



# WHAT CONSUMERS WANT: THE FUTURE OF SUSTAINABLE SEAFOOD

The findings of a 2018 study from leading research agency GlobeScan show that seafood consumers are increasingly demanding independent verification of sustainability claims.

GlobeScan surveyed more than 25,000 people in 22 countries in the largest ever survey of seafood consumers.

Main sample of 4,155  
North American  
seafood consumers



**81%**

of seafood consumers agree that we need to protect seafood supplies for future generations

**49%**

of consumers see overfishing as one of their top ocean concerns

**70%**

would like to hear more from companies about the sustainability of their fish/seafood products

**70%**

believe supermarkets' and brands' claims about sustainability should be clearly labeled by an independent organization



**23%**

recall seeing the MSC label (up from 19% in 2016)

**65%**

Of those who recognize it, trust the MSC label