

Table S1. Overview of selected papers.

References	Year	Country	Type of fish analysed	Attribute	WTP
1. Ankamah et al	2016	Denmark	Salmon	Organic	20%
2. Arijji	2010	Japan	Tuna	Eco-labels	24%
3. Asche et al	2015	United Kingdom	Salmon	Eco-labels	13,1%
				Organic	25,3%
				Country of Origin	4%
4. Blomquist et al	2015	Sweden	Cod	Eco-labels	7%
5. Bronnmann et al	2016	Germany	Salmon	Eco-labels	4%
6. Chen et al.	2016	France	Salmon, Cod, Pangasius, Monkfish	Eco-labels	4%
				Organic	11%
7. Defrancesco	2003	Italy	Fish and seafood	Organic	40%
8. Davidson et al.	2012	USA	Salmon	Wild-caught fish	55,8%
			Tuna		63,5%
			Moi		25,4 %
			Moi	Country of Origin	39,2 %
			Tilapia		43,7%
			Tuna	Animal welfare	31,3%
9. Disegna et al.	2009	Italy	Trout	Organic	46%
10. Erwann	2009	France	Pollack	Eco-labels	10,9%
11. Fernández et al.	2013	Spain	Sea bream	Eco-labels	32%
12. Fonner and Sylvia	2015	USA	Crab	Eco-labels	26,8 %
				Country of Origin	27,2%
			Salmon	Eco-labels	21,6%

				Country of Origin	21,0%
13. Grimsrud et al.	2013	Norway	Salmon	Animal welfare	15%
14. Goyert, et al	2010	USA	Lobster	Eco-labels	37 %
15. Johnston et al.	2006	USA	Flounder	Eco-labels	41%
			Swordfish		31%
			Salmon		50 %
16. Johnston, et al	2001	USA	Shrimp, cod	Eco-labels	27%
		Norway			22%
17. Isaac et al.	2015	Denmark	Salmon	Organic	20%
18. Lim et al.	2015	USA	Fish and seafood	Country of Origin	42,5 %
				Eco-labels	29%
19. Mauracher, et al.	2013	Italy	Bass	Organic	36%
				Country of Origin	50%
20. Olesen, et al.	2010	Norway	Salmon	Organic	15%
				Animal welfare	17 %
21. Rickertsen et al.	2017	France	Cod	Eco-labels	24%
			Monkfish		15%
22. Rhoem et al.	2011	United Kingdom	Pollack	Eco-labels	14,2 %
23. Salladarrè et al.	2016	France	Lobster	Eco-labels	15%
			Sole		10%
			Monkfish		6%
24. Sogn Grundvåg et al.	2013	United Kingdom	Haddock	Eco-labels	10%
			Cod	Line caught fish	18%
			Haddock	Line caught fish	10%
25. Sogn Grundvåg et al.	2014	United Kingdom	Cod, Haddock, Pollock	Eco-labels	12,7%
				Line-caught fish	24,6%
26. Solgaard and Yang	2011	Denmark	Rainbow trout	Animal welfare	25 %
27. Stefani, et al.	2012	Italy	Sea Bream	Country of Origin	329%

				Organic	50%
28. Sun, et al.	2017	USA	Tuna	Eco-labels	13%
29. Uchida, et al.	2014 (a)	Japan	Fish and seafood	Eco-labels	37 %
30. Uchida, et al.	2014 (b)	Japan	Salmon	Eco-labels	14-25 %
31. Vitale et al	2020	Italy	Anchovy	Eco-labels	20 %
32. Whitmarsh et al.	2006	United Kingdom	Salmon	Eco-labels	22%
33. Xu et al.	2012	China	Fish and seafood	Organic	7-9%
				Eco-labels	5%
34. Zander and Feucht.	2018	Finland, France, Germany, Ireland, Italy, Poland, Spain, United Kingdom	Aquaculture and fisheries products	Organic	14,8%
				Animal welfare	14%
				Country of Origin	9,4%
35. Zhou et al.	2016	USA	Tuna	Animal welfare	63%