

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 of consumers see overfishing as one of their top ocean concerns

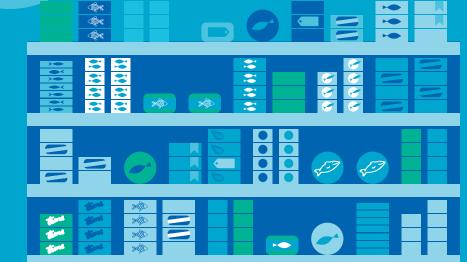
(internet)

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





Of those who recognize it, 65%

trust the MSC label

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MSCBluefish

msc.org/consumer-insights