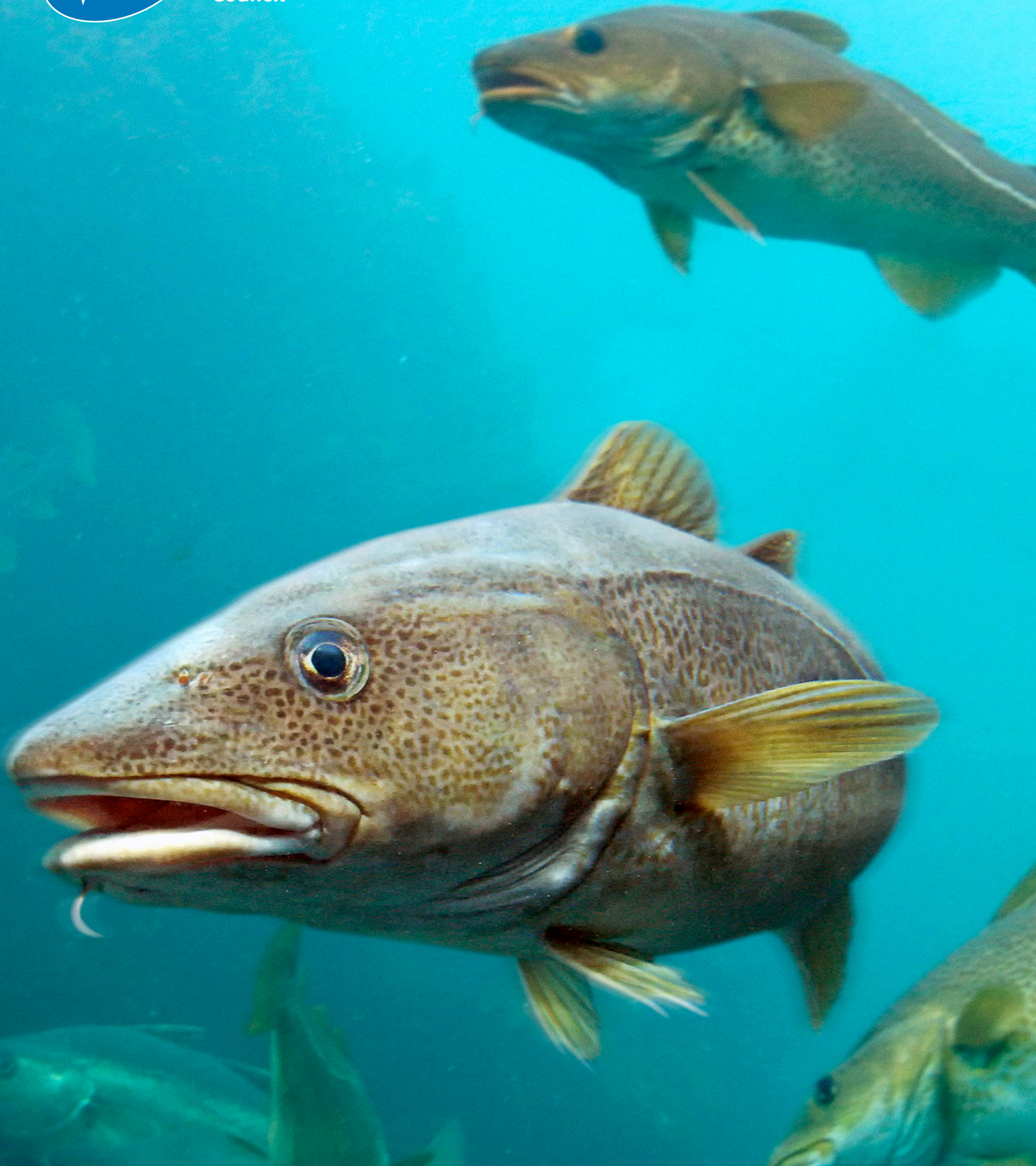




Marine
Stewardship
Council



Whitefish Market Analysis 2024: Finland

Market Analysis: Finnish whitefish

DIFFERENT WHITEFISH PRODUCTS such as fish fingers have for a long time had a steady place in the shopping basket of Finnish consumers. The whitefish category is also one with the longest history of MSC products in the country and products which carry the blue MSC label are available in all supermarkets countrywide. Between April 2023 and March 2024, consumers in Finland purchased nearly 4,400 metric tonnes of whitefish products, accounting for 36% of the volume of all MSC certified seafood purchases in the country.

Over the past years, the whitefish market has remained stable, however last year we saw a slight dip in volumes compared to the previous years with volumes decreasing by roughly 6%. We believe this to have been the effect of the increase in the price of fish due mainly to inflation. Food price inflation has increased the cost of seafood products, with shoppers switching to cheaper alternatives. Pollock remains the most widely sold species, representing over 80% of all whitefish consumer facing products, but companies are looking elsewhere to diversify. Atlantic cod and saithe have already been prominent options for many years but following the challenges with the Atlantic

cod's MSC certificates as well as higher prices, interest in other MSC certified whitefish species, such as hake, hoki and ling have been growing recently. Out of brand owners, many have committed to 100% MSC in whitefish, Findus leading the way with a MSC certified volume of 1,173 metric tonnes – over 26% of the total market volume. In the retailer own brands, Kesko is a clear leader with nearly 980 metric tonnes, followed by S-group (791) and Lidl (613).

Whilst majority of certified whitefish sales on the Finnish market remain in the frozen fish category, there has been growing interest for MSC certified ingredients in recent years from the ready meal industry, with Kokkikartano leading the way with their one MSC certified consumer facing meal which has lifted them to the top 5 of whitefish brands in volume. Recently new to the market are multiple surimi products with competitor brands such as Vici, as well as pet food introduced in volume by Mars Petcare. With steady commitments to certified whitefish and further ready meal brands such as Saarioinen and Atria entering the sustainable fish game, the Finnish whitefish market is expected to increase further in the years ahead. ●



Market Data: Finnish whitefish

Championing Sustainable Whitefish in Finland: Findus



Findus is the clear market leader in MSC certified whitefish in Finland. In 2019, Findus achieved 100% MSC in wild caught products in both its retail and foodshare selection and has maintained the commitment ever since. Findus also works closely with multiple whitefish fisheries.

Findus Finland was awarded MSC's Kultainen Kala award in 2019 in recognition of proactive and versatile cooperation and the promotion of

“Our goal is always to help consumers choose healthier and more nutritious meals and eat more quality fish and seafood. In turn, our long relationship with MSC and our 100% certified product range means that as we achieve our goals, people are eating more and more sustainably caught MSC certified fish.”

Saku Oikarinen, CEO, Findus Finland Oy

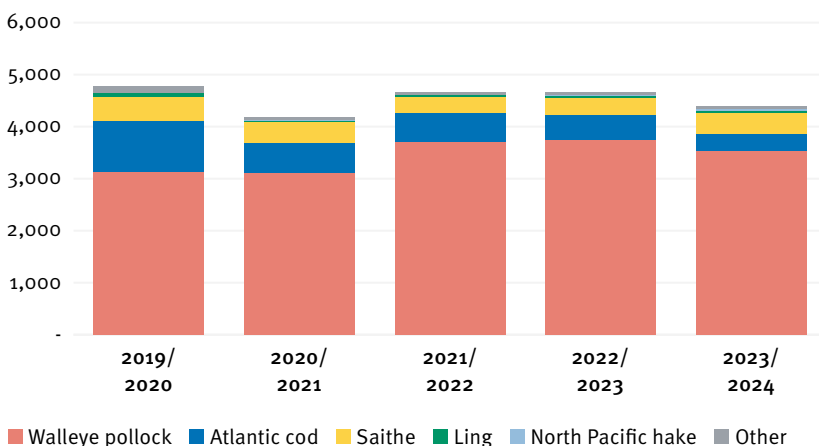
74.3%

of global whitefish catch is MSC certified

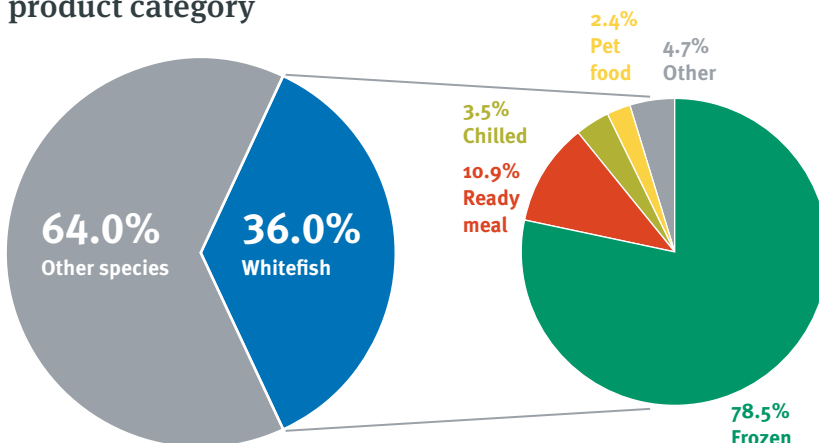
6 million+

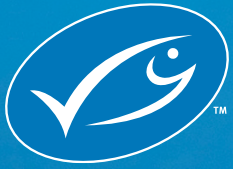
metric tonnes of certified whitefish is in the MSC program

MSC labelled whitefish sold in Finland by volume (metric tonnes) and species



Volume of MSC labelled whitefish sold in Finland by product category





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Find out more: <https://www.msc.org/species/whitefish-yearbook>

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