



# MSC UK TUNA SHOPPER REPORT 2026

May 2026  
3rd Edition

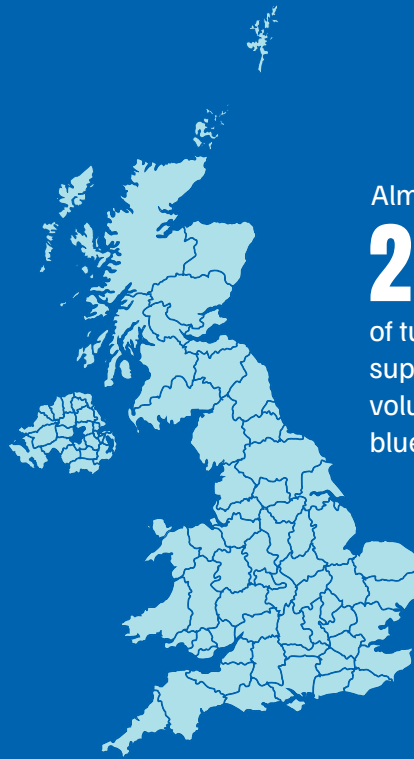


Marine  
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Council

# MSC UK TUNA SHOPPER REPORT 2026: AT A GLANCE

## Over half

of all shelf-stable tuna products had an MSC ecolabel

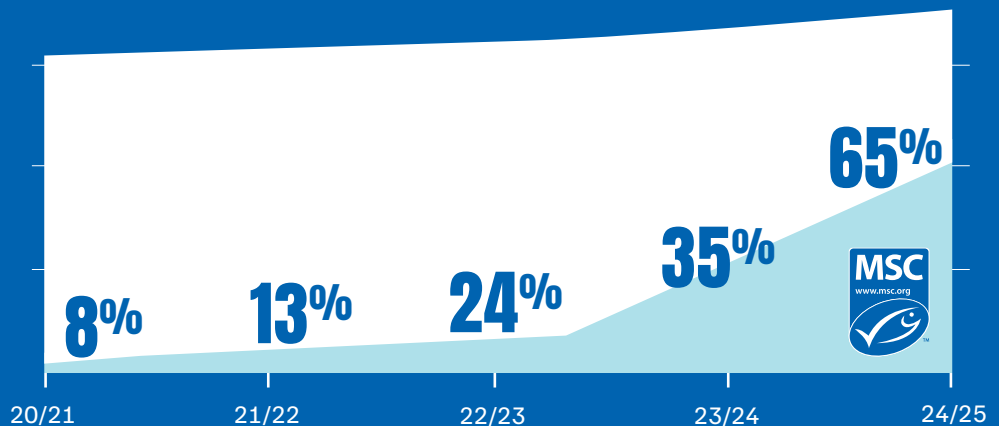


Almost

## 2/3rds

of tuna sold in UK supermarkets, by volume, carried the blue MSC ecolabel

## Tuna in UK Retail: MSC Label Coverage



# Increase of MSC Labelled Tuna in UK Supermarkets

Covering all product formats



October 2021

**62/342**  
Products

November 2023

**88/352**  
Products

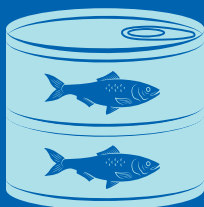
February 2026

**180/364**  
Products

Ambient MSC labelled tuna **sales increased**

↑ **15x**

between 2020/21  
and 2024/25



MSC label coverage  
on **chilled, frozen  
& ready meal** tuna  
products grew from

**32% to 60%**

between 2023 and 2026

The UK and Ireland  
accounted for

**18%**

of **global** MSC certified  
tuna sales in 2024/25



# EXECUTIVE SUMMARY

This third edition of the MSC UK Tuna Shopper Report analyses the evolving sustainable tuna landscape in the UK retail market, and highlights the exceptional progress that has been made by a number of brands and supermarkets in increasing the availability of MSC certified tuna. The report compares MSC labelled tuna sales in the UK to other regions, and explores what has enabled the UK retail sector to become a global leader in sourcing and selling certified sustainable tuna. It also examines how the MSC certified tuna landscape has changed since the first edition was published in 2021. The data used to analyse MSC labelled product sales over time, presented in this report, is provided to the MSC by businesses using the ecolabel on products and menus.

- In 2024/25 **nearly 2/3rds of all tuna sold in UK supermarkets**, by volume, carried the blue MSC ecolabel
- In 2024/25, consumers in the UK and Ireland purchased **45,840 tonnes of MSC labelled tuna**, the highest volume to date and the first time MSC certified tuna sales overtook those of cod, becoming the most sold species with an MSC ecolabel in the market
- Availability of MSC labelled tuna products has grown rapidly in the past 5 years:
  - **October 2021 – 62 of the 342 (18%)** tuna products purchased in UK supermarkets had a blue MSC ecolabel
  - **November 2023 – 88 of the 352 (25%)** tuna products purchased in UK supermarkets had a blue MSC ecolabel
  - **February 2026 – 180 of the 364 (49%)** tuna products purchased in UK supermarkets had a blue MSC ecolabel
- Shoppers were able to choose from **138 MSC labelled shelf-stable tuna products, representing 51% of the 271 tuna products** available in this format (up from 24% in 2023)
- **Ten major retailers offered MSC labelled ambient tuna to their customers**, compared to six in 2023 and just three in 2021
- Out of 45 **'tuna-to-go'** items available to shoppers, 15 carried a blue MSC ecolabel. Although this is two fewer than in 2023, **the overall share of certified products has grown, rising from 29% in 2023 to 33% in 2026**
- The number of MSC labelled tuna products across **fresh, frozen and ready meal formats increased from 32% (8 of 25) to 60% (27 of 45)** in 2026
- MSC certified tuna available via online retailers Ocado and Amazon Fresh has increased over the past two years with **25% of the total tuna range on Ocado and 17% on Amazon now carrying a label** (up from 10% and 0% respectively in 2023)
- In 2024/25, the **UK and Ireland accounted for 18% of global MSC certified tuna sales**, up from 8% in 2023/24, despite rising availability of labelled products in other markets

# INTRODUCTION

Tuna is one of the most widely enjoyed seafoods in the UK, found in everything from sandwiches and salads to pasta dishes and food-to-go. Its versatility and affordability have made it a staple across supermarket aisles, and with the UK now operating a commercial bluefin fishery, locally caught tuna now features on restaurant menus nationwide. According to MSC's research, there is a generational shift in seafood preferences underway, with 60% of Gen Z and 57% of Millennials saying they prefer sushi over the traditional fish and chip supper.<sup>1</sup> MSC's study also found that sustainability is most important for Gen Z, with 83% of under 30-year-olds saying they make a point of buying sustainable fish, compared to 68% of those over 60.

Fortunately for environmentally conscious tuna eaters, a growing number of tuna fisheries have met the MSC's Standard in recent years. The Standard is widely regarded as the world's most credible framework for assessing the sustainability of wild-capture fisheries because it is independent, science-based, and evidence-led. In tuna fisheries in particular, requirements of the MSC Standard have driven major well-documented improvements in the industry, including advances in stock management through the development of science-based harvest strategies, and the implementation of measures, such as gear innovation, to reduce bycatch and impacts on the marine ecosystem (see [MSC Sustainable Tuna Yearbook 2026](#)). While challenges do remain, in an effort to meet the MSC's high bar for sustainable fishing, tuna fisheries around the world have made substantial changes which have transformed the industry.

Retailers and brands in the UK have rewarded those efforts by expanding their MSC labelled tuna product ranges, and in doing so, are meeting rising expectations from those who want to make responsible choices when shopping for their tuna. Due to this, the UK continues to be a leading market for certified sustainable tuna globally.

This third edition of the *MSC UK Tuna Shopper Report* offers a detailed analysis of the tuna products available to UK shoppers in early 2026. It utilises independent instore research conducted by mystery shoppers and reviews of online ranges across the UK's major retailers. Building on the progress documented in previous editions, this year's findings reveal significant increases in the availability of MSC labelled tuna, with more brands and retailers carrying products with the blue ecolabel than ever before.

Between 2021 and 2026, the share of MSC labelled tuna products in UK stores has increased from 18% to 49%, reflecting expanded ranges and stronger commitments from most UK retailers. Against a backdrop of continued interest in sustainable seafood, this report highlights how the UK retail sector is helping to drive positive change in global tuna fisheries, while also identifying areas where further progress can be made.

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<sup>1</sup>[Fish and chips are still Britain's number one fish dish – despite Gen Z and Millennial's love for sushi and fish tacos | Marine Stewardship Council](#)



# METHODOLOGY

To deliver this third edition of the MSC UK Tuna Shopper Report, the MSC UK and Ireland team used a combination of independent research and online product reviews to analyse the tuna landscape across UK retail:

- 1 QRS Market Research** was commissioned to conduct a review of all tuna products (excluding pet food, fish counter and sushi kiosk items) available in all major retailers across the UK. In February 2026, shoppers visited four large retail outlets of each of the ten largest supermarkets (Asda, Aldi, Co-op, Iceland, Lidl, Marks & Spencer, Morrisons, Sainsbury's, Tesco, and Waitrose) across Great Britain. Store visits covered four regions: Southern England/London, Northern England, the Midlands/Wales, and Scotland. In addition, shoppers visited two Whole Foods outlets in London:
  - The shoppers purchased every tuna product on sale in store during their visit.
  - The environmental claims, including the presence of a blue MSC ecolabel, on each product pack were reviewed and the tuna itself was donated for consumption.
  - Their findings are presented in the following MSC UK Tuna Shopper Report.
  
- 2 Online analysis for two online retailers** was conducted for Ocado and Amazon Fresh in February 2026:
  - The MSC UK Commercial team reviewed every tuna product on sale on both platforms.
  - The environmental claims, including the presence of a blue MSC ecolabel, on each product page was reviewed and recorded.
  - These findings are also presented in the section Tuna in Online Retail.

**Please note:** This report, and the methodology used to capture product-level data, is designed to reflect the MSC certified sustainable tuna options for UK shoppers at a specific moment in time. Seasonal or promotion products available in supermarkets in the year may not be captured in these findings. Products may also not be in stock at the time, and this is reflected in footnotes where applicable.

# SUSTAINABLE TUNA IN SUPERMARKETS

Tuna is the most widely purchased wild-caught seafood in UK supermarkets. Last year it also became the top-selling seafood carrying the blue MSC ecolabel, overtaking cod for the first time. Between June 2024 and June 2025, retailers in the UK sold 69,999 tonnes of tuna products.<sup>2</sup> Of that, 65% (45,840 tonnes) carried the blue MSC ecolabel, compared to just 25% two years earlier.<sup>3</sup>

The rapid growth in MSC-certified tuna sales has not simply been driven by a handful of high-volume brand commitments, but by a substantial expansion in the availability and diversity of tuna products carrying the blue ecolabel. In MSC's first UK Tuna Shopper Report, mystery shoppers that went into supermarkets in October 2021 found 62 of the 342 (18%) tuna products they purchased had a blue MSC ecolabel. By November 2023, according to the second edition of the UK Tuna Shopper Report that figure had climbed to 88 of 352 (25%) tuna products. When shoppers returned to supermarkets in February 2026, 180 of the 364 (49%) tuna products they purchased were carrying a blue MSC ecolabel. The increasing availability of sustainably sourced tuna products in UK supermarkets reflects a growing commitment from retailers and brands to recognise fisheries that have achieved MSC certification, and to provide certified products to an increasingly environmentally conscious consumer.

<sup>2</sup>Data taken from [Total Seafood in Multiple Retail \(2025 Update\)](#). Sales data cited in the report runs from June 21, 2024 to June 21, 2025.

<sup>3</sup>Data on sales from 2023 was reported in the [MSC UK Tuna Shopper Report 2023](#).



# LEADERS IN SUSTAINABLE OWN-BRAND TUNA

## Sainsbury's

Sainsbury's is widely recognised as a global leader in sourcing and selling MSC certified tuna. When shoppers visited Sainsbury's stores in 2023 for the [MSC UK Tuna Shopper Report 2023](#), they found that all **Sainsbury's own-brand tuna carried the blue MSC ecolabel**, the only national supermarket to have hit that milestone in its sourcing at that time. Since then, the retailer has maintained its commitment to only selling MSC certified tuna, even as its own-brand tuna range expanded to 29 different products.

## WAITROSE & PARTNERS

Waitrose has also been a world leader in sustainable tuna sourcing for many years thanks to its early adoption of MSC certification. Since 2012, all its Waitrose own-brand canned tuna has carried the blue MSC ecolabel. By November 2017, every canned tuna product sold at Waitrose — both branded and own-label — was either MSC certified or pole-and-line caught to comply with their policy. Consequently, MSC labelled John West tuna products were available at Waitrose well before they appeared in other major UK supermarkets. In 2021, Waitrose also became the first UK retailer to introduce chilled MSC certified yellowfin and albacore tuna, and now **its entire 23 product own-brand tuna range is MSC certified**.

## Iceland

In September 2025, Iceland announced it had become the first frozen food retailer globally to ensure that 100% of its own label wild fish and seafood was sourced from MSC certified fisheries. This milestone included its tuna range, which initially comprised a tuna pasta bake and tuna deli filler, but has since grown to include frozen tuna steaks. In doing so, Iceland became the third UK supermarket to offer an **entirely MSC certified own-brand tuna range**.

## TESCO

In March 2021, Tesco unveiled a new tuna sourcing strategy, with a goal of achieving **100% MSC certified and labelled tuna by the end of 2025**. Since then, Tesco has applied the blue ecolabel to all 27 of its tuna products across every format, including chilled, frozen, ambient, ready meals, and food-to-go. By reaching its 2025 target, Tesco joined Sainsbury's, Waitrose, and Iceland as the fourth UK retailer to offer only MSC certified tuna under its own-brand range.



Since the release of the [MSC UK Tuna Shopper Report 2023](#), Aldi has made significant strides in growing its MSC certified own-brand tuna range. At the end of 2023, shoppers could find five Aldi own-brand tuna products carrying the blue MSC ecolabel. By February 2026, this had expanded to **19 certified products, covering 73% of Aldi's entire tuna range.**



Lidl's MSC certified own-brand tuna range has grown substantially since the publication of the MSC UK Tuna Shopper Report 2023. At the time of that report, none of Lidl's own-brand tuna products carried the blue MSC ecolabel. In contrast by February 2026, shoppers found **15 labelled products representing 63% of the retailer's total own-brand tuna range.**



# SHOPPING FOR SUSTAINABLE TUNA

From late 2023 to February 2026, there was a monumental shift toward offering MSC certified tuna in UK retail. Every supermarket (except Marks & Spencer) increased its MSC certified tuna product range (branded and own-brand). Certified products were sold under thirteen different brands (up from eleven in 2023), with labelled products available in ten of the eleven UK supermarkets visited by shoppers (see retail chart on the next page).

Waitrose continued to have the greatest label coverage across all tuna products in store, with 89% of everything found in store to have a blue ecolabel (up from 79% in 2023). Tesco followed close behind, with 84% of all tuna products carrying an MSC label, a dramatic increase from 2023 when only 5% were MSC certified. This was achieved through Tesco hitting its target to introduce the MSC ecolabel onto all of its own-brand tuna by the end of 2025, and brands including Princes, John West, and Rio Mare offering more labelled products in Tesco stores. Aldi and Lidl also saw major expansions in their certified tuna offerings in-store, with both increasing their range by 49 percentage points compared to 2023.

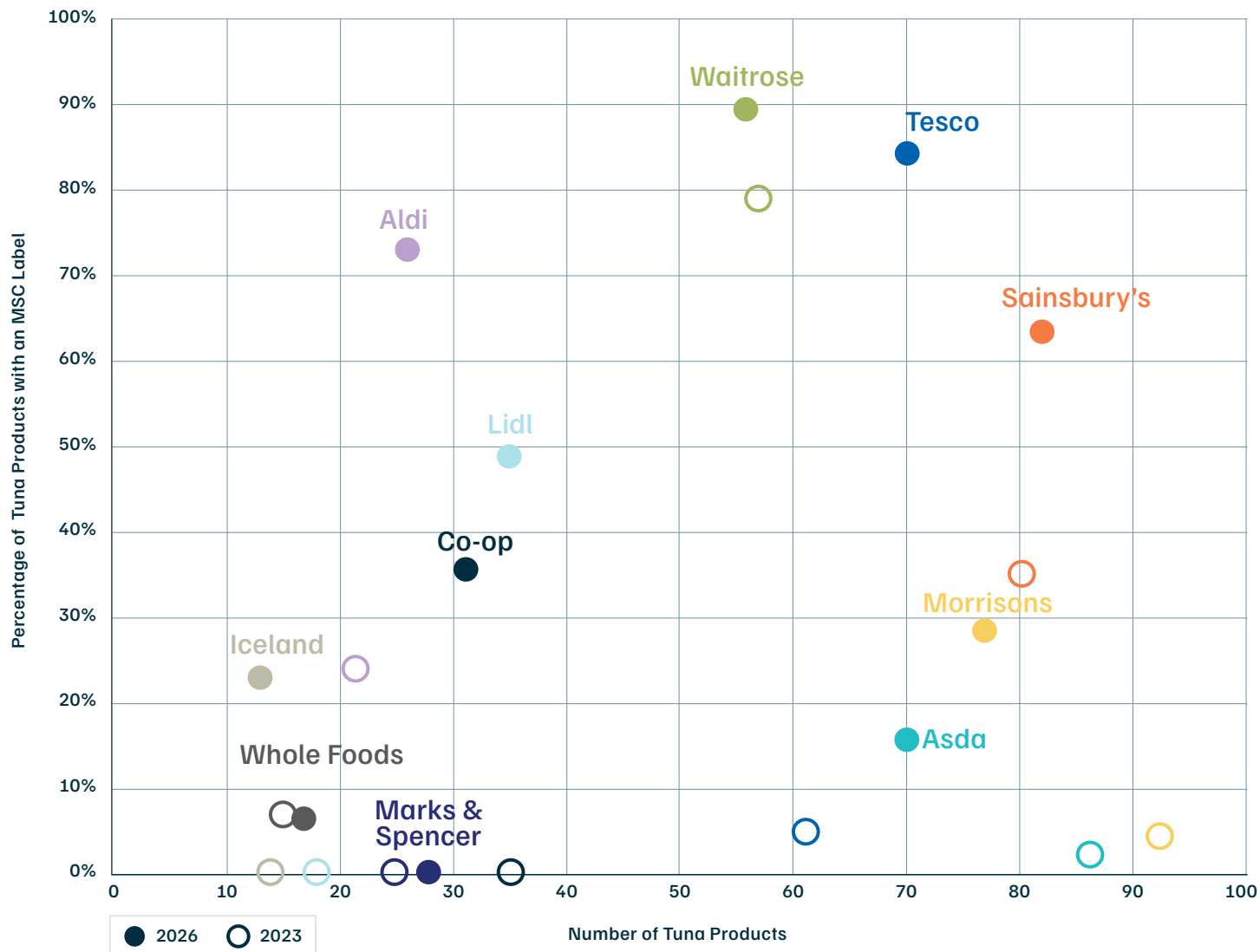
Sainsbury's, which had the largest tuna offering of any supermarket, also saw label coverage increase from 35% of all tuna products in 2023 to 63% in 2026. All of its own-brand products continue to carry the MSC ecolabel, while the roll out of the MSC label onto the Princes range, and the introduction of the 100% certified Minerva brand, helped grow certified sustainable options on offer to Sainsbury's shoppers.

The range of MSC labelled tuna products available at Iceland, Coop, Asda and Morrisons also increased. All own-brand Iceland tuna products carry an MSC ecolabel, while Co-op and Asda have also added certified tuna products to their own range since the last MSC UK Tuna Shopper Report in 2023. All LEAP products found at Whole Foods were MSC certified, while the expansion of Princes and John West's MSC labelled tuna products increased the availability of sustainable tuna options for shoppers in Asda, Co-op, and Morrisons.



The graph below provides a snapshot of the MSC certified tuna offering available in UK supermarkets in February 2026. It includes both retailer own-brand and private brand (e.g. John West) products that are sold in that each retailer, and compares their offering in 2026 to that which was available in 2023. This comparison highlights how much progress has been made in expanding the range of MSC certified tuna products by most UK supermarkets, with four now stocking ranges where over 50% of all tuna products sold carry the ecolabel. Marks & Spencer is the only retailer not to offer any MSC labelled tuna products, which remains consistent with their offering in 2023.

### Sustainable Tuna Product Ranges Across the Leading UK Retailers



# FORMAT IN FOCUS: CANS, TINS, AND JARS

Whilst not as widely consumed as fresh or frozen products, shelf-stable seafood products stored in formats like cans, tins, and jars remain very popular amongst UK shoppers, and consumer spending on preserved seafood has seen steady growth for several successive years.<sup>4</sup> Tuna has been the most sold species within the UK's preserved seafood category for many years, due its budget-friendly and shelf-stable nature. This has led to it remaining popular amongst consumers during the cost-of-living challenges of recent years.<sup>5</sup>

For shoppers seeking certified sustainable products in this category, they have seen the availability of MSC labelled shelf-stable tuna rise sharply in recent years. Shoppers were able to choose from 138 MSC labelled shelf-stable (canned, tinned, jarred, pouches) tuna products, representing 51% of the 271 tuna products available in this format. This represents a doubling in availability since 2023, when 24% of preserved tuna products had an MSC ecolabel.

MSC labelled tuna products were available in more supermarkets than ever, with nine major retailers – Aldi, Asda, Co-op, Iceland, Lidl, Morrisons, Sainsbury's, Tesco, and Waitrose – offering MSC certified ambient tuna to their customers, compared to six in 2023 and just three in 2021. Several retailers have committed to offering certified sustainable tuna under their own brands in recent years, and three major supermarkets have now achieved 100% MSC certified own-brand ambient tuna. Waitrose have offered a fully MSC labelled own brand canned tuna range since 2012, whilst Sainsbury's re-joined them at 100% label coverage under their own-brand in 2023, following a brief hiatus.

In 2025, Tesco became the latest retailer to apply the blue ecolabel to all its own-brand tuna cans, whilst Aldi and Lidl have also shown significant progress in expanding their certified ranges. Amongst private label brands (see below *Brands Championing Sustainable Shelf-Stable Tuna*), John West offered the highest number of certified sustainable ambient tuna products, with the mystery shoppers buying 24 MSC labelled products. Shoppers found 21 different certified options under the Princes brand, with Rio Mare and Minerva offering eight and six ambient tuna products respectively, all of which were MSC labelled.

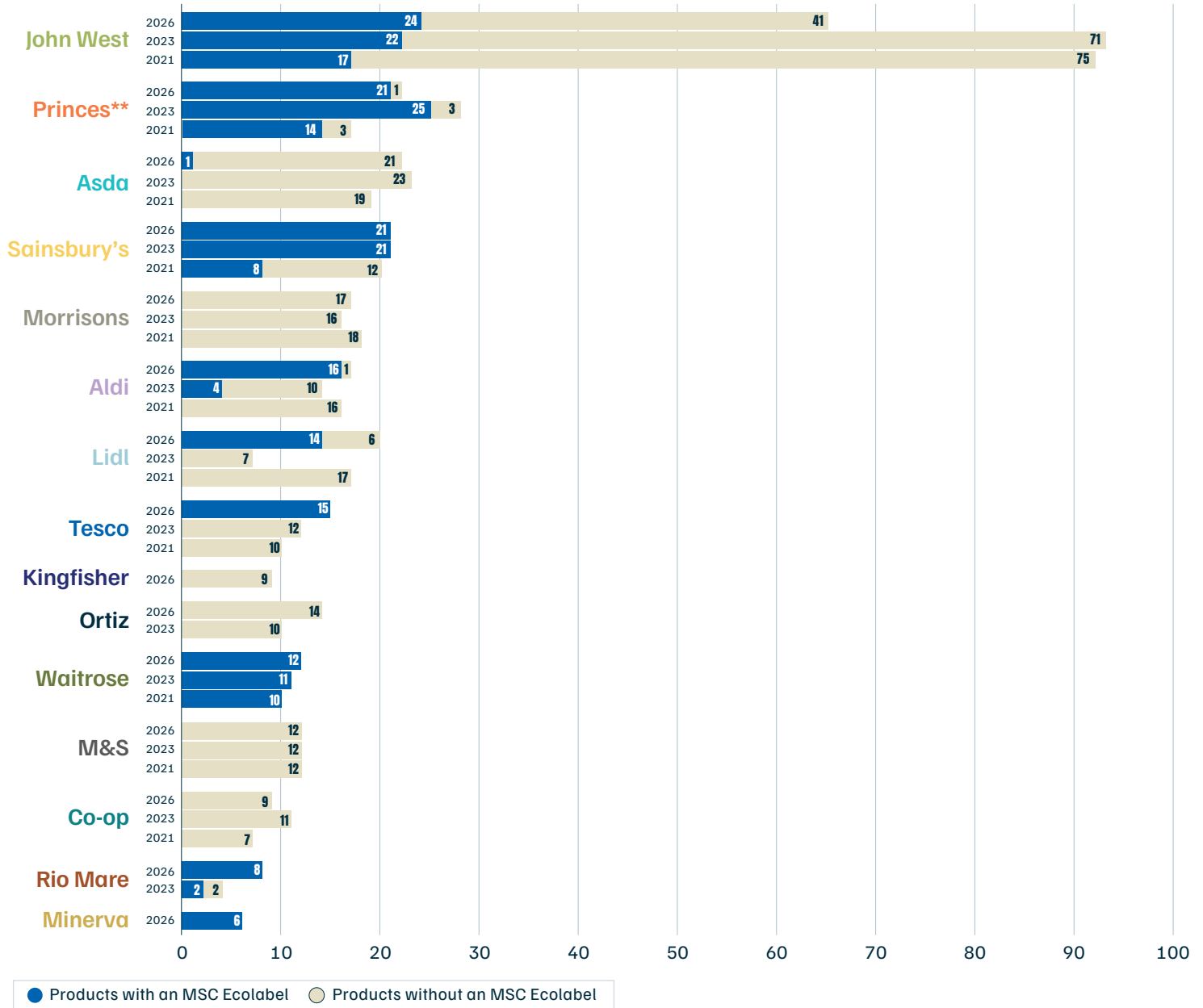
Overall, the availability of certified sustainable options in ambient tuna has never been better for UK shoppers. The volume of shelf-stable tuna bearing the MSC label sold annually in the UK has grown substantially in recent years, rising from 2,461 tonnes of ambient MSC labelled tuna sold in 2020/21 to 37,027 tonnes in 2024/25 – a more than fifteen-fold increase across five years. While gaps in labelling remain, consumers should expect to enjoy an even greater variety of choices in the year and beyond, with more brands and retailers set to expand their certified sustainable tuna offering.

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<sup>4</sup>Seafish, [Total Seafood in Multiple Retail](#) July 2025.

<sup>5</sup>Seafish, [Ambient Seafood in Multiple Retail](#), December 2022.

## Ambient Tuna Products by Brand\*



\* Only includes brands selling 3 or more products. Includes all shelf-stable products.

\*\* Princes announced in February 2026 that they had achieved their goal of applying the MSC label to 100% of their tuna. The only non-labelled product collected by shoppers was exhausting the final non-labelled stock.

# BRANDS CHAMPIONING SUSTAINABLE SHELF-STABLE TUNA



In August 2022, Princes announced a market-leading roadmap to source and sell 100% of its UK branded tuna from MSC certified fisheries by the end of 2025. Since then, the company has made significant progress towards this goal. By February 2026, shoppers found that only one of the brand's 22 products did not carry the MSC ecolabel. In the same month, [Princes confirmed it had achieved its sourcing target](#), indicating that all products would soon display the MSC label.



Italian tuna brand Rio Mare has expanded its footprint in the UK retail market since publication of the [MSC UK Tuna Shopper Report 2023](#), with products on sale in Asda, Morrisons, Tesco and Waitrose\*. By February 2026, **all eight Rio Mare tuna products purchased by shoppers carried the blue MSC ecolabel**, up from just two of the four products it offered at the end of 2023.



Minerva is a premium canned fish brand produced by Portuguese cannery A Poveira. The brand entered the mainstream UK retail market in October 2025, with **six tuna products all carrying the blue MSC ecolabel** first launched in Sainsbury's.



John West has made significant progress in expanding its MSC certified tuna over the past two years. In November 2023, shoppers could choose from 22 MSC labelled John West products, but these were only available at Waitrose. By February 2026, the range had grown to 24 products, **with MSC labelled options available at Asda, Co-op, Lidl, Morrisons, Sainsbury's, Tesco, and Waitrose.**

\* Rio Mare products are also available in Costco, which was not covered in the scope of this report.



# FORMAT IN FOCUS: TUNA-TO-GO

Tuna remains a go-to option for quick and easy meals in the UK, appearing in everything from salads and sandwiches to sushi. All major retailers except Iceland stocked at least one tuna sandwich, while Aldi, Co-op, Marks & Spencer, and Tesco each offered at least one own-brand sushi product containing tuna.

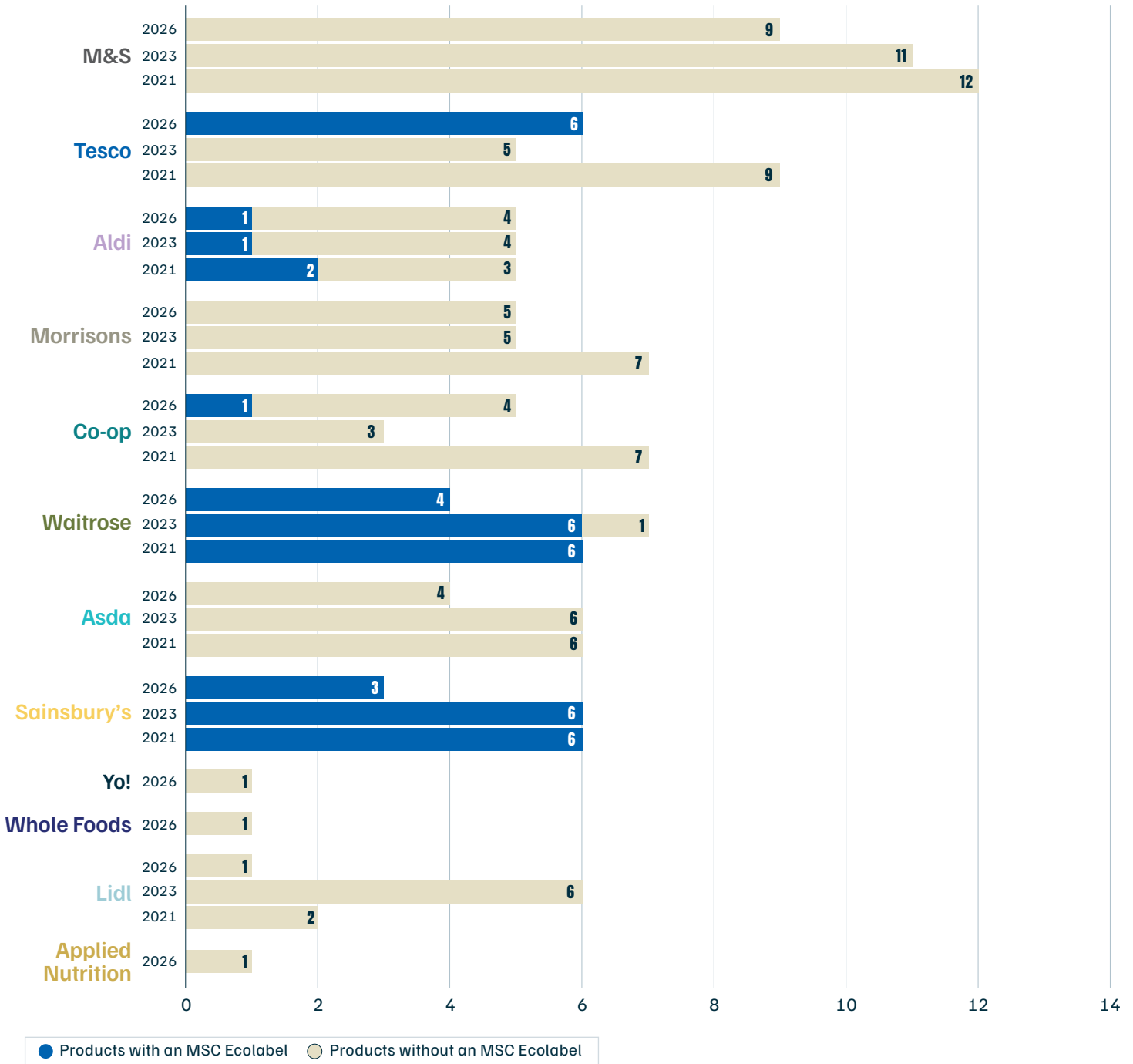
Out of 45 tuna-to-go items available to shoppers, 15 carried a blue MSC ecolabel. Although this is two fewer than in 2023, the overall share of certified products has grown, rising from 29% in 2023 to 33% in 2026. Notably, Co-op introduced its first MSC certified tuna sandwich, while Tesco joined Waitrose and Sainsbury's in ensuring all its own-brand tuna-to-go products carried the MSC ecolabel.

While there has been progress in increasing the availability of MSC certified tuna-to-go products, there have been other developments within this category that were beyond the scope of the research in this report. MSC certified tuna in food-to-go has become more widely available in workplace dining. The hospitality provider BaxterStorey offers two MSC labelled tuna sandwiches under its Society brand, primarily in workplace settings. Meanwhile, sandwich supplier Simply Lunch also introduced an MSC labelled tuna sandwich and tuna Niçoise salad which are available in a range of sectors, including workplace catering.

Another area where there is growing opportunity to use the blue MSC ecolabel to meet the expectations of increasingly environmental conscious consumers is the sushi kiosk. Sushi kiosks have grown in popularity in recent years and are now a fixture at many major UK supermarkets. While they fell outside the scope of this report, the rising availability of MSC certified tuna presents an opportunity for kiosk operators such as Sushi Daily, Sushi Gourmet, Genji, Mai, and Happy Tokyo Asian Kitchen, to join the growing number of brands offering sustainably sourced tuna to UK shoppers and match the same level of commitments shown by UK retailers.



## Tuna-To-Go Products by Brand



# FORMAT IN FOCUS: CHILLED, FROZEN, AND READY MEALS

Whilst skipjack is the most common species found in canned, jarred, and food-to-go products, albacore and yellowfin are more prevalent within the frozen and chilled categories. Skipjack is, however, available in these formats, often as a deli filler or in ready meals such as pasta bakes.

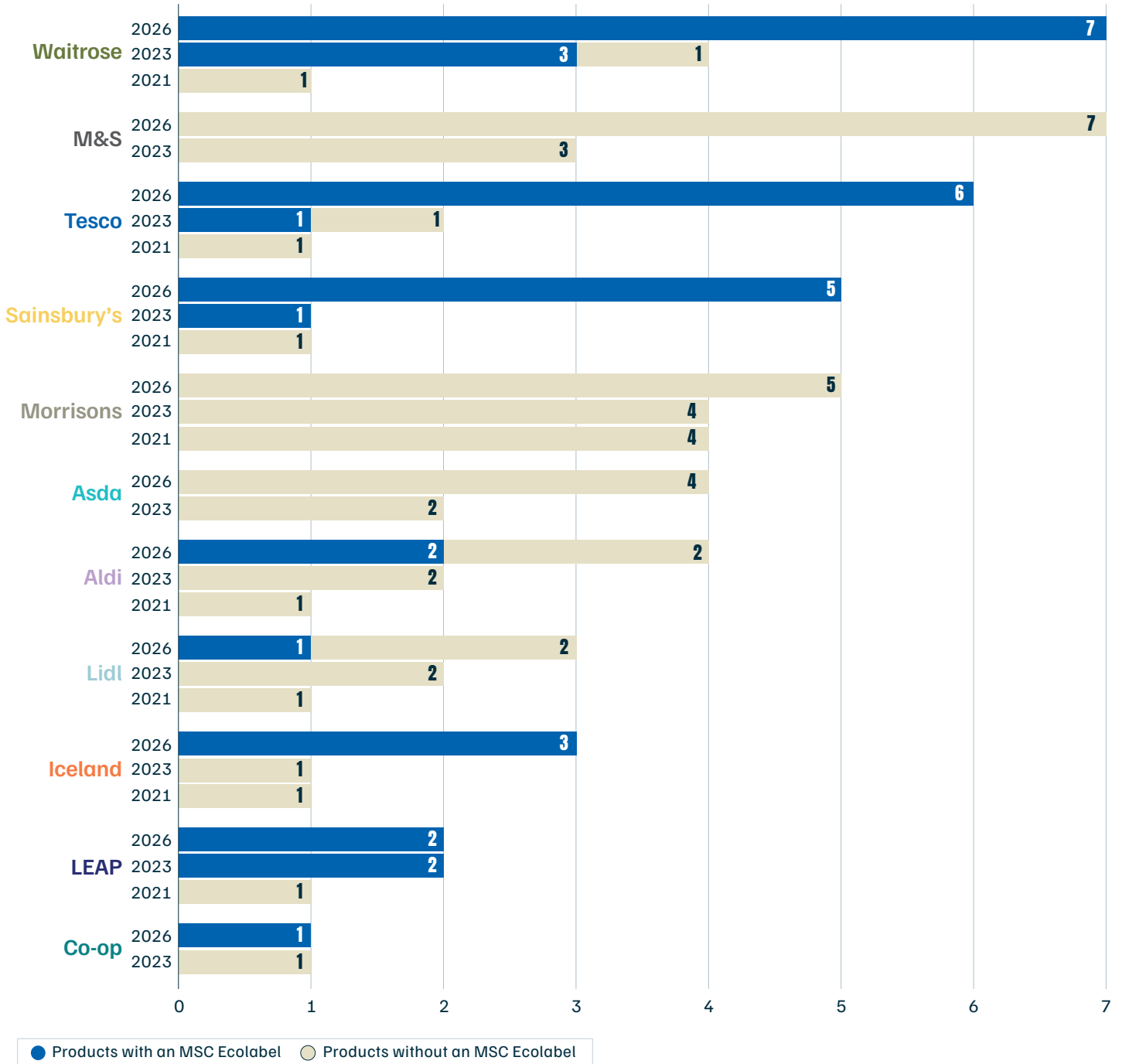
Frozen and chilled tuna options are not as extensive as those in ambient formats. However, MSC's mystery shoppers were still able to purchase 16 yellowfin products, 11 skipjack products, and three albacore products. Skipjack products in this category were predominantly in the form of pâtés and deli fillers, whilst yellowfin and albacore tuna were almost exclusively sold in the form of frozen or chilled steaks. Within these species, 10 of the yellowfin products bore the blue MSC ecolabel, along with four of the deli fillers containing skipjack and two of the three albacore steaks on sale.

Shoppers were able to find ready meals containing tuna in ten different supermarkets – Aldi, Asda, Co-op, Iceland, Lidl, Marks & Spencer, Morrisons, Sainsbury's, Tesco, and Waitrose. These ready meals took the form of tuna pasta bakes, usually listed as containing skipjack tuna – in other cases, no species was listed. The tuna pasta bakes at Aldi, Co-op, Iceland, Sainsbury's, Tesco, and Waitrose all bore the blue MSC ecolabel – whereas in 2023 only Sainsbury's offered an MSC labelled ready meal, demonstrating the progress made in expanding MSC tuna labelling within this retail category. With more retailers introducing certified sustainable tuna options, the number of MSC labelled tuna products across chilled, frozen, and ready meal formats increased from 32% (8 of 25) to 60% (27 of 45) in 2026.

Across chilled, frozen, and ready meal categories, several brands have shown especially strong commitment to certified sustainable options, with five retailers (Waitrose, Tesco, Sainsbury's, Iceland, and Co-op) and the brand LEAP all offering 100% MSC labelled tuna in these formats. Gaps in labelling remain in these categories, constituting a clear opportunity for retailers to meet consumer demand for certified sustainable tuna in the more niche areas of their ranges.



## Chilled, Frozen, and Ready Meal Tuna Products by Brand

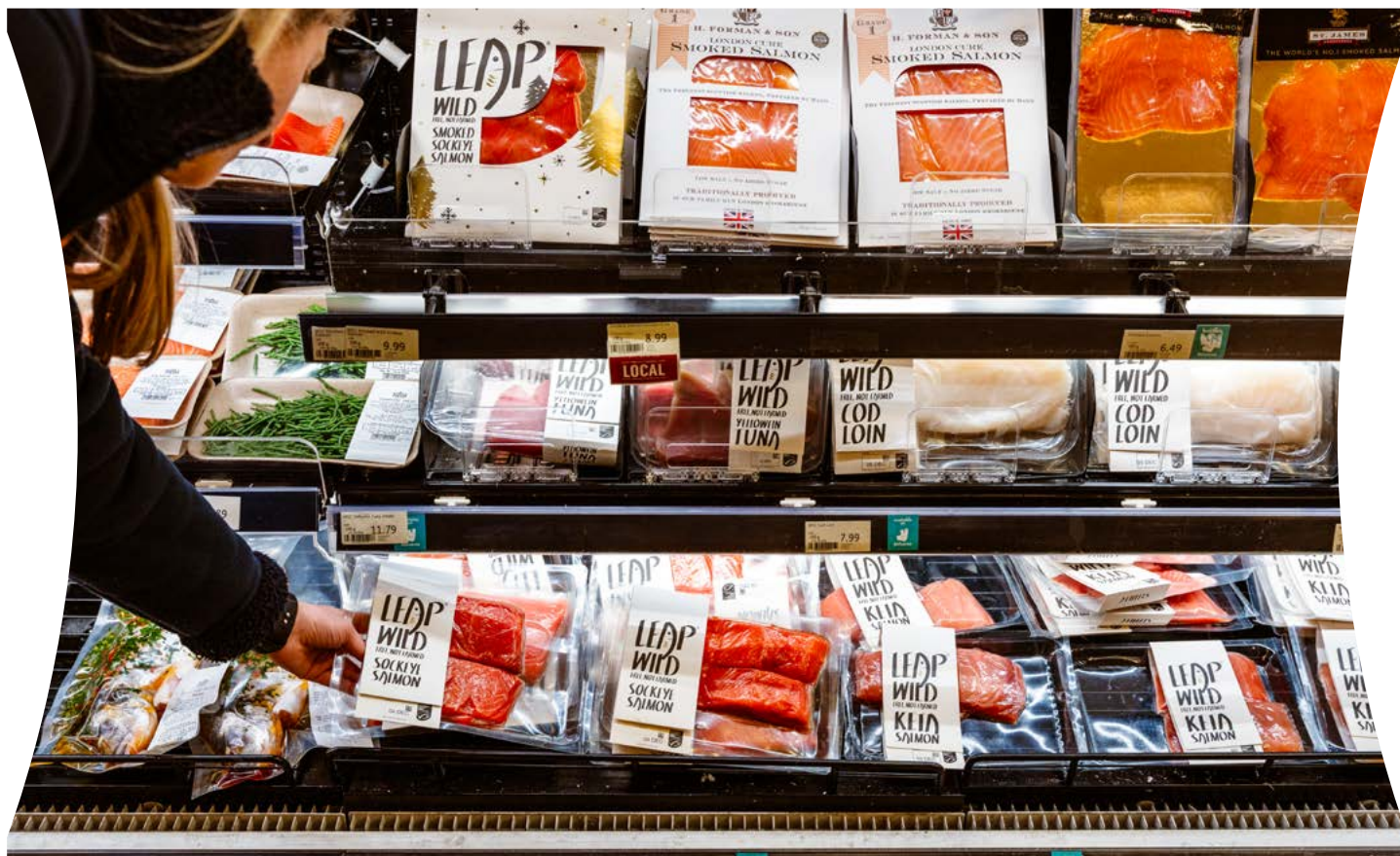


# BRANDS CHAMPIONING SUSTAINABLE CHILLED TUNA



LEAP Wild Fish is a premium chilled seafood brand owned by New England Seafood International. Both LEAP products available to shoppers in 2023 featured the MSC ecolabel, and the brand has maintained this commitment by continuing to **sell only MSC certified tuna** across its products in Asda and Whole Foods stores\*.

\*LEAP tuna can also be found in Tesco stores but was not found by mystery shoppers at the time they went into stores for this report.



# TUNA IN ONLINE RETAIL

Online grocery platforms continue to play a significant role in the UK retail sector, accounting for nearly 13% of market share, with one in five households reporting that they use these services, according to *The Grocer*.<sup>6</sup> To assess how e-commerce platforms compare with brick-and-mortar retailers in providing certified sustainable options, analysis reviewed the tuna ranges available from two leading online retailers in the UK: Ocado and Amazon Fresh. The findings reflect what was available to shoppers in February 2026 and are compared with the ranges reported in the [MSC Tuna Shopper Report 2023](#).

With 102 products, Ocado continued to offer the widest tuna selection of any UK retailer. As with most of the brick-and-mortar supermarkets, the availability of MSC labelled tuna on Ocado has increased significantly since the last [MSC UK Tuna Shopper Report](#). Between November 2023 and February 2026, Ocado's certified product offering doubled from 13 to 26, driven largely by the expansion of the MSC labelled ranges from John West and Rio Mare. Ocado also added the blue MSC ecolabel onto its own canned tuna, joining Waitrose, Sainsbury's, Tesco and Iceland in only selling certified tuna under its own brand. Overall, MSC certified products made up 25% of the total tuna range available on Ocado, up from 10% in 2023.

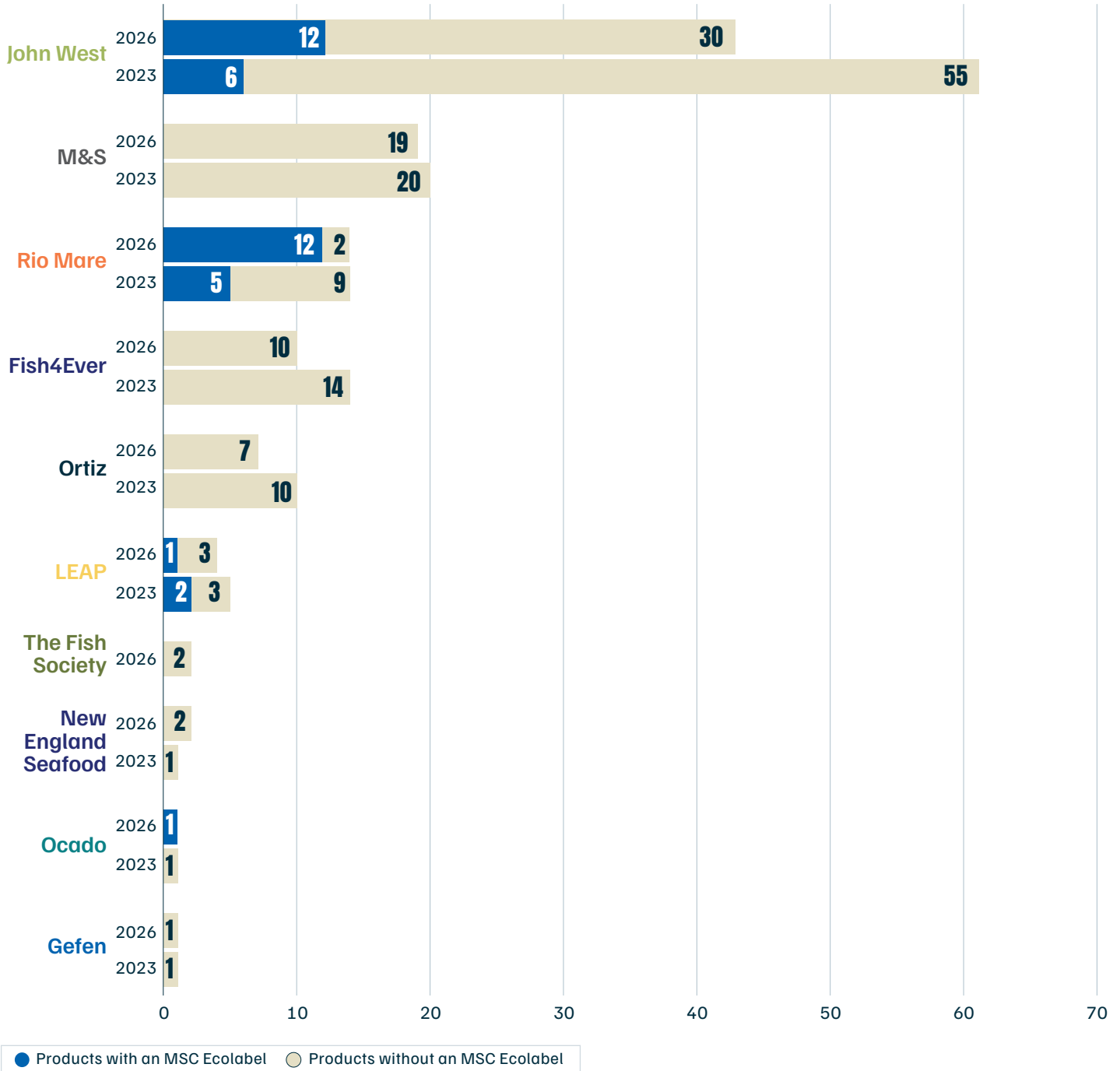
Like Ocado, Amazon Fresh offered more MSC labelled tuna products in 2026 than in 2023, when none were available. By February 2026, six of the platform's 36 tuna products were certified, including Amazon's own-brand canned tuna lines and four Rio Mare products. By introducing the MSC label to its own-brand canned tuna, Amazon replicated Ocado's commitment in joining Waitrose, Sainsbury's, Tesco and Iceland and exclusively offering MSC certified tuna under its own label.

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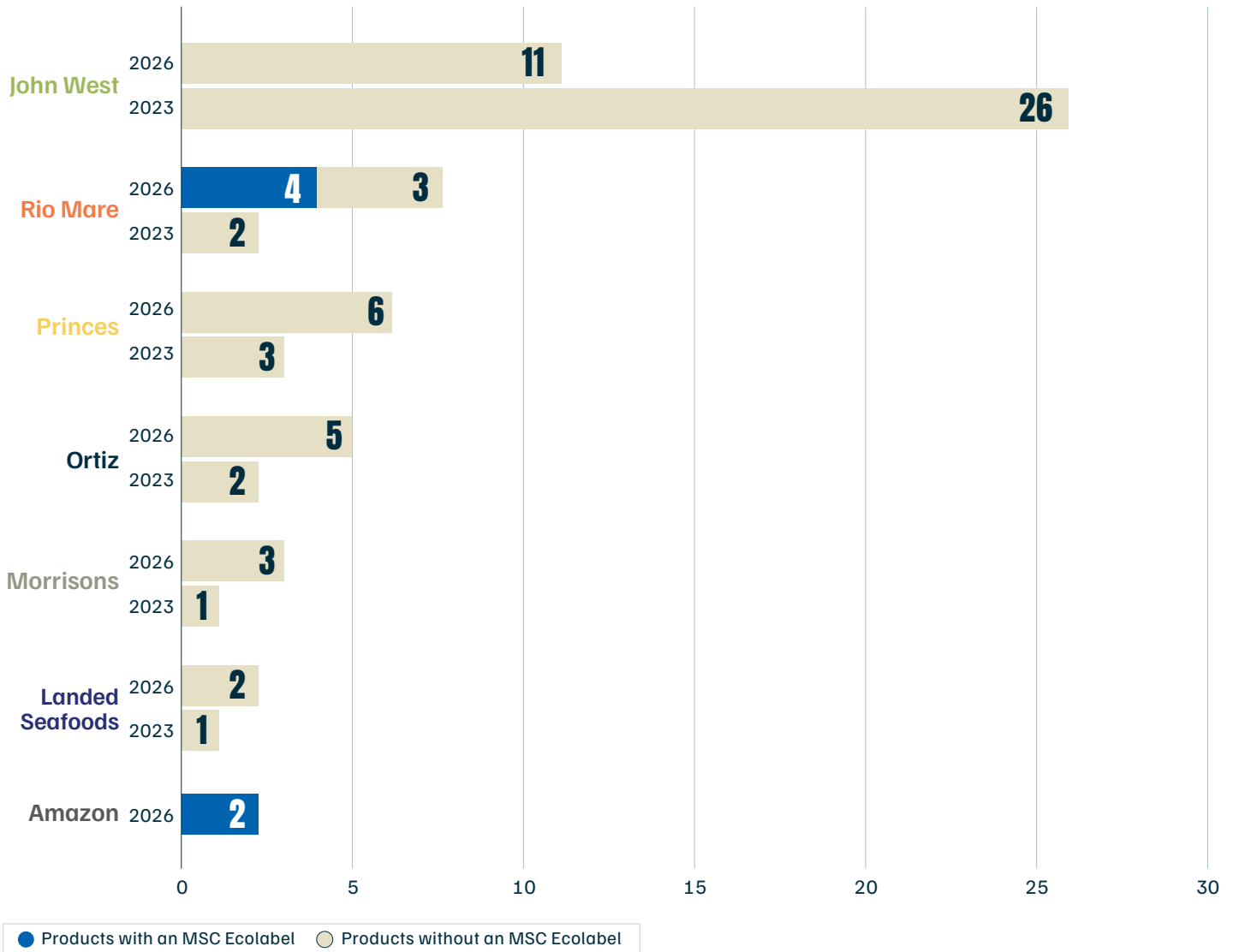
<sup>6</sup>[One in five UK households place online grocery orders | News | The Grocer](#)



## MSC Tuna Product Availability by Brand on Ocado



## MSC Tuna Product Availability by Brand on Amazon Fresh Online

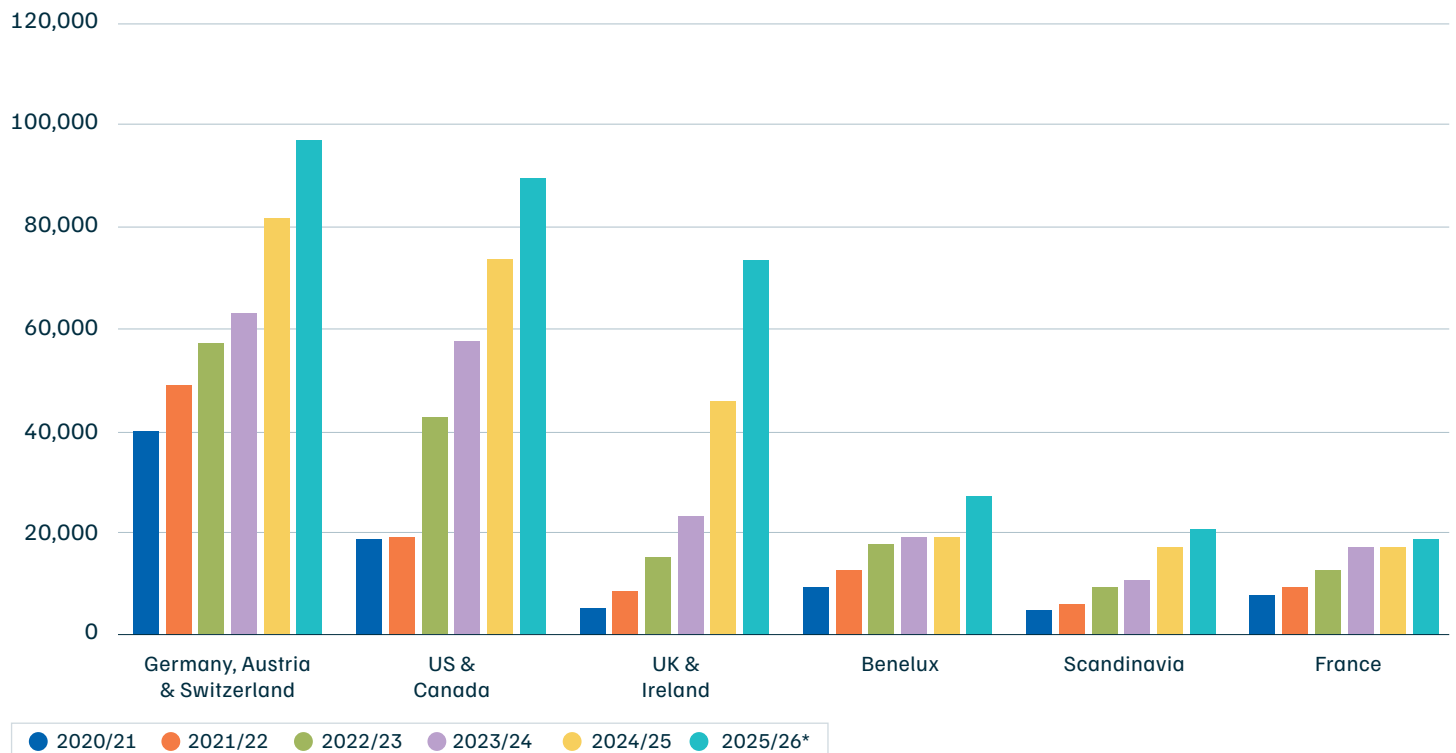


Although the blue MSC ecolabel did not appear on any John West or Princes tuna products listed on Amazon Fresh, both brands have made substantial progress in expanding their certified ranges. Therefore, it may be possible that the online product imagery may not accurately reflect the products currently being sold. From an online shopper perspective, the absence of an ecolabel makes it impossible to determine whether a product is certified. This highlights a key opportunity for brands to ensure their online listings clearly communicate their commitment to sourcing tuna from sustainable fisheries.

# FROM NICHE TO NORM: A SUSTAINABLE TUNA TRANSITION

The UK and Irish markets now make up one of the world’s leading regions for certified sustainable tuna, with higher sales of MSC labelled products than every other region except for Germany, Austria, and Switzerland and the US and Canada. In 2024/25, consumers in the UK and Ireland purchased 45,840 tonnes of MSC labelled tuna, the highest volume recorded to date and the first time MSC certified tuna sales overtook those of cod to become the species most sold with the blue MSC ecolabel. Driven by the growing availability of labelled products, certified tuna sales in the UK and Ireland nearly doubled between 2023/24 and 2024/25, with the region accounting for 18% of global MSC certified tuna sales (up from 8% in 2023), despite rising availability in other markets.

Global MSC Labelled Tuna Products Sales, by Volume (mt)



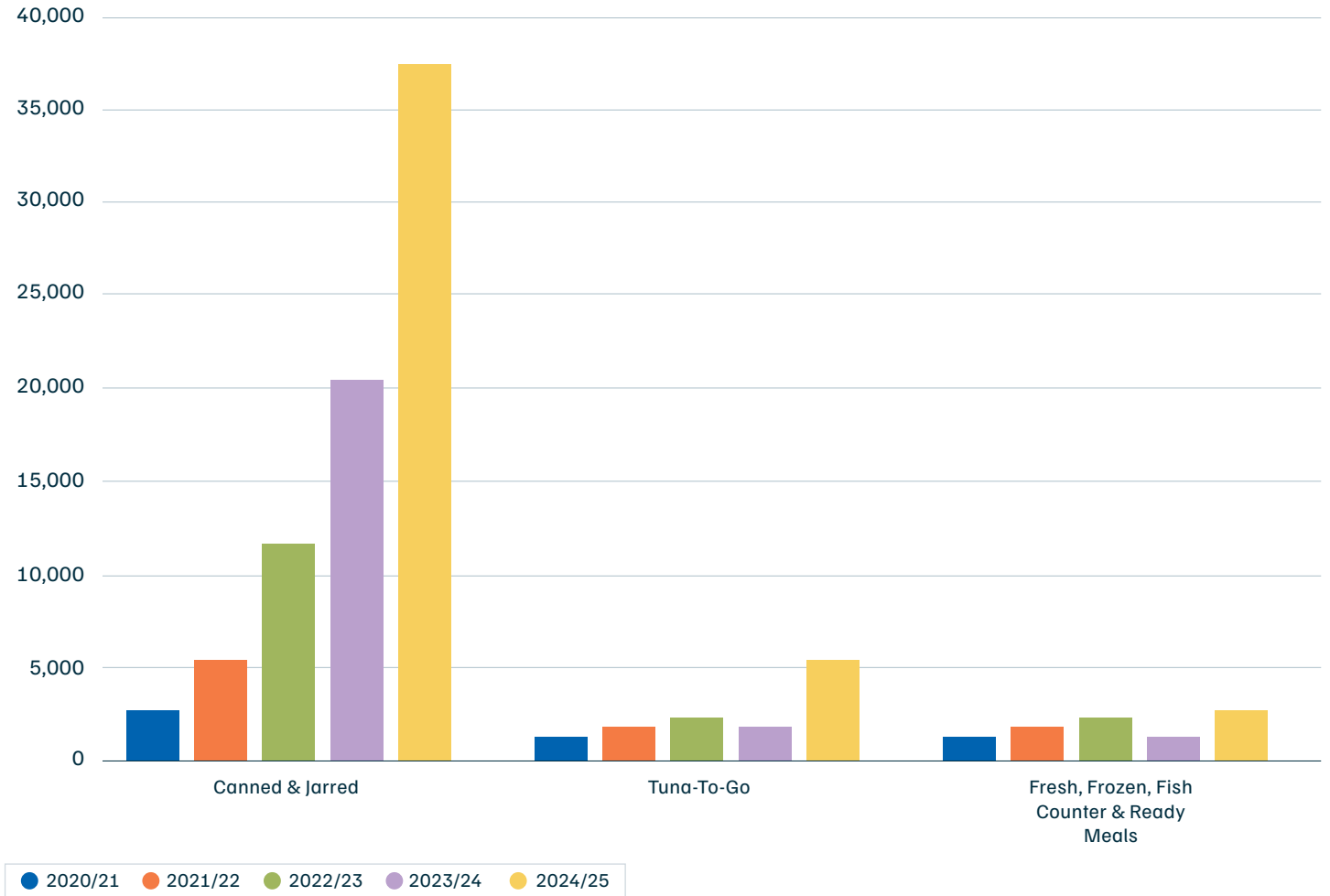
\*Please note that 2025/26 data is still provisional and is based on MSC’s internal forecasts.

Focusing specifically on the UK, the growth in MSC certified tuna product sales in recent years has been achieved primarily through higher label coverage in ambient products such as cans and jars, although most product categories have seen strong progress. In the past five years, canned and jarred tuna have grown more than fifteen-fold, from 2,461 tonnes in 2020/21 to 37,027 tonnes in 2024/25. To-go tuna products such as sandwiches, salads, or sushi, furthermore, grew from 1,237 tonnes to 5,519 tonnes across the same period. Given ongoing economic challenges, the budget-friendly and shelf-stable nature of ambient tuna remains an appealing option for consumers. Meanwhile, the popularity of tuna-to-go aligns with the gradual return to office working in the wake of the COVID-19 pandemic.

Whilst MSC tuna sales in chilled, frozen, fish counter, and ready meals products are lower than in the ambient and tuna-to-go, sales have nonetheless more than doubled in the past five years – from 1,183 tonnes in 2020/21 to 2,788 tonnes in 2024/25. As explored in *Chilled, Frozen and Ready Meals* on page 17, these formats contain more niche product types and tuna species than the ambient or to-go tuna, and whilst MSC label uptake has been strong in recent years, there is still potential for even greater growth.



### MSC Labelled Tuna Sales in the UK by Product Format (mt)



The strong progress in MSC ecolabel coverage of tuna over the past five years looks set to continue. The MSC’s forecasts based on current sales figures for 2025/26 are projecting that the volume of MSC labelled tuna purchased by consumers in the UK will surpass 65,000 tonnes for the first time, which could take MSC label coverage of tuna sales to above 90% - a remarkable increase considering that as recently as 2023/24, the majority of tuna sold in the UK did not bear the MSC ecolabel. Thus, shoppers in the UK are being offered a wider range of certified sustainable tuna than ever before, and that trend looks set to continue to rise. Nonetheless, opportunities remain, with certain brands and retailers not offering the same degree of certified sustainable choices as the market leaders are providing to their customers.

# NEW COMMITMENTS TO MSC LABELLED TUNA

In recent years, tuna fisheries across the globe have made significant progress toward meeting the MSC Standard. The number of MSC certified tuna fisheries has continued to grow thanks to improvements to fishing practices, stronger management, and increasing market demand for sustainably sourced fish and seafood. Brands and retailers have a key role to play in recognising the efforts of these fisheries and in making more certified sustainable tuna available to shoppers who want to it.

This report showcases the major progress that has been made by many brands and retailers in the UK over the past two years. As more fisheries continue to achieve certification, further opportunities are emerging for other brands, retailers, and foodservice providers to adopt the blue ecolabel, with some, like Asda, already making commitments to do so.



In late 2025, ASDA, the UK's third largest supermarket, took the decision to source more of their seafood from fisheries that have been independently certified to the MSC's environmental sustainability standard for fishing. The retailer has committed that 100% of their own brand canned tuna will be certified and labelled with the MSC ecolabel over the coming year.



# CONCLUSION

The findings of this third edition of the MSC UK Tuna Shopper Report demonstrate the monumental progress made in expanding the availability and uptake of certified sustainable tuna across the UK retail sector. Over a relatively short period, MSC labelled tuna has moved from a limited presence on supermarket shelves to becoming a mainstay offering, with nearly half of all products surveyed in 2026 carrying the blue MSC ecolabel, covering two-thirds of the volume of all tuna products sold.

This dramatic transformation reflects the combined efforts of retailers, brands, and fisheries to prioritise sustainability and respond to tightening consumer expectations for credible certifications and validation of sustainability. The leadership shown by several UK retailers in achieving or committing to 100% MSC certified own-brand tuna ranges highlights the critical role that market forces can play in delivering positive changes and impacts at scale in our oceans. At the same time, the continued expansion of MSC labelled products across formats—from canned goods to ready meals and food-to-go—demonstrates that sustainable choices are becoming increasingly accessible to shoppers in their everyday purchases. In turn, this demonstrates that tuna sustainability does not have to be exclusive, or come at a premium to the day-to-day shopper, but can be an affordable and accessible reality for every shopping basket in the UK.



Despite this progress, gaps in certification and labelling remain across certain retailers, product categories, and online platforms, indicating further opportunities to source and sell sustainable tuna. Although outside the scope of the research for this report, it is worth noting that the foodservice industry in the UK has not made the same progress as the retail sector in offering more certified sustainable tuna options, despite growing availability. Costa Coffee remains the major exception to this - the UK's largest coffeehouse group introduced an MSC labelled tuna melt in August 2024, becoming the first high-street coffee chain to apply the blue MSC ecolabel to a tuna product. Foodservice outlets selling products like tuna sandwiches, sushi, and poke have an important role to play in recognising and rewarding fisheries that have committed to operating sustainably. For younger consumers who find sustainability more important than other age groups, using the blue MSC ecolabel helps reassure them that the tuna being served can be traced back to an independently certified source.

Looking ahead, there is growing momentum across global tuna fisheries, with more continuing to join the MSC programme. The industry's widespread commitment to sustainable practices is reflected in the fact that today over two-thirds of the world's tuna catch comes from MSC certified fisheries. The establishment of a commercial bluefin fishery in the UK is testament to what can be achieved through responsible fisheries management. If the UK bluefin fishery decides to pursue MSC certification, it could eventually make locally caught, independently certified tuna a reality for UK shoppers — something few would have imagined just a few years ago. The findings of this report highlight the remarkable transformation the global tuna industry has undergone in recent years and the opportunities this has unlocked for brands and retailers committed to using the blue MSC ecolabel to demonstrate the sustainability of the fish in their products. Thanks to the support of the majority of UK retailers, coupled with strong consumer demand, the UK has played a leading role in helping to accelerate a global shift towards certified sustainable tuna and remains well positioned to support further progress in the industry in the years ahead.







## Contact us

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All data in this report is correct as of 1 December 2025, unless otherwise stated. The reporting year is 1 April 2024 to 31 March 2025.

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Find out more:

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