



Marine  
Stewardship  
Council



# Tuna Market Analysis 2024: United Kingdom



# Market Analysis: UK Tuna

Consumers in the UK spent £408.5 million on 61,012 tonnes of tuna products between June 2022 and 2023, accounting for 10% of the value and 16% of the volume of all seafood purchases in supermarkets across the country. Skipjack is the most widely sold species, representing nearly 80% of all tuna retail products.

Over the past two years, the number of sustainably sourced tuna products available in the UK has grown steadily. According to the [MSC UK Tuna Shopper Report 2023](#), in 2022/23, consumers purchased 15,360 tonnes of MSC certified tuna, the highest figure to date and three times more than in 2020/21. Projections by the MSC estimate that this volume will surpass 25,000 tonnes for the 2023/24 financial year.

This growth has been driven by increased availability of MSC certified tuna products. In October 2021, 18% of tuna products available in UK supermarkets carried a blue MSC ecolabel. By November 2023, that figure had climbed to 25%, with certified products sold under eleven different brands and available in eight

supermarkets - Aldi, Asda, Amazon Fresh, Morrisons, Sainsbury's, Tesco, Waitrose and Whole Foods.

Waitrose continued to offer the greatest selection of certified tuna amongst UK retailers, with 79% of all tuna products in store carrying a blue MSC ecolabel. Sainsbury's and Aldi also expanded their MSC certified tuna offerings, with their ranges of sustainably sourced products growing to 35% and 24% respectively. Sainsbury's rejoined Waitrose as the only other UK retailer to sell 100% MSC labelled own-brand canned tuna, while Aldi sold seven different MSC certified canned tuna products at some point last year. As a result of this increased availability, 20% of all ambient tuna sold between October 2022 and 2023 carried a blue MSC ecolabel, an increase from just 4% in 2021.

With commitments to selling 100% MSC labelled tuna by 2025 from major brands like Tesco and Princes, the volume of sustainably sourced tuna purchased by consumers in the UK is expected to increase further in the years ahead.





# Market Data: UK Tuna

## Championing Sustainable Tuna: Waitrose, Sainsbury's and Aldi

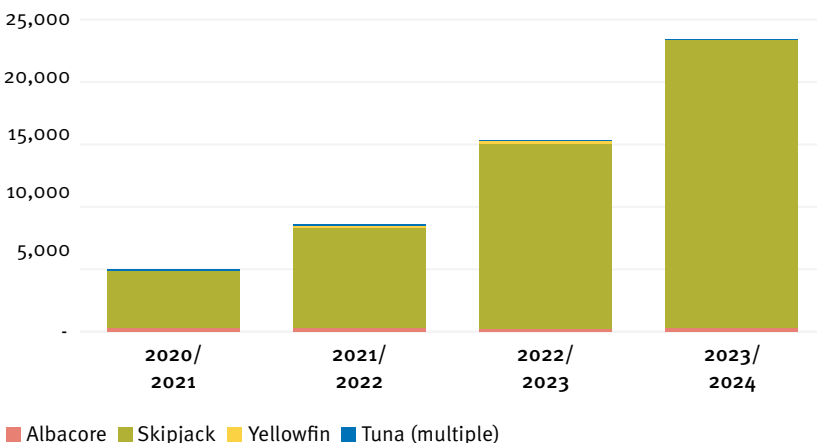


Waitrose leads the UK market in certified sustainable canned tuna, with all its own-brand canned and jarred tuna carrying the MSC ecolabel. In 2023, Sainsbury's rejoined Waitrose as the only other UK retailer selling 100% MSC labelled own-brand canned tuna. Aldi also made progress, selling seven different MSC labelled canned tuna products over the past year. Together, these retailers have been instrumental in increasing the availability of MSC tuna products for UK consumers.

“We know that when a fishery is certified to this Standard, it’s validating that it really is one of the best fisheries out there in the world.”

Melissa Tillotson, Senior Aquaculture and Fisheries Manager at Waitrose and Partners, UK

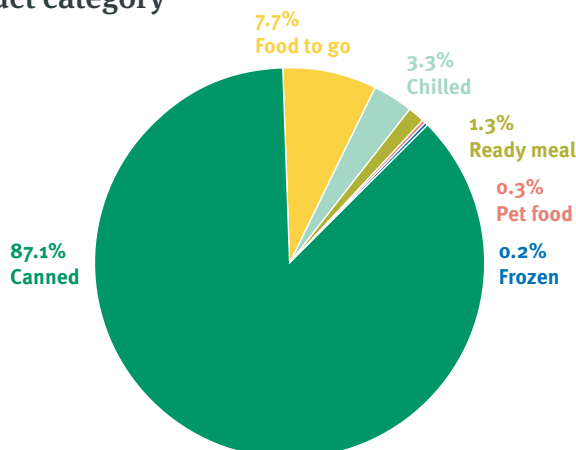
## MSC labelled tuna sold in the UK by volume (metric tonnes) and species



“The next twelve months will be busy for Princes as we work with our partners to achieve our goal of 100% MSC certified tuna for our brand in the UK. In our experience, the global tuna supply chain broadly consists of like-minded businesses that want long term sustainable stocks, to increase transparency and build consumer trust.”

Juliette Mille, Senior Sustainable Sourcing Manager, Princes, UK

## Volume of MSC labelled tuna sold in the UK by product category





Marine  
Stewardship  
Council

Find out more: [msc.org/tuna](https://www.msc.org/tuna)

Contact us: [info@msc.org](mailto:info@msc.org)



@MSCintheUK



@MSCintheUK



/marine-stewardship-council

All images copyright of the MSC unless otherwise stated.  
Registered Charity number: 1066806. Registered Company number: 3322023.  
© Marine Stewardship Council 2024