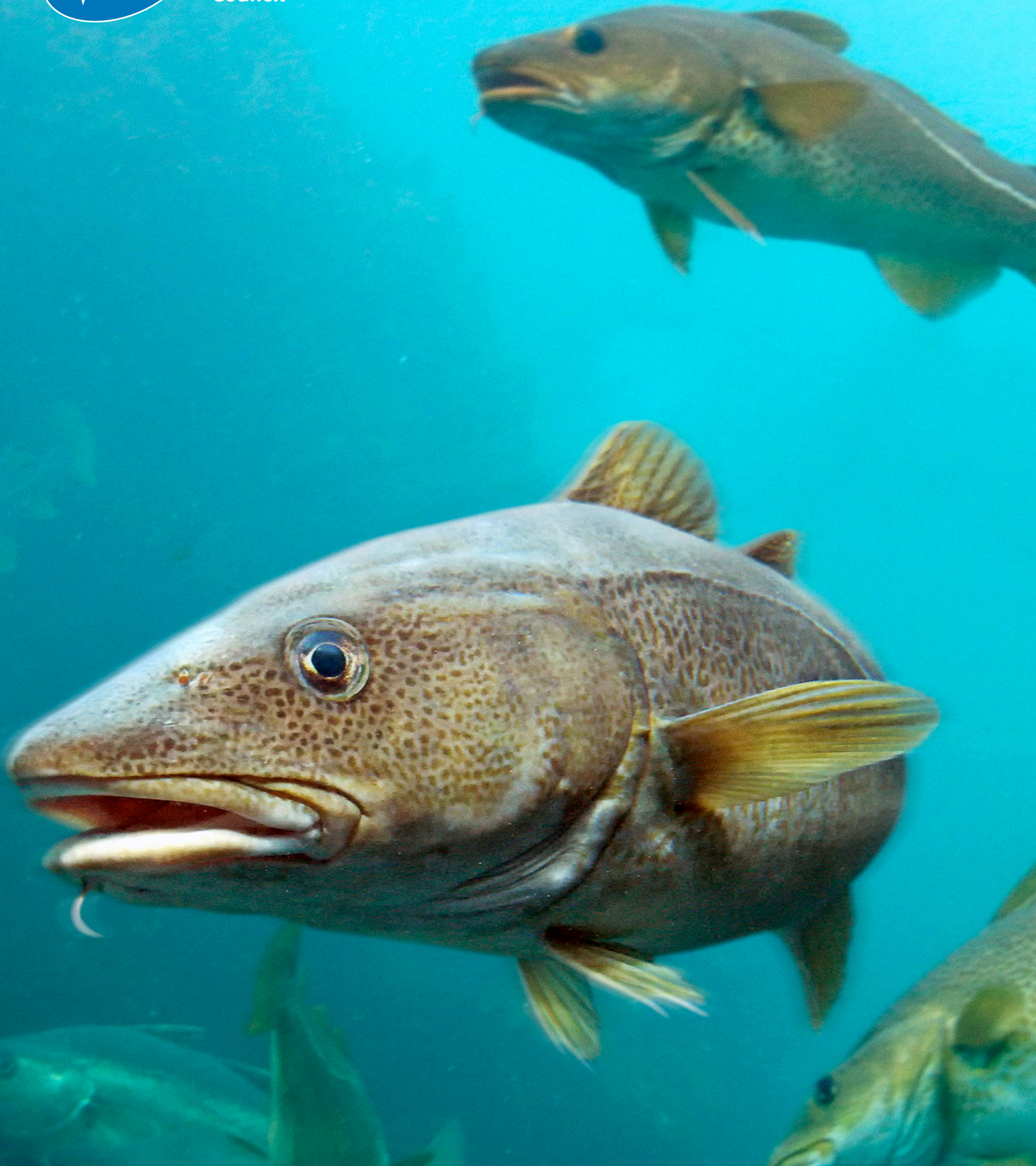




Marine  
Stewardship  
Council



# Whitefish Market Analysis 2024: Sweden



# Market Analysis: Swedish whitefish

WHITEFISH PRODUCTS SUCH AS fish balls and fish fingers has always played a large role on Swedish dinner plates and the whitefish category currently represents 46% of the total MSC-certified volumes. Last year (1 April 2023 – 31 March 2024) 15,613 metric tonnes of MSC certified whitefish was sold on the Swedish market. The category has also been long standing in the MSC program and whitefish products can be found in all retailers within the country.

The consumption of MSC certified whitefish is dominated by Atlantic cod (5,514 metric tonnes, 35,8%) and Pollock (7,925 metric tonnes, 52%). The statistics are further divided by five main categories: frozen (79.8%), ready meal (14.5%), chilled (2.9%), canned (1.5%) and rest (1.3%). The frozen category consists of 56% prepared and 44% plain fish. However, products containing a mix of species falls under the category “mixed” and is not included in this analysis.

The whitefish category has decreased by 11% from 22/23 where cod consumption dropped 28.7% while pollock consumption remained stable. This can be explained by both a reduction in consumers disposable income and by the increased prices of popular species and products. In our latest global consumer survey\*, 58% of Swedish respondents claim that they would buy more seafood if it was cheaper. Our survey also indicates an increase in consumers switching from meat and fish to vegetables. Only approximately 16% of consumers now meet the Swedish Food Agency recommended weekly fish intake.

While 78% of Swedish seafood consumers believe that all seafood must be caught sustainable in order to

protect the ocean, the seafood market still faces many sustainability challenges. Simultaneously, the Swedish Food Agency encourages us to eat more seafood than we currently do, which will require the seafood industry to build a sustainable and resilient seafood market. To achieve this, it is necessary to diversify the Swedish whitefish market with less domination of cod and pollock. Today, there are numerous alternatives of whitefish in the MSC program, where the consumption volumes have not reached its potential. Certified haddock currently only accounts for 1,03% (159 metric tonnes), saith (415.95 metric tonnes, 2,7%), tusk (1.86 metric tonnes, 0.012%) hake (29.35 metric tonnes, 0.19%) of the total MSC certified products sold last year. A diversified whitefish supply would benefit the resilience of Sweden’s sustainable seafood market but requires coordination. Looking at our neighbouring country, Danish consumption of whitefish is more varied compared to Sweden. Given the historical and cultural similarities between the two countries, there is potential for Sweden to follow Denmark’s example.

The sales of sustainable whitefish in Sweden are enabled by large, responsible retail actors like ICA, Axfood, LIDL and Coop as well as prominent brands and producers such as Findus, Feldt’s and Marenor. Some noteworthy producers and wholesalers that have increased their commitment significantly from last year to sustainable whitefish are: Royal Foods, JO Food, Falkenberg, Omega, and Compass. MSC encourage all market players, especially major producers and retailers, to take the lead in the Swedish market by continuing to develop more MSC-certified whitefish products, making it easier for Swedish consumers to make sustainable choices. ●





# Market Data: Swedish whitefish

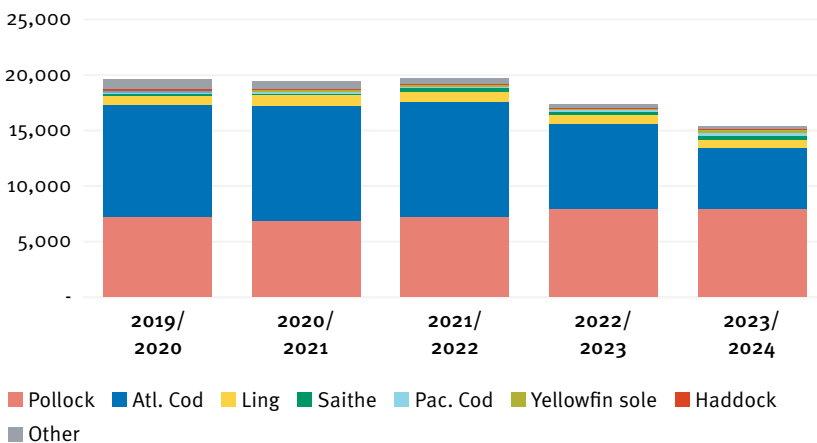
## Top five Swedish retailers by volume sold

	2024	2023
FINDUS	1	1
ICA	2	2
LIDL	3	3
AXFOOD	4	4
COOP	5	6

“For us at Lidl, it is essential to offer our customers a responsible range of products. The MSC certification is an important tool in our efforts to ensure a good selection of fish and seafood.”

Senior Sustainability Strategist,  
Rickard Lundin LIDL Sweden

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



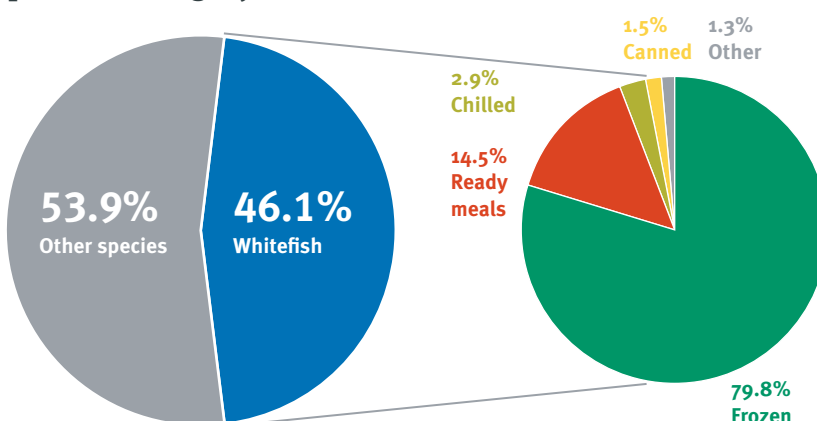
**74.3%**

of global whitefish catch is MSC certified

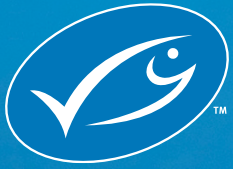
**6 million+**

metric tonnes of certified whitefish is in the MSC program

## Volume of MSC labelled whitefish sold in Sweden by product category







Marine  
Stewardship  
Council



Find out more: [www.msc.org/se/vitfisk](http://www.msc.org/se/vitfisk)

Contact us: [balticsea@msc.org](mailto:balticsea@msc.org)



@MSC Sverige - Blå fisk



/marine-stewardship-council



MSC\_sverige

All images copyright of the MSC unless otherwise stated.  
Registered Charity number: 1066806. Registered Company number: 3322023.  
© Marine Stewardship Council 2024