



Marine
Stewardship
Council



Tuna Market Analysis 2024: Italy

MSC-certified tuna in Italy

Tuna is an important species in Italy with consumption mainly driven by canned tuna. With household penetration of 96%, it is eaten at least once a week by 57% of consumers. Italy is ranked second in Europe for production and consumption of canned tuna, with national production over 77,400 metric tonnes and a consumption of 2.55 kg per capita in 2022*.

Consumption of tuna from MSC certified sustainable fisheries is growing thanks to increased focus on sustainability by players in the seafood supply chain and consumers. From April 2023 to March 2024, 15,000 tonnes of MSC certified tuna were sold, an increase of 311% in four years**.

This growth has been encouraged by increased availability of MSC certified caught tuna. Over the past four years, thanks to improvements by tuna fisheries - especially those in the Pacific and Atlantic Oceans - more than 33% of tuna caught globally has achieved MSC certification. This increased supply has met the growing demand for sustainable products and a rise in the number of MSC labelled tuna products available in the Italian market (+227% in four years**).

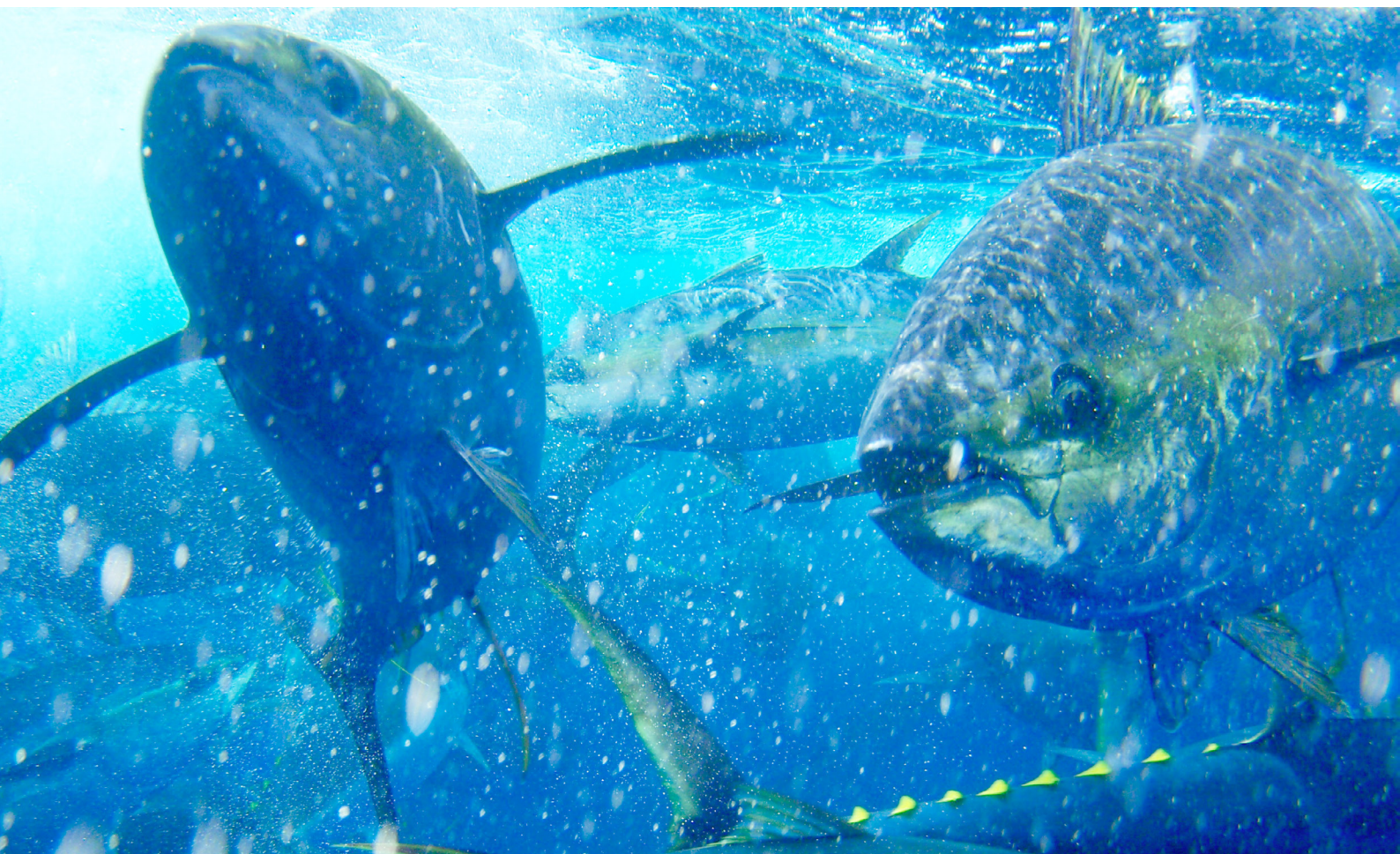
There are currently more than 200 MSC certified tuna products available, from canned tuna to salads and sandwiches, to pet food. While large brands like Rio Mare, Mareblu, Grupo Consorcio, and Insuperabile supply many of these, the number of retailers' own-brand products is also growing.

- 86% of all MSC certified tuna is used for canned products, in line with Italian consumption trends
- Species used in MSC certified tuna products in Italy: 51% yellowfin, 48% skipjack**

This steady growth in MSC blue labelled products - maintained even in years when companies in the tuna supply chain and consumers have faced various economic challenges (such as the rising cost of aluminum and olive oil) - demonstrates how seafood sustainability has become a key pillar of business strategies and a driver in consumers' purchasing choices.

* Survey Doxa - Ancit 2023

** Internal data MSC Italy fiscal year 2023/2024 vs 2020/2021



Market Data: MSC tuna in Italy

Championing Sustainable Canned Tuna: Bolton Food S.p.A.

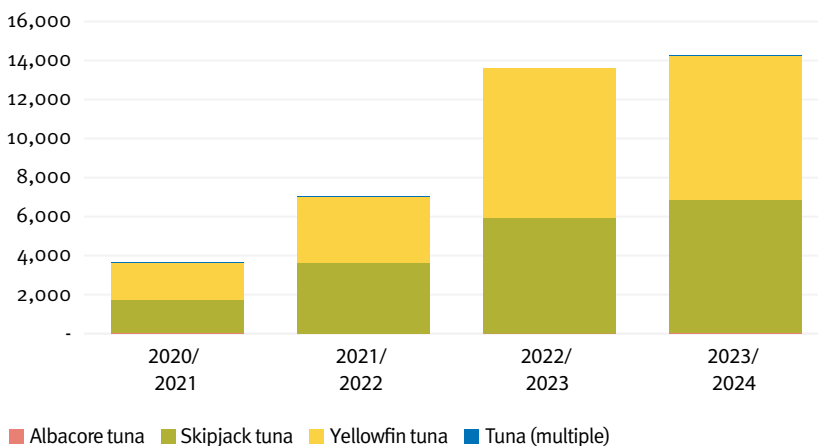


“We are extremely proud to have launched a wide range of MSC certified products in recent years in Italy and abroad. These actions, which are part of our sustainability strategy, are proof of our ongoing work to achieve, by 2030, the exclusive sourcing of tuna from MSC certified areas for all Rio Mare brand products”. Luciano Pirovano, Chief Sustainability Officer Bolton Food & Tri Marine

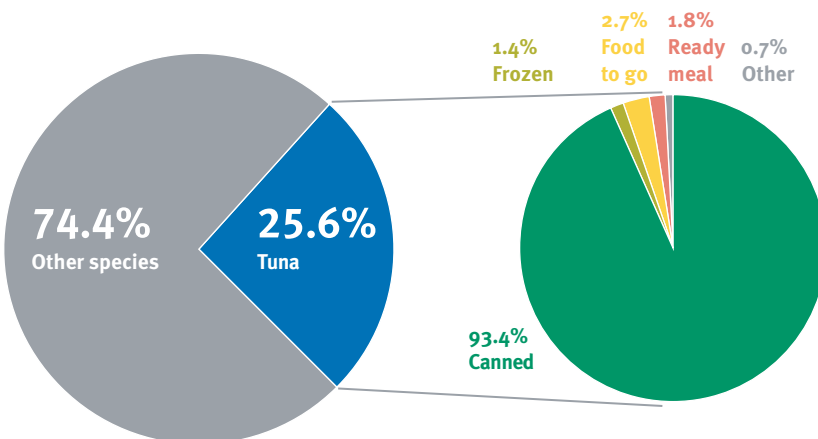
“At consumer level, sustainability is becoming more and more important. More than 90% of consumers consider sustainability a topic. They know that sustainability has to do with healthy oceans and avoiding overfishing. The trend is clear. Sustainability is becoming a key element of overall brand equity and product quality. So, it’s a must.”

Luciano Pirovano, Chief Sustainability Officer, Bolton Food & Tri Marine

MSC labelled tuna by species



MSC labelled seafood 2023/2024





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Discover more: [msc.org/it](https://www.msc.org/it)

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