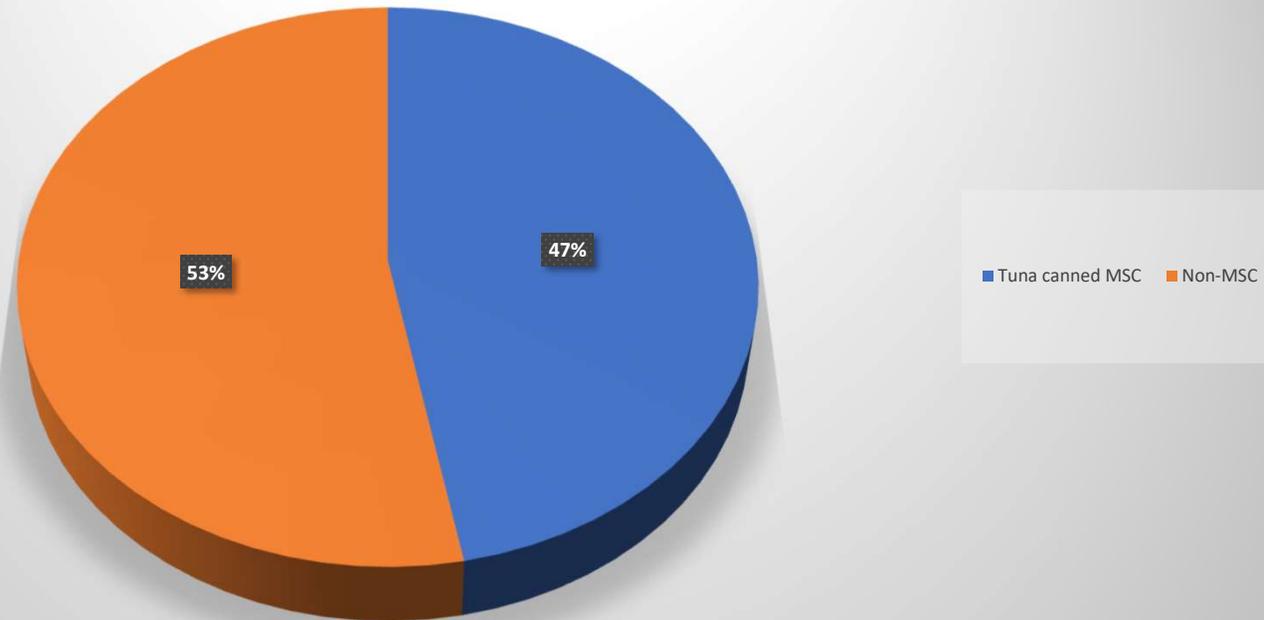
NORWAY

Johan Frøstrup, Commercial and Marketing Manager Norway

# NORWAY – MSC VOLUME OF TOTAL SALES



MSC labeled canned tuna Volume Norway



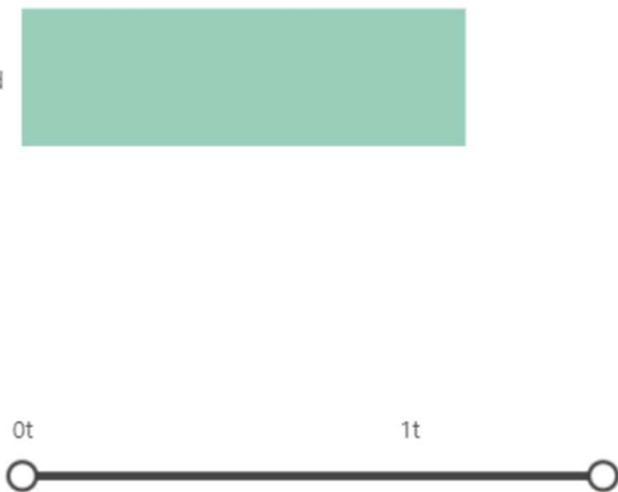
# NORWAY: VOLUMES (MT) BY SPECIES AND SUBCATEGORY



Volume by subcategory

Financial Year ● 2020/2021

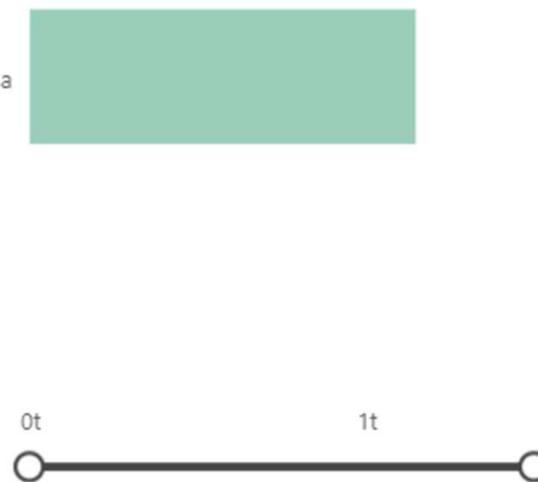
Canned



Volume by species

Financial Year ● 2020/2021

Skipjack tuna





# NEW PRODUCTS



# NEW TUNA PRODUCTS BY BRAND LAST 12 M



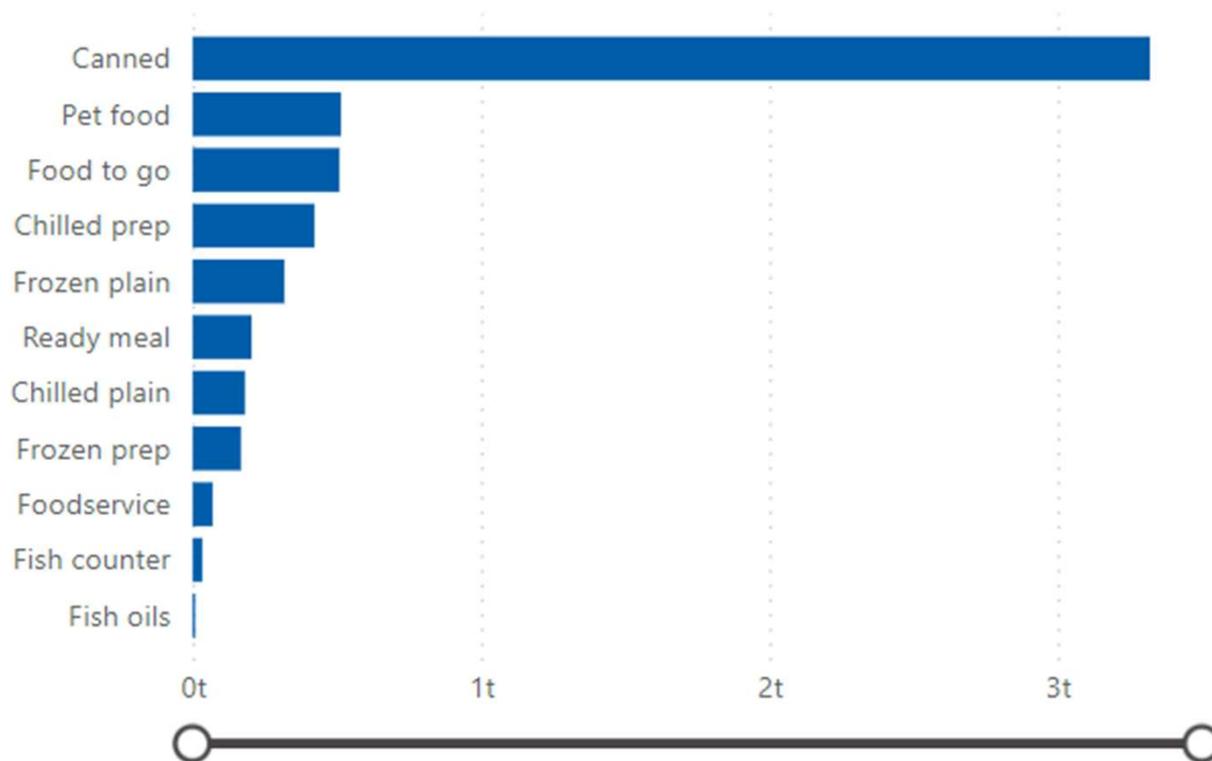
Brand	New products
OMI Sushi	8
salling	7
K-Salat	6
PRIIMA	6
Coop DK	5
ABBA	4
Coop SE	4
Glyngøre	4
Graasten Salater	4
ICA	4
KAIJA	4
Rio Mare	4
LIDL Italiamo	3
LIDL Nixe	3
Coop NO	2
ICA Basic	2
K-GROUP Pirkka	2
Lerøy	2
LETZ SUSHI	2
MARS Sheba	2

Ocean We Care	2
Rema 1000	2
	1
Aldi Salat	1
Chief's Basic	1
DAGROFA Gestus	1
Don Gastronom	1
Emperatriz	1
Food Collective	1
Frime	1
I. SCHROEDER KG La Miranda	1
LIDL Select & Go	1
LIDL Trattoria Alfredo	1
NORGESGRUPPEN Eldorado	1
Picard	1
S-GROUP Rainbow	1
World's Choice	1
<b>Totalt</b>	<b>97</b>

# NEW TUNA PRODUCTS IN THE REGION BY CATEGORY



Number Of Products av Product Subcategory



# NEW PRODUCTS – LAST 12

Product Name	New products		
Graasten Tunsalat 300g	2		
Kobenhavns salatfabrik Tun Salat 175g	2		
Kobenhavns salatfabrik Tun Salat 30% mindre fett 175g		OMI Sushi Tuntartar 105g	1
"ICA" Skipjack tuna in brine 170g		Picard 2 pavés de bonite à ventre rayé 250g	1 to (2,5 – 4,5)
"ICA" Skipjack tuna in Sunflower Oil 170g		Pirkka Parhaat Kala- Ja Jättikatkarapuvuoka 500g	1
"Salling" Skipjack Tuna in BRINE 185g		Pirkka Tonnikalapasteija /Tonfiskpastej 145g	1
"Salling" Skipjack Tuna in sunflower oil 185g		Priima Tonnikalaa Auringonkukkaoljyssa 185g	1
Abba Valuttamatta Valmis Sitruuna basilika yrttiöljyssä 130g		priima Tonnikalaa Makeassa chilikastikkeessa 185g	1 per pc
Abba Valuttamatta va Coop Xtra Findelt Tunfisk I vann 150g		Priima Tonnikalaa Mausteena Chili 185g	1
Abba Valuttamatta va Don Gastronom Bonito del norte en aceite ecologico 212		Priima Tonnikalaa Mausteena Lime Ja Mustapippuri 185g	1
Abba Valuttamatta Va Eldorado Tunfisk I Olje 185g		Priima Tonnikalaa Mausteena Tilli 185g	1
Aldi Salatbar Tun Sala Emperatriz VENTRESCA DE ATUN CLARO EN ACEITE DE GIRASO		Priima Tonnikalaa Mausteena Valkosipuli 185g	1
Chief's Basic Tonfiskb ENSALADA MEXICANA 160g NIXE		REMA 1000 Prima Tunfisk i vann 170g	1
Coop Skipjack tuna cl ENSALADA WESTERN 160g NIXE		Rema 1000 Tunfisk i solsikkeolje 185g	1
Coop Skipjack tuna cl Food Collective Tuna Pepper Sauce Wrap 175g		Rio Mare Tonno al Naturale 160gx1	1
Coop Skipjack tuna cl Gestus salat tun 450g		Rio Mare Tonno all'olio di oliva 160g	Salling tunsteaks 2tk 250g
Coop Skipjack tuna cl GLYNGORE ATÚN EN ACEITE DE GIRASOL (PX3 Y ETIQUETA)		Rio Mare Tonno all'Olio di Oliva 80g	Salling Yellowfin Tuna in brine 185g
Coop Skipjack tuna cl GLYNGORE ATÚN EN AGUA (PX3 Y ETIQUETA)		Rio Mare Tonno Limone e pepe ne	Salling Yellowfin Tuna in Sunflower Oil 185g
coop Tonfiskbitar 120 Glyngore Yellowfin Tun I Vand 120G		Salatmesteren tunsalat 200g	Select & Go Sandwich Tuna & Paprika 185g
Coop Tonfiskbitar i sc Glyngore Yellowfin Tun I Vand 1Kg		Salling Skipjack Tuna in brine 185g	Sheba Craft Collection Terrine with shredded pieces med tonfisk/tunfisk / sis. tonnikalaa 85g
Graasten Sonderjyske Luksussalater Tunmousse SL 400g		Salling Skipjack Tuna in Sunflower	Sheba Filets Tonfisk Kanaa 60g
Graasten Tunsalat 150g			Skipjack Tuna chunks in sunflower oil 160g "Rainbow"
gulfenad tonfisk			Trattoria Alfredo La Pinsa Tonno 405g
ICA Skipjack tuna in brine 170g			Tuna per Pasta "Arrabbiata" 160g "ITALIAMO"
ICA Skipjack tuna in Sunflower Oil 170g			Tuna per Pasta "Tomato" 160g ITALIAMO
ICA Tonfisk file 300g			World's Choice Tun steak 2 stk retail box 250g
ITALIAMO Tuna per Pasta "Tomato, Olives & Capers" 160g			Xtra coop Findelt Tunfisk I cann 150g
		KAIJA Tuncis extra virgin oliveolja 160g	1
		KAIJA Tuncis rapšu eolja 160g	1
		KAIJA Tuncis savä sulä 160g	1
		Kobenhavns salatfabrik Tun Salat 250g	1
		Kobenhavns Spicy tun med jalapenos 175g	1
		La Miranda Skipjack Tuna Chunks in Water Salt Added 1705g	1
		Leroy Sushi Hanamaru 320g	1
		Leroy Sushi Maki mix 2 1700g	1
		LeSu 16 Box (Nytår 440g)	1

THANK YOU FOR

A TUNAFUL  
TOMORROW

