

UK Consumer Insights 2024

The findings of our bi-annual independent consumer research survey conducted by Globescan show that over half (54%) of UK seafood consumers now recognise the blue MSC ecolabel, continuing the upward trend in awareness of our programme for UK shoppers.



Attitudes to Ocean Sustainability



Anxiety about the state of the world's oceans among seafood consumers is on the rise, with

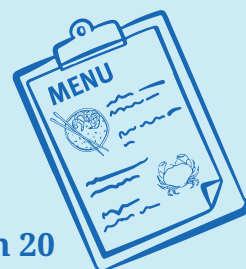
94%

of respondents saying they were worried, up from 91% two years ago



42%

don't think their favourite seafood will be available in 20 years' time (up from 33% in 2022).



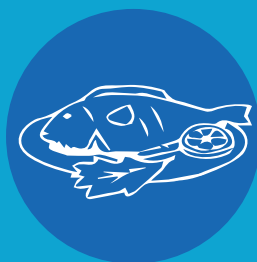
For those aged 18-34, the figure rises to 52%, showing greater concern among younger people

Consumer Action and Diet



Only 21%

of UK adults surveyed say they eat the NHS-recommended two portions of seafood a week or more

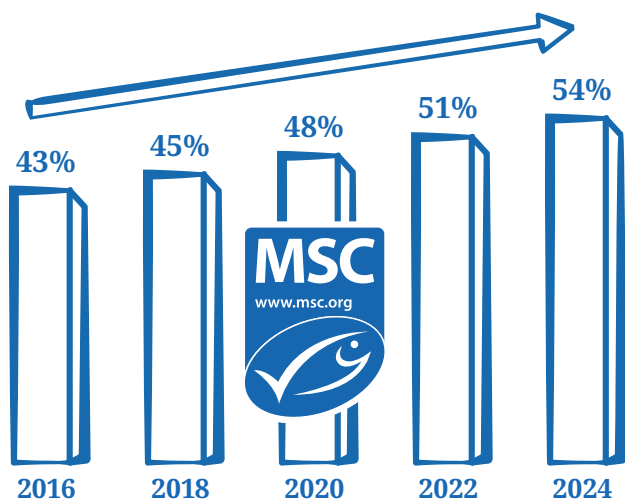


14%

of UK seafood consumers said they have purchased more seafood with an ecolabel on the packaging over the past year, while 40% they would be willing to do so in the future

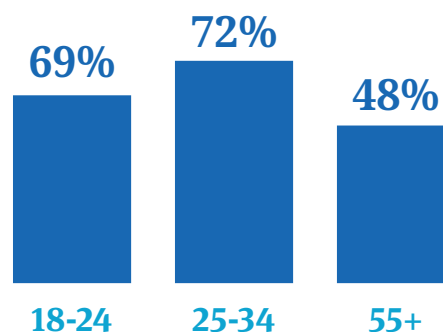


MSC Awareness & Understanding



Awareness of the MSC ecolabel amongst UK seafood consumers (e.g. respondents have seen the label often or occasionally)

Awareness of the blue MSC ecolabel was highest amongst 25-34 (72%) and 18-24 (69%) year olds, and lowest (48%) amongst those 55 and over



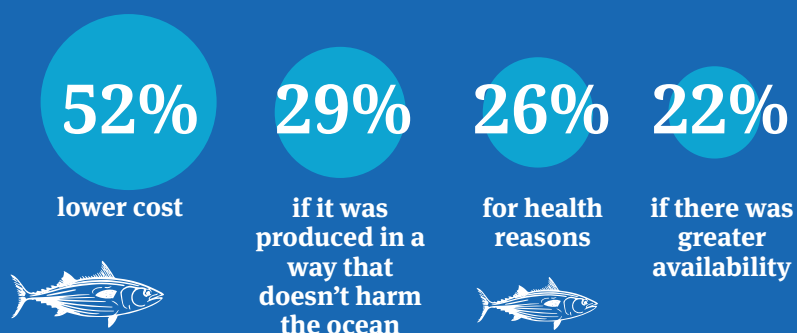
39%

of seafood consumers have at least some understanding of the MSC label, spontaneously associating it with either ocean sustainability or certification, up from 33% in 2022 and 25% in 2016



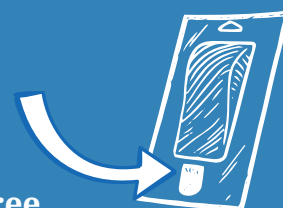
Motivators for Purchase and Ecolabels

UK seafood consumers say they would eat more seafood for the following reasons:



77%

of UK seafood consumers agree supermarkets' and brands' claims about sustainability and environment need to be clearly labelled by an independent organisation



Over half (55%)

of UK seafood consumers say seeing the blue MSC ecolabel would make them more likely to purchase a product, and 53% say that they are prepared to pay more for products that come from a certified sustainable fishery

