



**MARINE STEWARDSHIP COUNCIL
TUNA MARKET UPDATE
NORDIC TUNA ACTION GROUP MEETING
FEBRUARY 2022**

The background of the slide features a complex, organic pattern in shades of blue and teal. The pattern consists of interconnected, irregular shapes that resemble a network or a map of landmasses and water bodies. The colors range from a deep navy blue to a bright cyan, creating a textured, almost cellular appearance.

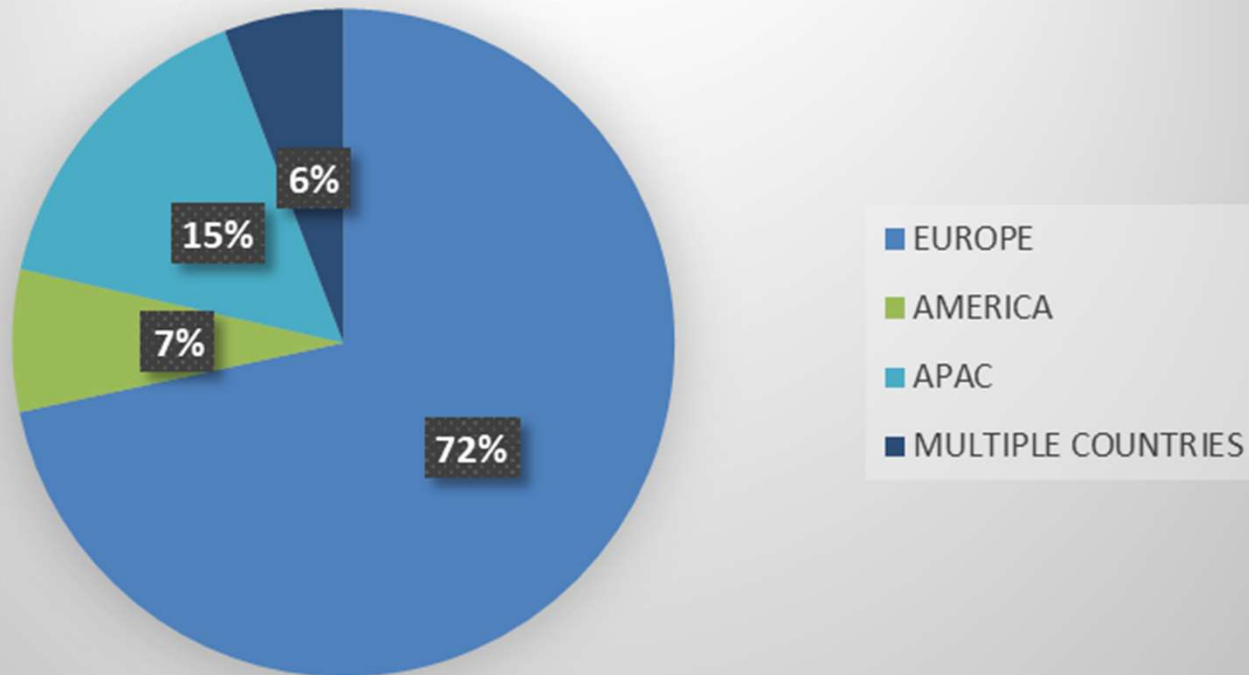
GLOBAL MARKET AND DEVELOPMENT

Ellen Bruno, Senior Commercial Manager
Scandinavia and Baltic Sea Region

DISTRIBUTION OF MSC TUNA SOLD IN 19/20



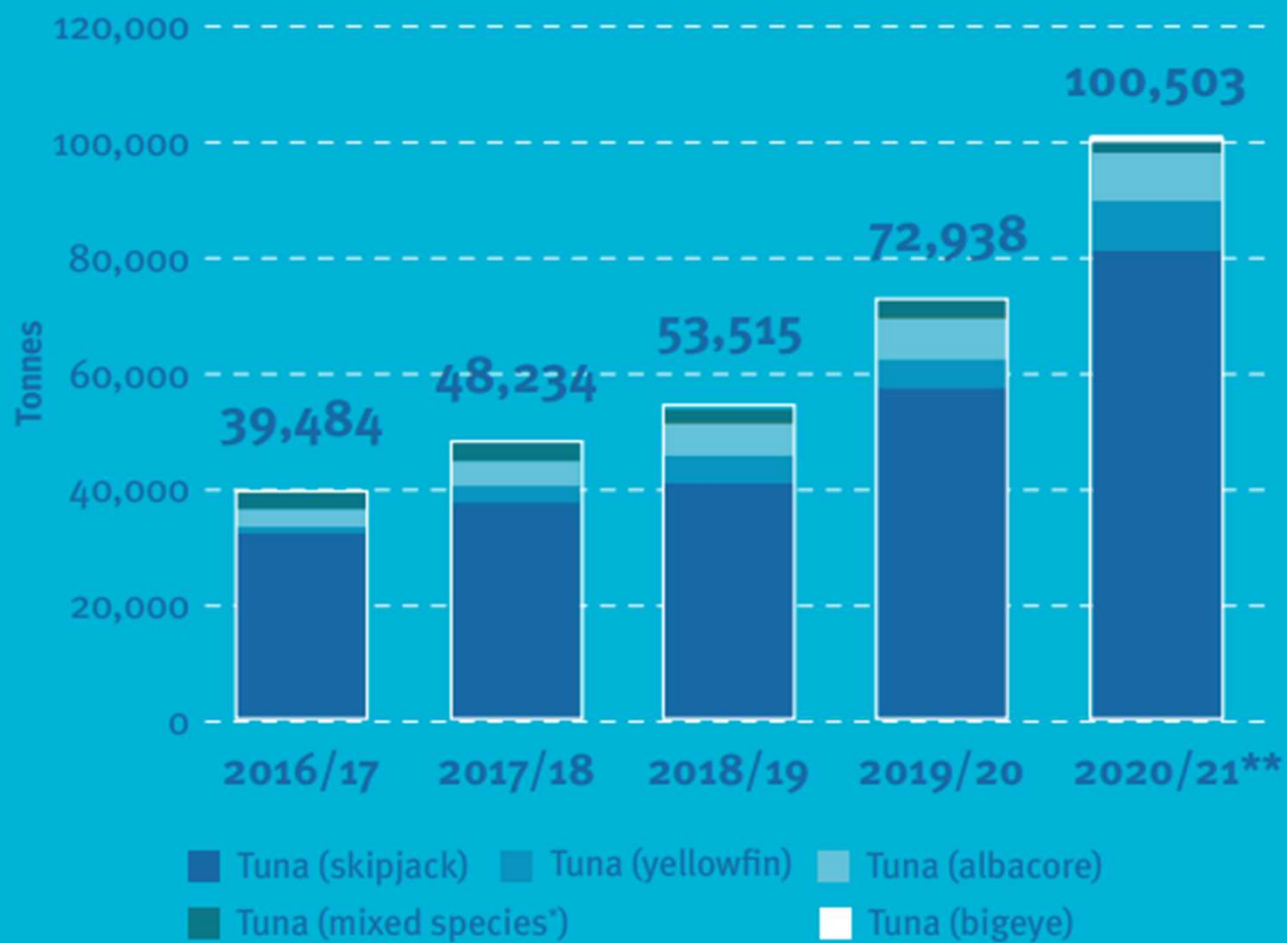
2019/2020



**Asia and US
biggest tuna
markets, but
Europe
biggest on
MSC tuna!**



Volume of MSC labelled tuna sold by species global



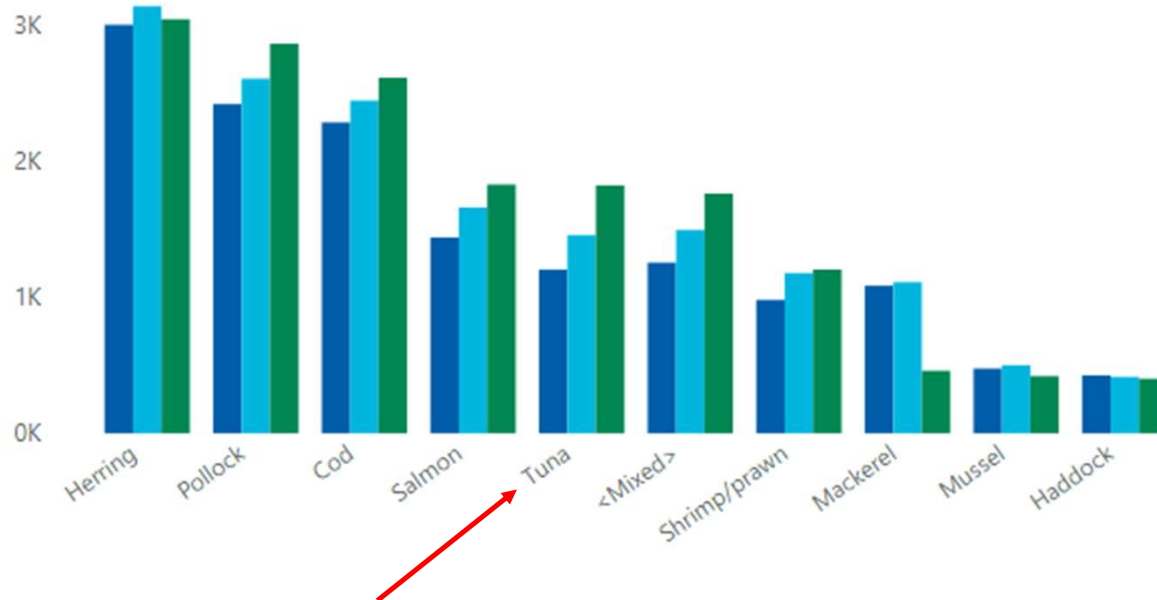
THE GROWTH OF TUNA PRODUCTS WITHIN MSC



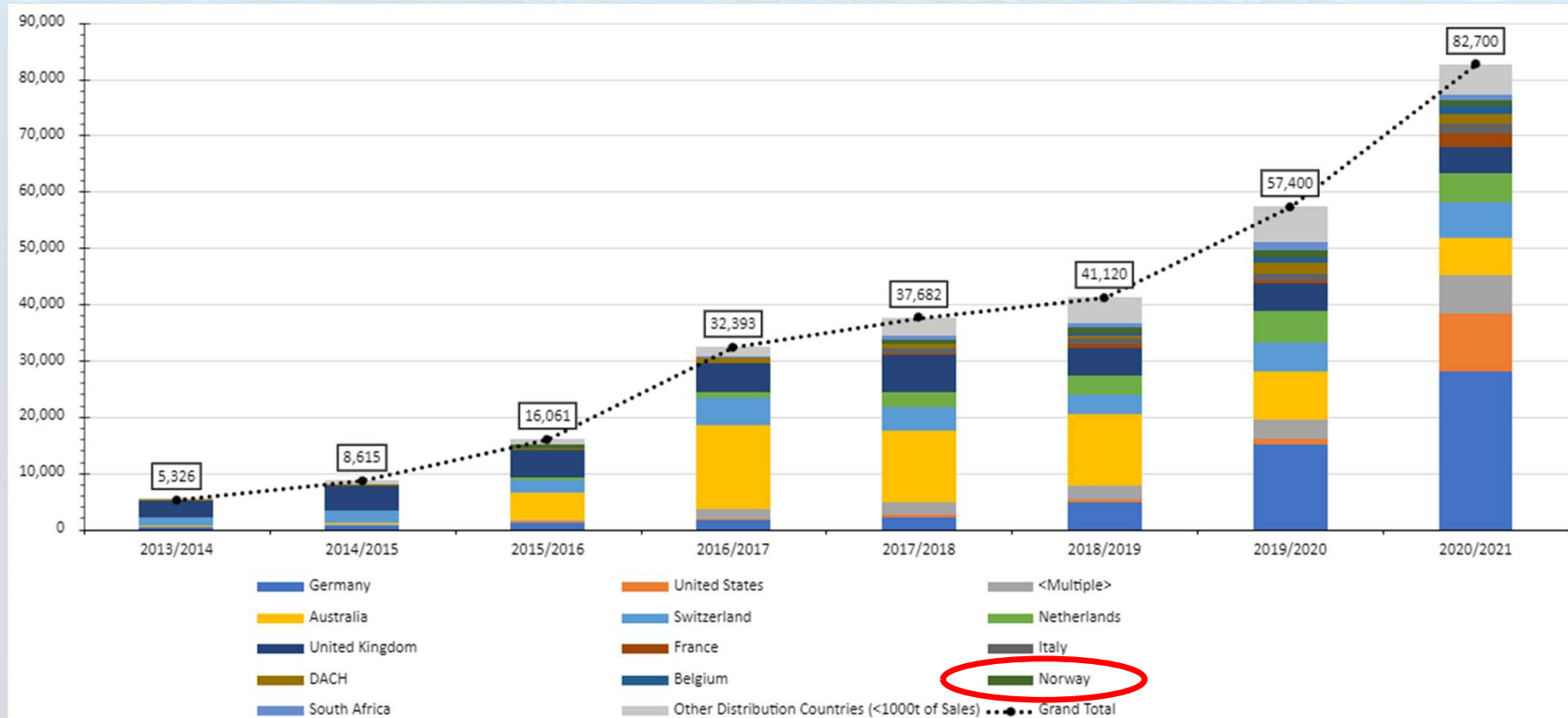
When we look at products, tuna consistently ranks near the top five and increasing annually.

Live products by top 10 species

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021



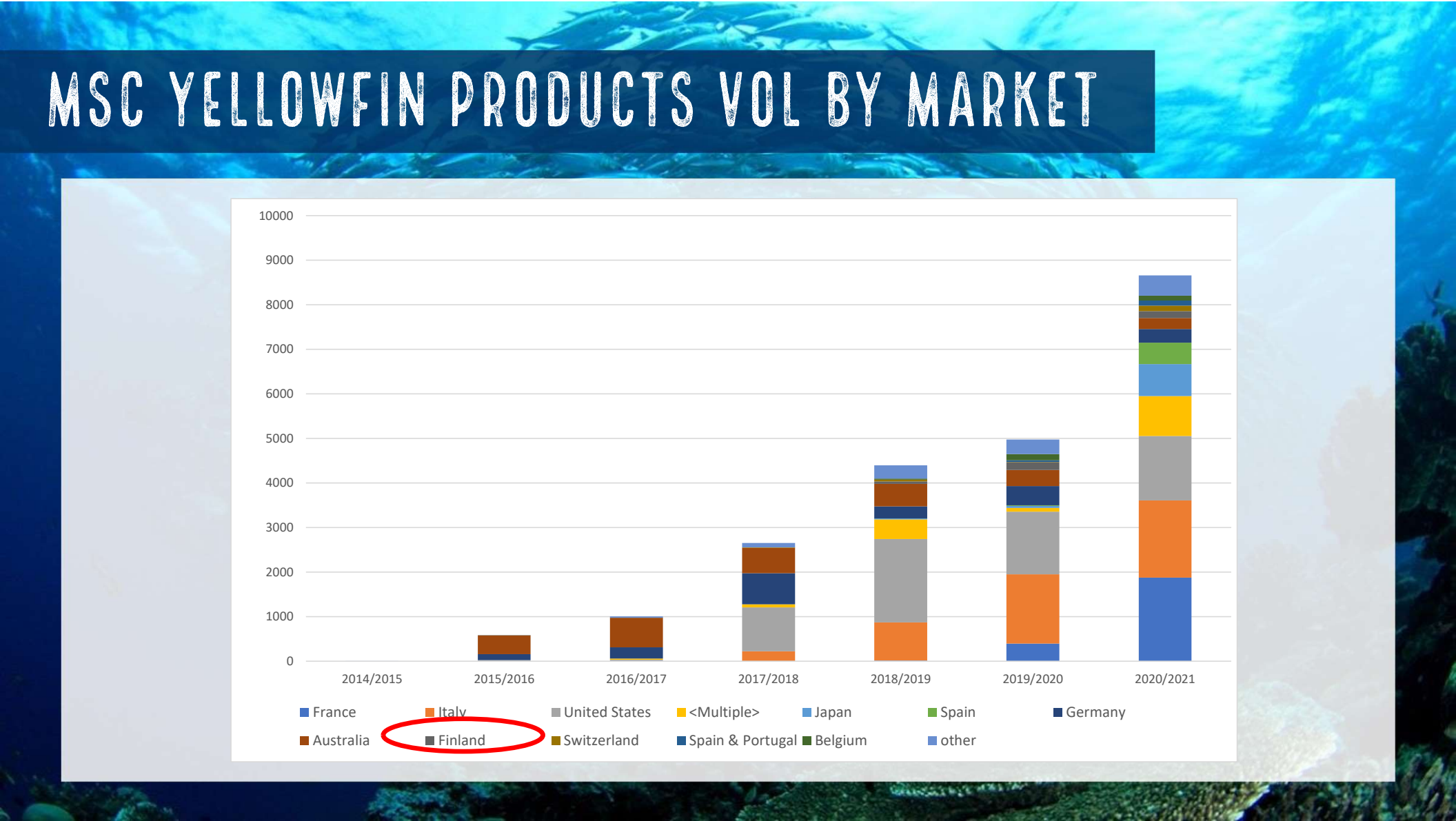
MSC SKIPJACK PRODUCT VOL BY MARKET



MSC YELLOWFIN PRODUCTS VOL BY MARKET

A stacked bar chart titled "MSC YELLOWFIN PRODUCTS VOL BY MARKET". The y-axis represents volume, ranging from 0 to 10,000 in increments of 1,000. The x-axis shows seven seasons: 2014/2015, 2015/2016, 2016/2017, 2017/2018, 2018/2019, 2019/2020, and 2020/2021. Each bar is composed of segments representing different markets. The legend at the bottom lists 13 categories: France (blue), Italy (orange), United States (grey), <Multiple> (yellow), Japan (light blue), Spain (green), Germany (dark blue), Australia (brown), Finland (dark grey), Switzerland (olive), Spain & Portugal (navy), Belgium (dark green), and other (medium blue). The total volume increases significantly over time, starting near zero in 2014/2015 and reaching approximately 8,600 units by 2020/2021.

Season	France	Italy	United States	<Multiple>	Japan	Spain	Germany	Australia	Finland	Switzerland	Spain & Portugal	Belgium	other
2014/2015	0	0	0	0	0	0	0	0	0	0	0	0	0
2015/2016	0	0	0	0	0	0	0	500	0	0	0	0	0
2016/2017	0	0	0	0	0	0	0	700	0	0	0	0	0
2017/2018	0	200	1000	100	0	0	0	500	0	0	0	0	0
2018/2019	0	800	1900	300	0	0	0	400	0	0	0	0	200
2019/2020	400	1600	1400	100	0	0	0	300	0	0	0	0	300
2020/2021	1900	1700	1400	700	700	400	0	200	0	0	0	0	400



MSC LABELLED TUNA BY FORMAT (IN TONNES) APRIL 2021

MSC labelled tuna by format in tonnes (2020/21**)



Chilled

4,149



Frozen

3,233



Pet food

1,688



Retail food to go/
Ready meals

22,266



Preserved

68,916



Foodservice

250

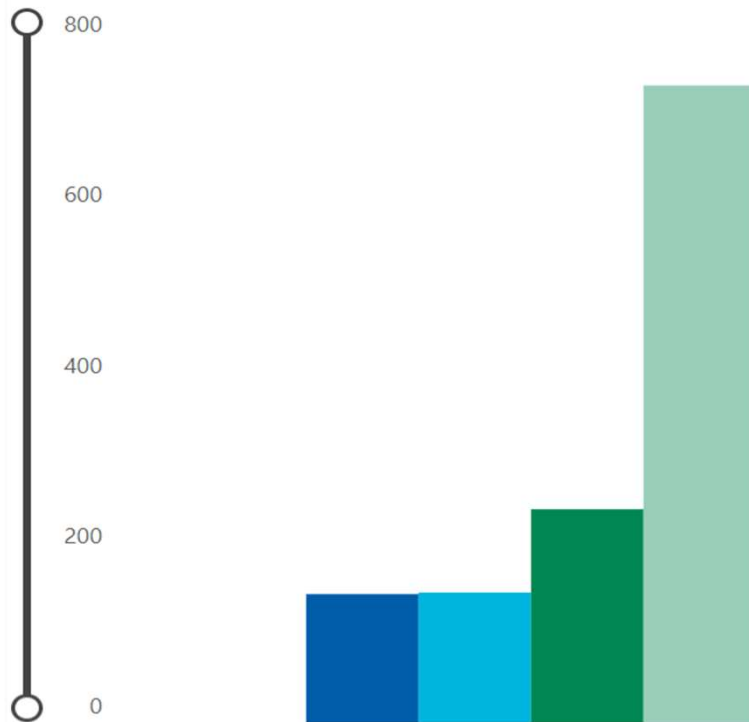


TUNA MARKET UPDATE IN THE SCANDIC AND BALTIC REGION

TUNA VOLUME GROWTH SCANDIC REGION



Financial Year ● 2017/2018 ● 2018/2019 ● 2019/2020 ● 2020/2021



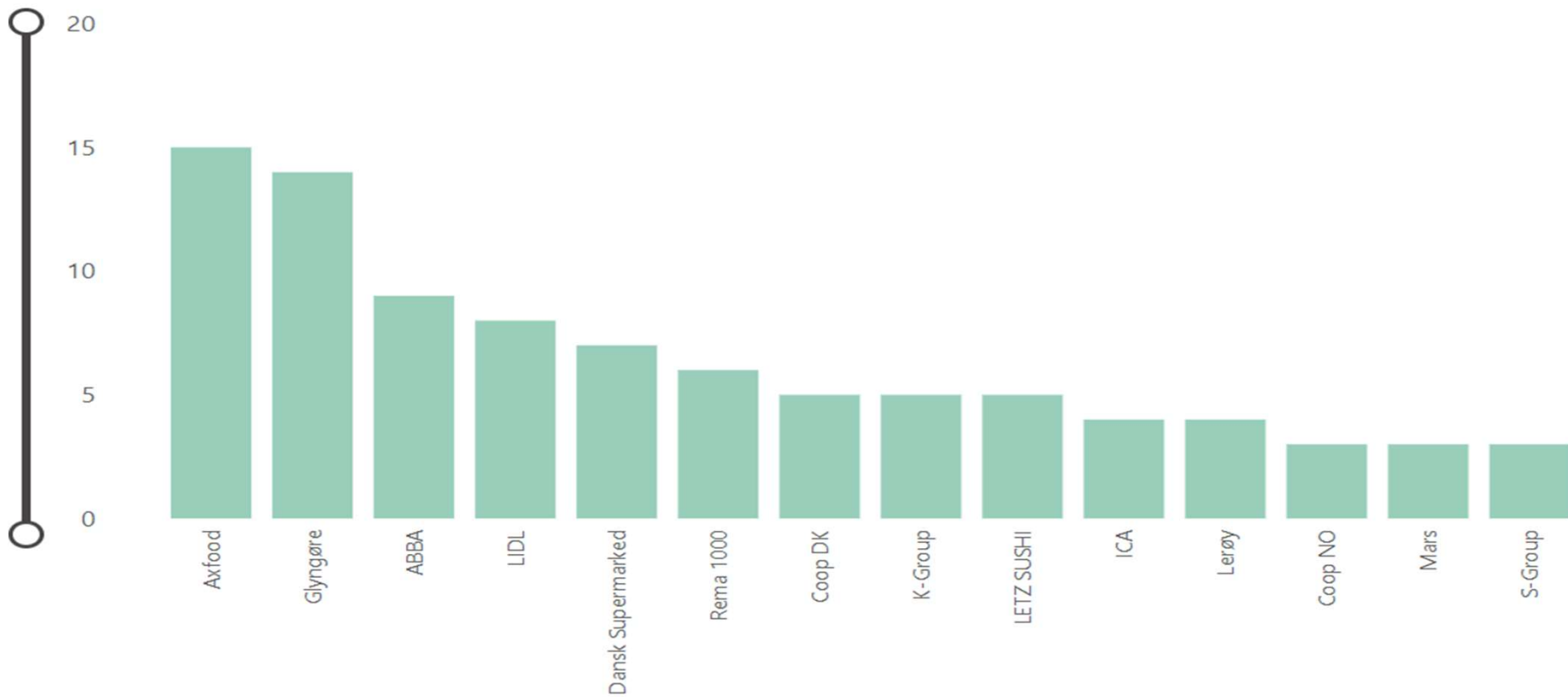
Huge growth of tuna sales
in the region!

Great work by many
partners 🙌 🙌 🙌

BRANDS/RETAIL WITH MOST NO OF PRODUCTS IN THE REGION



Financial Year ● 2020/2021





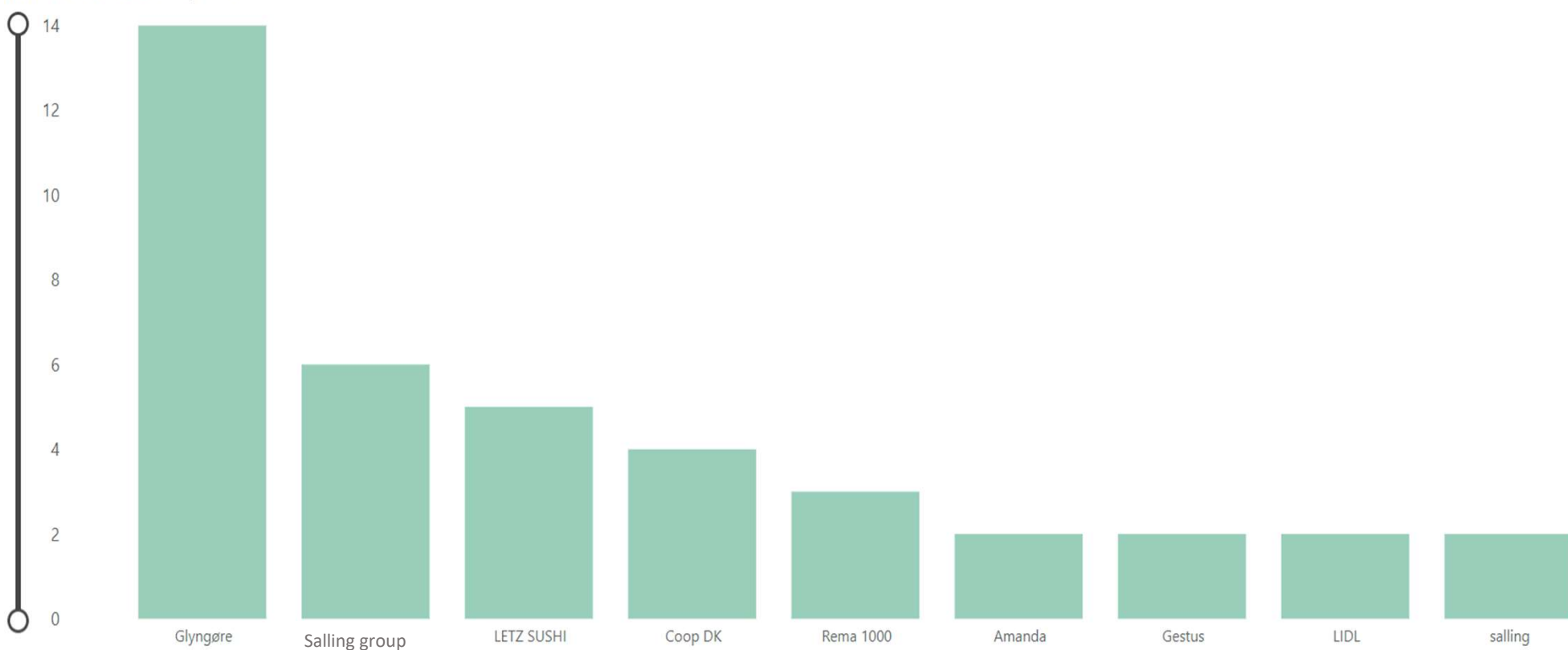
DENMARK

Morten Frstrup, Commercial Manager
Denmark

DENMARK: NO TUNA PRODUCTS BY BRAND



Financial Year ● 2020/2021

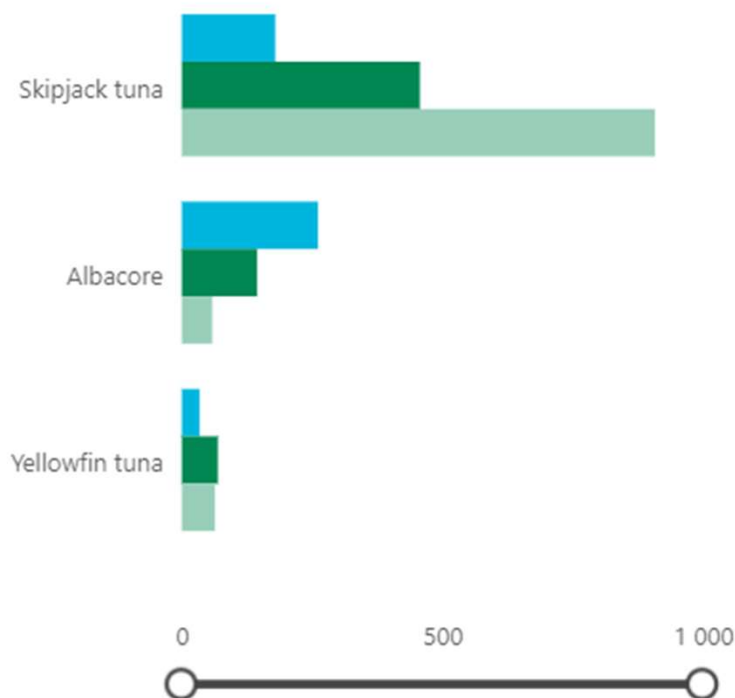


DENMARK - VOLUME BY SPECIES AND SUBCATEGORY



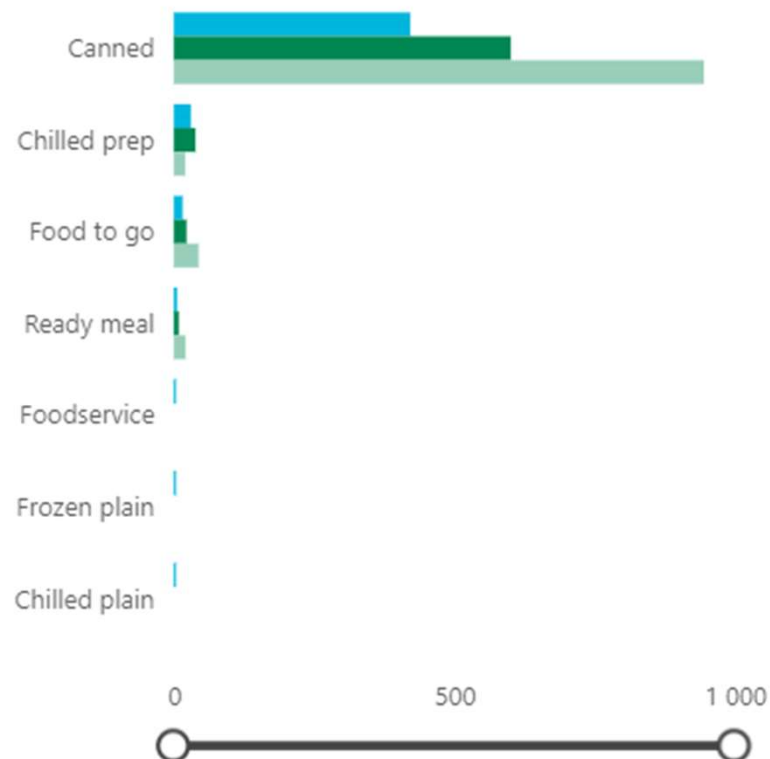
Volume by species

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021



Volume by subcategory

Financial Year ● 2018/2019 ● 2019/2020 ● 2020/2021

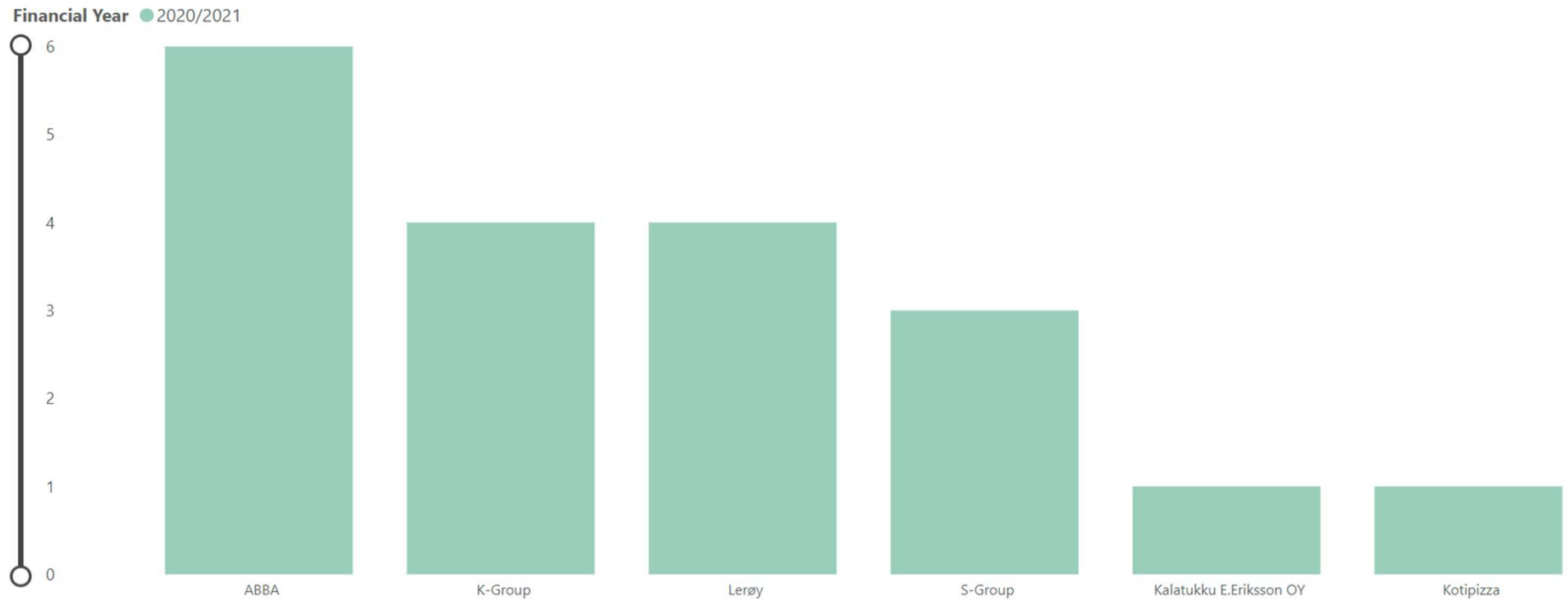




FINLAND

Johanna Vepsä, Commercial and Marketing
Manager Finland

FINLAND – NO TUNA PRODUCTS BY BRAND

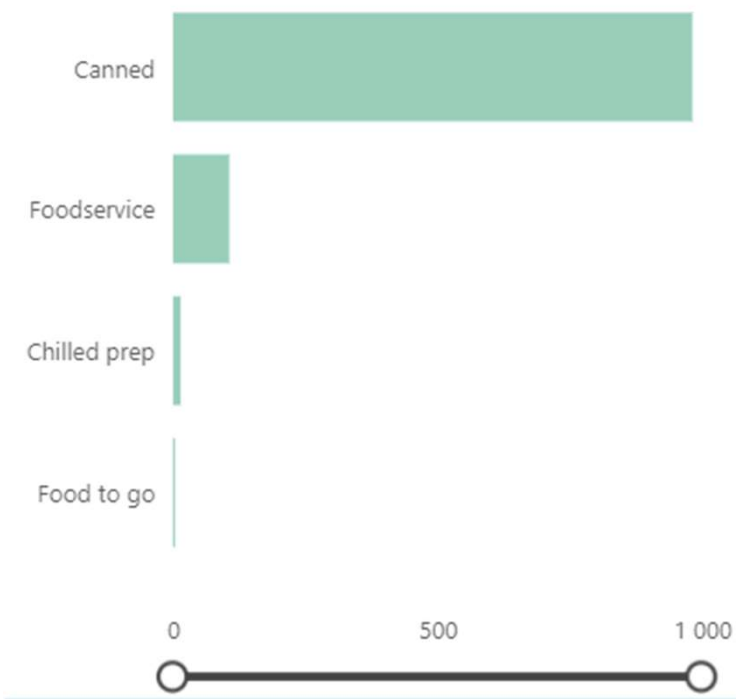


FINLAND - VOLUME BY SUBCATEGORY AND SPECIES



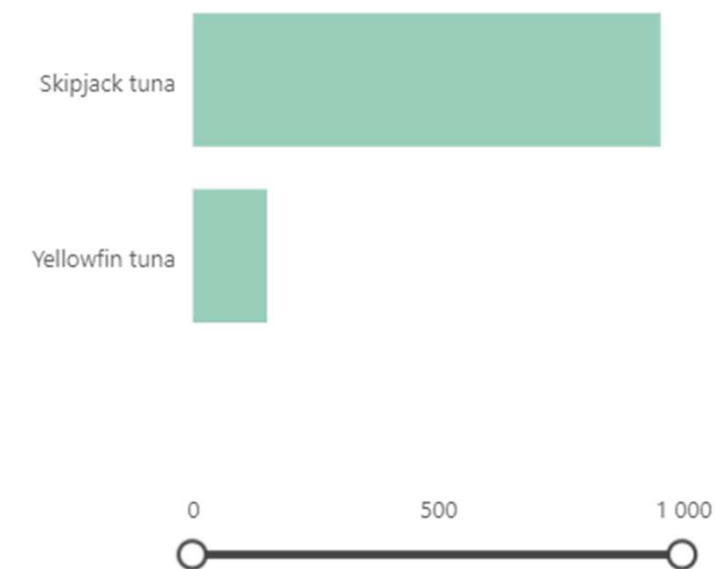
Volume by subcategory

Financial Year ● 2020/2021



Volume by species

Financial Year ● 2020/2021

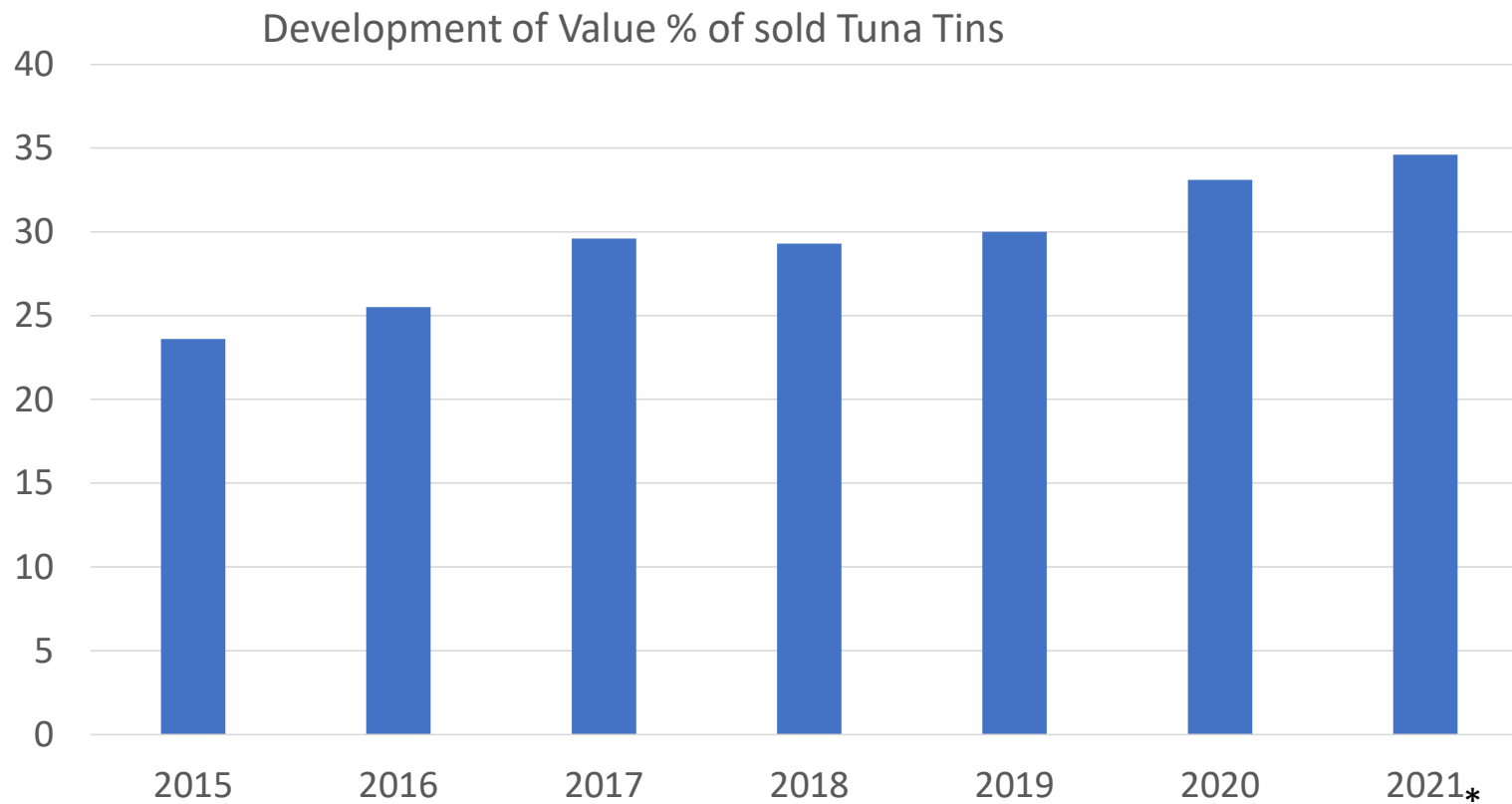




SWEDEN

Carl Dahlman, Commercial
Manager Sweden

SWEDEN MSC TUNA SALES DEVELOPMENT

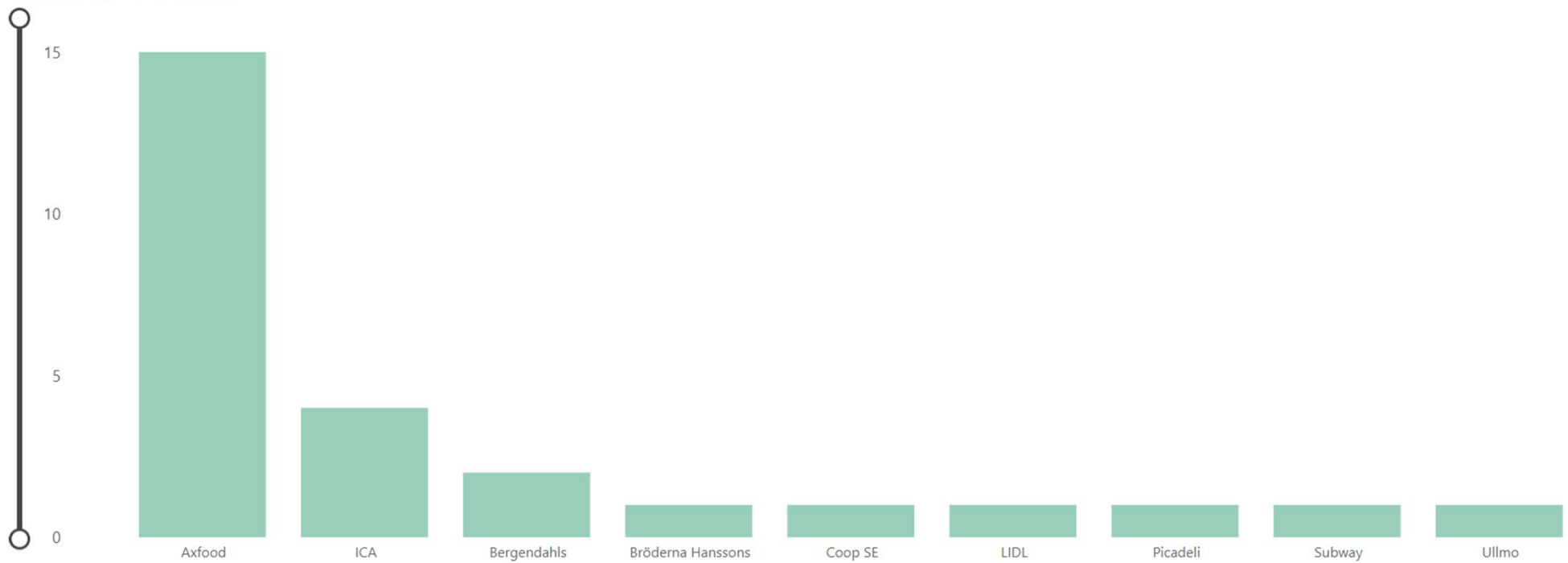


Source: Nielsen
retail report
Sweden.
* - only up to Q3

TUNA PRODUCTS BY BRAND - SWEDEN



Financial Year ● 2020/2021

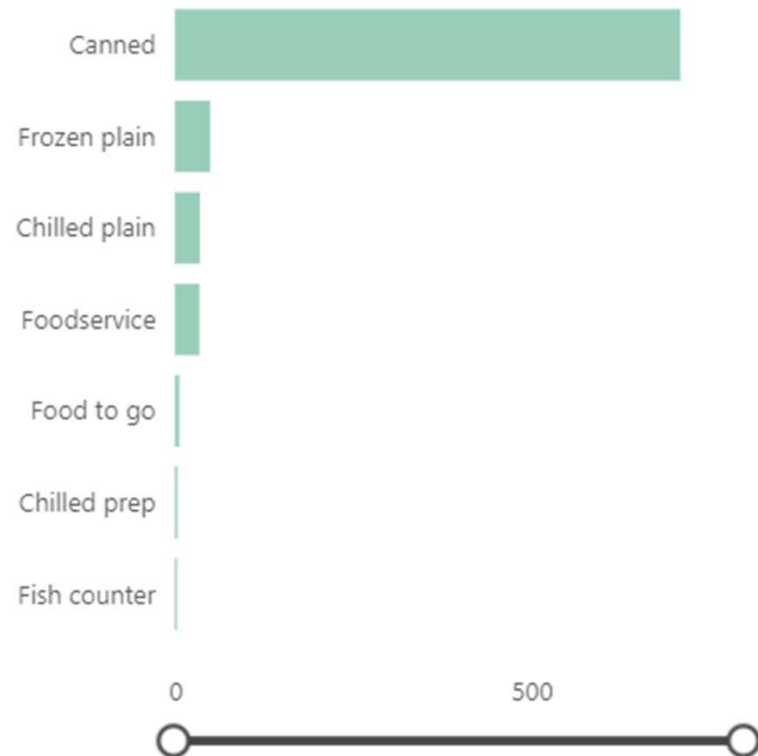


SWEDEN - VOLUME BY SUBCATEGORY AND SPECIES



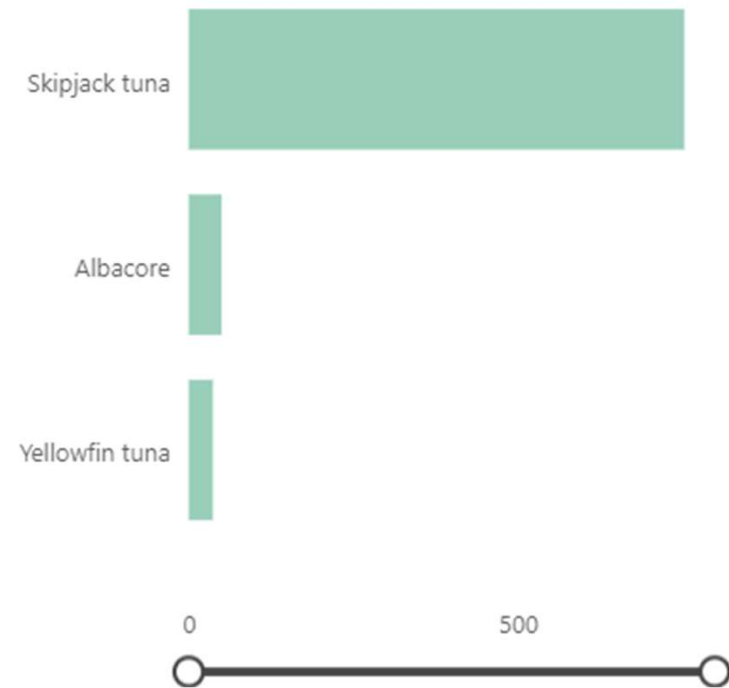
Volume by subcategory

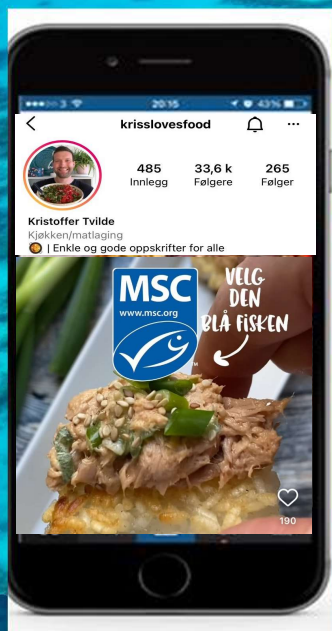
Financial Year ● 2020/2021



Volume by species

Financial Year ● 2020/2021





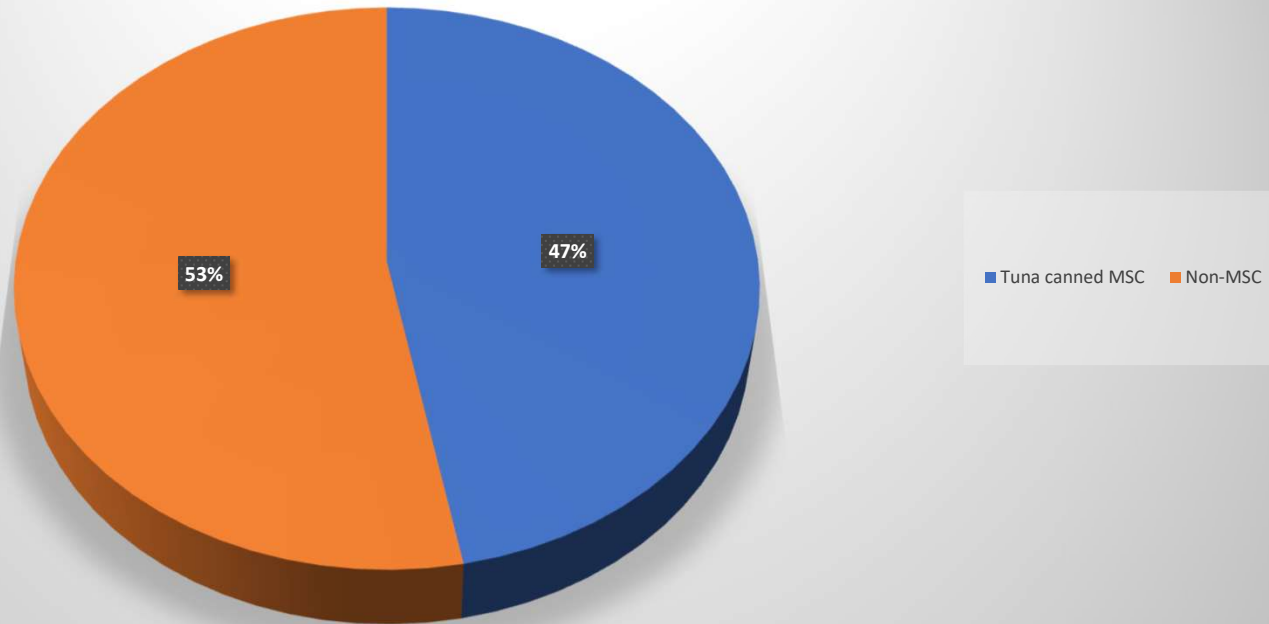
NORWAY

Johan Frøstrup, Commercial and Marketing Manager Norway

NORWAY – MSC VOLUME OF TOTAL SALES



MSC labeled canned tuna Volume Norway



NORWAY: VOLUMES (MT) BY SPECIES AND SUBCATEGORY



Volume by subcategory

Financial Year ● 2020/2021

Canned



0t

1t



Volume by species

Financial Year ● 2020/2021

Skipjack tuna



0t

1t





NEW PRODUCTS

NEW TUNA PRODUCTS BY BRAND LAST 12 M



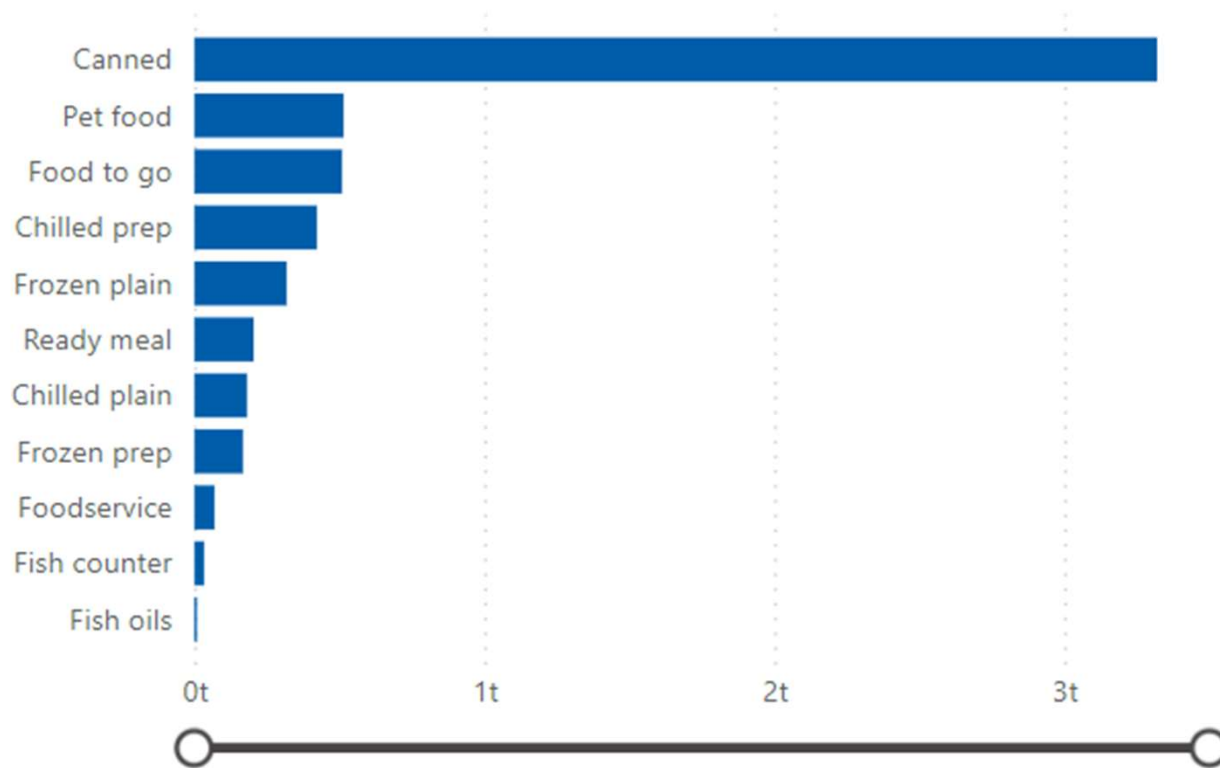
Brand	New products
OMI Sushi	8
salling	7
K-Salat	6
PRIIMA	6
Coop DK	5
ABBA	4
Coop SE	4
Glyngøre	4
Graasten Salater	4
ICA	4
KAIJA	4
Rio Mare	4
LIDL Italiano	3
LIDL Nixe	3
Coop NO	2
ICA Basic	2
K-GROUP Pirkka	2
Lerøy	2
LETZ SUSHI	2
MARS Sheba	2

Ocean We Care	2
Rema 1000	2
	1
Aldi Salat	1
Chief's Basic	1
DAGROFA Gestus	1
Don Gastronom	1
Emperatriz	1
Food Collective	1
Frime	1
I. SCHROEDER KG La Miranda	1
LIDL Select & Go	1
LIDL Trattoria Alfredo	1
NORGESGRUPPEN Eldorado	1
Picard	1
S-GROUP Rainbow	1
World's Choice	1
Totalt	97

NEW TUNA PRODUCTS IN THE REGION BY CATEGORY



Number Of Products av Product Subcategory



NEW PRODUCTS – LAST 12

Product Name	New products		
Graasten Tunsalat 300g	2		
Kobenhavns salatfabrik Tun Salat 175g	2		
Kobenhavns salatfabrik Tun Salat 30% mindre fett 175g			
"ICA" Skipjack tuna in brine 170g			
"ICA" Skipjack tuna in Sunflower Oil 170g			
"Salling" Skipjack Tuna in BRINE 185g			
"Salling" Skipjack Tuna in sunflower oil 185g			
Abba Valuttamatta Valmis Sitruuna basilika yrttiöljyssä 130g			
Abba Valuttamatta va Coop Xtra Findelt Tunfisk I vann 150g			
Abba Valuttamatta va Don Gastronom Bonito del norte en aceite ecologico 212			
Abba Valuttamatta Va Eldorado Tunfisk I Olje 185g			
Aldi Salatbar Tun Salz Emperatriz VENTRESCA DE ATUN CLARO EN ACEITE DE GIRASO			
Chief's Basic Tonfiskb ENSALADA MEXICANA 160g NIXE			
Coop Skipjack tuna cl ENSALADA WESTERN 160g NIXE			
Coop Skipjack tuna cl Food Collective Tuna Pepper Sauce Wrap 175g			
Coop Skipjack tuna cl Gestus salat tun 450g			
Coop Skipjack tuna cl GLYNGORE ATÚN EN ACEITE DE GIRASOL (PX3 Y ETIQUETA)			
Coop Skipjack tuna cl GLYNGORE ATÚN EN AGUA (PX3 Y ETIQUETA)			
coop Tonfiskbitar 120 Glyngore Yellowfin Tun I Vand 120G			
Coop Tonfiskbitar i sc Glyngore Yellowfin Tun I Vand 1Kg			
Graasten Sonderjyske Luksussalater Tunmousse SL 400g			
Graasten Tunsalat 150g		1	
gulfenad tonfisk		1	
ICA Skipjack tuna in brine 170g		1	
ICA Skipjack tuna in Sunflower Oil 170g		1	
ICA Tonfisk file 300g		1	
ITALIAMO Tuna per Pasta "Tomato, Olives & Capers" 160g		1	
KAIJA Tuncis extra virgin oliveolja 160g			1
KAIJA Tuncis rapšu elja 160g			1
KAIJA Tuncis savä sulä 160g			1
Kobenhavns salatfabrik Tun Salat 250g			1
Kobenhavns Spicy tun med jalapenos 175g			1
La Miranda Skipjack Tuna Chunks in Water Salt Added 1705g			1
Leroy Sushi Hanamaru 320g			1
Leroy Sushi Maki mix 2 1700g			1
LeSu 16 Box (Nytår 440g)			1
OMI Sushi Tuntartar 105g		1	1
Picard 2 pavés de bonite à ventre rayé 250g		1 do (2,5 – 4,5	1
Pirkka Parhaat Kala- Ja Jättikatkarapuvuoka 500g		1	
Pirkka Tonnikalapasteija /Tonfiskpastej 145g		1	1
Priima Tonnikalaa Auringonkukkaoljyssa 185g		1	1
priima Tonnikalaa Makeassa chilikastikkeessa 185g		1 per pc	1
Priima Tonnikalaa Mausteena Chili 185g		1	1
Priima Tonnikalaa Mausteena Lime Ja Mustapippuri 185g		1	1
Priima Tonnikalaa Mausteena Tilli 185g		1	1
Priima Tonnikalaa Mausteena Valkosipuli 185g		1	1
REMA 1000 Prima Tunfisk i vann 170g		1	1
Rema 1000 Tunfisk i solsikkeolje 185g		1	
Rio Mare Tonno al Naturale 160gx1		1	
Rio Mare Tonno all'olio di oliva 160g			1
Rio Mare Tonno all'Olio di Oliva 80g			1
Rio Mare Tonno Limone e pepe ne			1
Salatmesteren tunsalat 200g			1
Salling Skipjack Tuna in brine 185g			1
Salling Skipjack Tuna in Sunflower			1
Salling tunsteaks 2tk 250g			1
Salling Yellowfin Tuna in brine 185g			1
Salling Yellowfin Tuna in Sunflower Oil 185g			1
Select & Go Sandwich Tuna & Paprika 185g			1
Sheba Craft Collection Terrine with shredded pieces med tonfisk/tunfisk / sis. tonnikalaa 85g			1
Sheba Filets Tonfisk Kanaa 60g			1
Skipjack Tuna chunks in sunflower oil 160g "Rainbow"			1
Trattoria Alfredo La Pinsa Tonno 405g			1
Tuna per Pasta "Arrabbiata" 160g "ITALIAMO"			1
Tuna per Pasta "Tomato" 160g ITALIAMO			1
World's Choice Tun steak 2 stk retail box 250g			1
Xtra coop Findelt Tunfisk I cann 150g			1

THANK YOU FOR

A TUNAFUL
TOMORROW

