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MSC Cod Market



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[@Erin Priddle] [@Louise Valentin]

Anna Debicka; 2026-04-21T20:11:25.784

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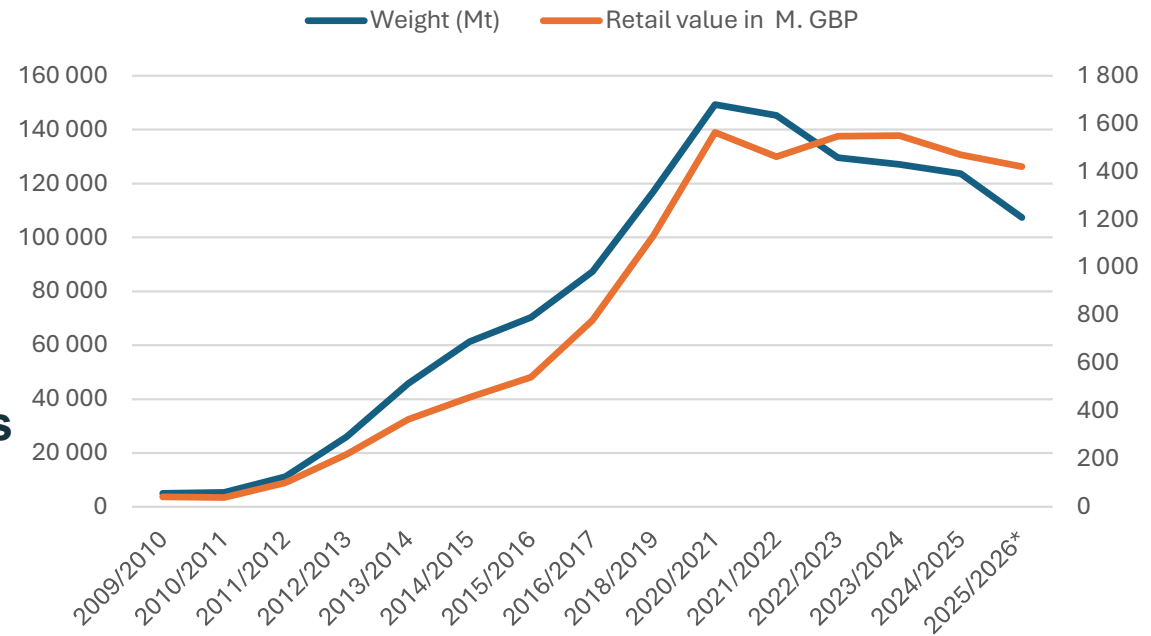
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Anna Debicka; 2026-04-21T20:11:42.980

From Past to Future: Less Volume, More Value, Smarter Markets

Building the story

- Started over 15 years ago with **frozen cod** as the core product
- Frozen remains the **backbone of the category** (~60% share today)
- Early stage: **a few dozen frozen SKUs**
- Limited to **a handful of core markets** (DACH, Nordics, UK, Benelux, US)



From Past to Future: Less Volume. More Value. Smarter Markets

Scaling success

- Today: **2,000+ SKUs** across formats and categories
- Expansion into **dozens of markets** globally
- Strong retail presence and **high consumer recognition of MSC**
- Shift from niche to **mainstream, premium seafood category**



From Past to Future: Less Volume, More Value, Smarter Markets

What's next?

- **Less volume, more value** – focus on premiumisation and margin?
- **Smarter use of limited supply** – category management, prioritisation
- Growth beyond frozen: **ready-to-eat, convenience, pet food, supplements, surimi?**
- Using „Cod” family for innovations (eg. saithe, hake, haddock, hoki)
- **Emerging markets** driving the next wave of growth
- Stronger storytelling: promote product **sustainability, not species** only



PANEL DISCUSSION:
FUTURE OF MSC
CERTIFIED COD



FUTURE OF MSC CERTIFIED COD



Moderator:

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MSC WHITE FISH YEARBOOK

Market data, innovations and insights from communities protecting our ocean





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Any questions please contact:

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