



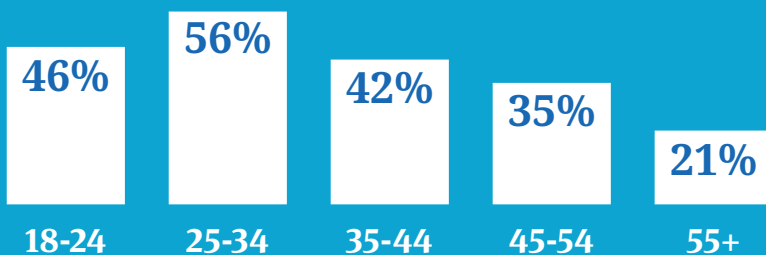
# Irish Consumer Insights 2024



## 37%

of Irish adults surveyed were aware of the MSC ecolabel

## MSC Ecolabel Awareness by Age Group



Respondents were shown versions of the MSC ecolabel and asked if they had ever seen it. They could select from 'Yes, often', 'Yes, occasionally', 'No, never seen', or 'Don't know/can't recall'. The figures above reflect the percentage of respondents who answered 'Yes, often' or 'Yes, occasionally'

Only

## 18%

of those surveyed eat fish or seafood two or more times a week. This figure was higher (21%) amongst the 55+ demographic but much lower (11%) in the younger 18-24 year old age group

## 2/3

of respondents look for eco-labelled fish and seafood products when shopping or dining out



## 83%

of respondents think supermarket/brand claims about sustainability and the environment need to be clearly labelled by an independent organisation



## 80%

of Irish consumers believe that in order to save the oceans, we have to consume fish and seafood only from sustainable sources (up from 75% in 2021)



## 72%

of Irish consumers agree that the choices they make about eating fish/seafood can make a difference to the health of our oceans (up from 63% in 2021)

