



UK GLOBESCAN SUMMARY 2022

The findings of the bi-annual independent consumer research survey conducted by Globescan for the Marine Stewardship Council (MSC) show that while ocean anxiety is high, British seafood consumers are feeling more empowered and increasingly believe the choices they make can have a positive impact on the health of our oceans.

ATTITUDES TO OCEAN SUSTAINABILITY

9 in 10

consumers agree that they are worried about the state of the world's oceans and two-thirds say they are more worried today than they were two years ago



OVERFISHING is the 2nd most concerning ocean issue for seafood consumers, behind pollution of the ocean

Agree that in order to save the ocean, we have to consume fish and seafood only from sustainable sources



Consumers feel increasingly more empowered to affect change, with now saying that the fish/seafood choices they make can help make a difference to the health of our oceans (up from 61% in 2020)

70%

CONSUMER ACTION AND DIET



UK consumers are mainly changing their diets to be healthier and to eat better quality food, although **50 percent** of those who have changed their diet have done so because of an environmental reason

2 in 5 UK seafood consumers are willing to buy more sustainable seafood, with 1 in 5 saying they have already made this change in the last year



MOTIVATORS OF PURCHASE AND ECOLABELS

There has been an increase in positive perceptions of ecolabels amongst seafood consumers since 2020. Those that were surveyed agreed that:

By buying ecolabelled fish and seafood I am helping ensure there will be plenty more fish left in the sea for future generations



Ecolabelled fish and seafood is better for our health



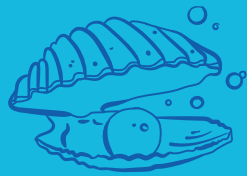
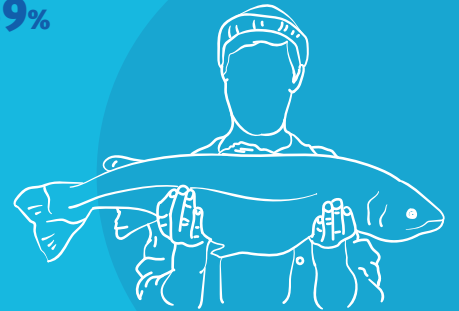
Buying products with ecolabels excites me



I notice ecolabelled products when I'm shopping



2022 2020



41% of seafood consumers buy eco-labelled fish/seafood as often as they can or occasionally, up from 35% in 2020

77% of seafood consumers think supermarket/brand claims about sustainability and the environment need to be clearly labelled by an independent organisation, up from 70% in 2020

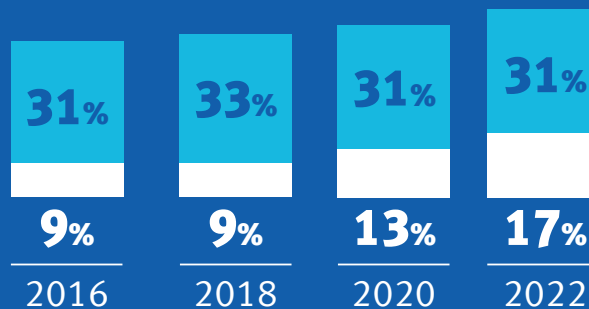


MSC AWARENESS, TRUST & UNDERSTANDING

MSC Awareness (all consumers)

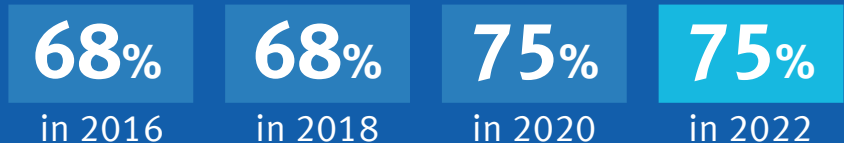


Yes, seen occasionally Yes, seen often



Trust in MSC remains high amongst MSC-aware seafood consumers at 75%

Trust in MSC (MSC aware consumers)



33%



Total seafood customers

of consumers have at least some understanding of the MSC label, spontaneously associating it with either ocean sustainability or certification (up 4 percentage points from 2020)