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Tuna Market Analysis 2025: United Kingdom

Market Analysis: UK Tuna

CONSUMERS IN THE UK SPENT £427.8 million on 61,904 tonnes of tuna products between June 2023 and 2024, accounting for 10% of the value and 16% of the volume of all seafood purchases in supermarkets across the country. The volume of all tuna sold in UK retail rose by 1.6% during this period.

In recent years, the number of sustainably sourced tuna products available in the UK has grown steadily. According to the MSC UK and Ireland Market Report 2024, in 2023/24, consumers purchased over 23,500 tonnes of MSC certified tuna, the highest figure to date and more than four times higher than in 2020/21. Projections by the MSC estimate that this volume will reach over 40,000 tonnes for the 2024/25 financial year.

This growth has been driven by increased availability of MSC certified tuna products, particularly in the canned and food-to-go categories. In 2020/21, 7.5% of tuna products available in UK supermarkets carried a blue MSC ecolabel. By 2023/24, that figure had climbed

to 38%, with certified products sold under twenty different brands and available in eleven supermarkets - Aldi, Asda, Amazon Fresh, Co-op, Lidl, Ocado, Morrisons, Sainsbury's, Tesco, Waitrose, and Whole Foods.

According to the MSC UK Tuna Shopper Report 2023, Waitrose offered the greatest selection of certified tuna amongst UK retailers, with 79% of all tuna products in store carrying a blue MSC ecolabel. Sainsbury's continues to be the only other retailer to offer 100% MSC labelled canned tuna, while Aldi and Lidl have significantly expanded their MSC certified tuna offerings over the past two years. Princes have also made great progress towards their commitment to selling 100% MSC labelled tuna by the end of 2025, with the volume of certified product being sold under their own brand increasing nearly ten fold over the past year. Tesco have also introduced the MSC label onto a range of their own brand canned and food-to-go tuna products as part of their own commitment to selling 100% MSC labelled tuna by the end of 2025. ●



Market Data: UK Tuna

Championing Sustainable Tuna: Princes

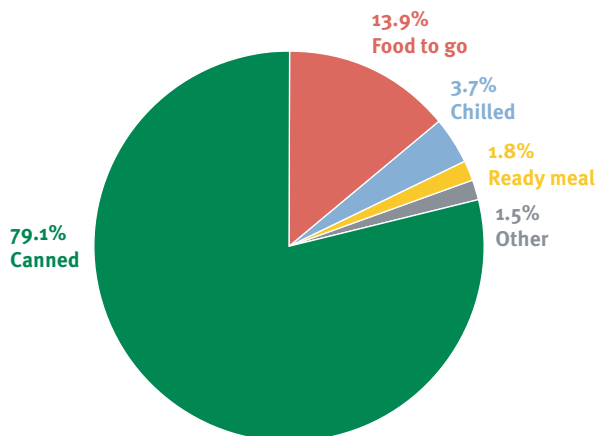


In 2022, Princes announced a commitment to source and sell 100% of its UK Princes branded tuna from MSC certified sustainable fisheries by the end of 2025. At the time, the brand sold three MSC labelled tuna products, available in select retailers. With additional certified products continuing to hit the market, Princes has driven greater availability of MSC labelled tuna options for consumers. The brand was recognised at the MSC UK Awards where it was crowned the Seafood Brand of the Year 2024.

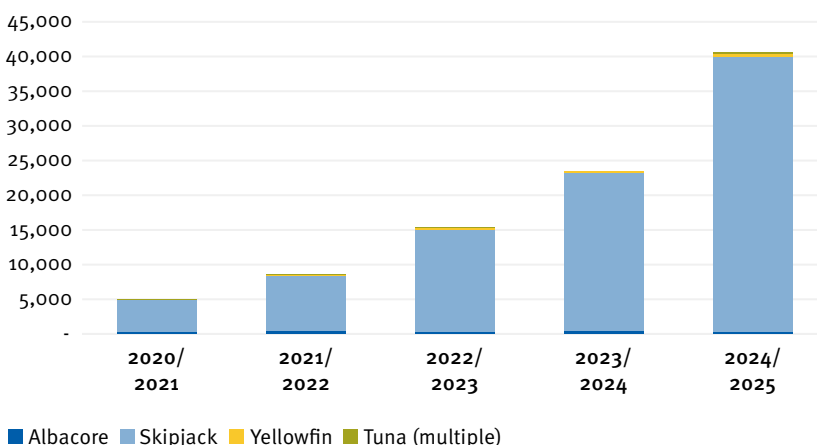
“Over the last few months, we’ve made significant strides towards our target of 100% MSC certified Princes tuna by the end of 2025 by converting our best-selling 4pack, which we are already seeing on many shelves across our customer base. We’re proud of bringing independently certified sustainable tuna to millions of consumers which has gone through the rigorous MSC certification process, demonstrating the commitment of our supply partners to the long-term sustainability of tuna fisheries around the world.”

Juliette Mille, Senior Sustainable Sourcing Manager, Princes Ltd

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



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





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All data in this report is correct as of 31 March 2025 unless otherwise stated. Forecast data included in 2024/2025.

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