

# Is it worth getting labeled? The case of MSC-certified seafood

C. Martínez de Ibarreta Zorita; C. Valor Martínez

## Abstract-

Research has examined consumers' attitudes toward ecolabels, but there is a lack of research examining whether niche ecolabels give a competitive advantage in consumer markets. The authors aim to fill this gap by exploring the four conditions of market success (evidence of price premiums, market share, access to retailers, and elasticities) established in the literature. Three varieties of MSC-certified fish are studied. Differences are observed across the three varieties that lead to the following conclusions: MSC-labeled products do not systematically sell at a premium; price has an inelastic effect on the demand of certified national brands, but increased distribution has a very elastic effect on demand; and MSC-labeled products do not experience seasonal effects. The consumer market is responding favorably to the label, but ecolabeled fish is in an introductory stage. Price premiums vary; the retailer's brand is playing a prominent role.

**Index Terms-** Demand; ecolabel; elasticities; marketing advantage; MSC

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