

Chunk Light Tuna Price Trends by Pack Size

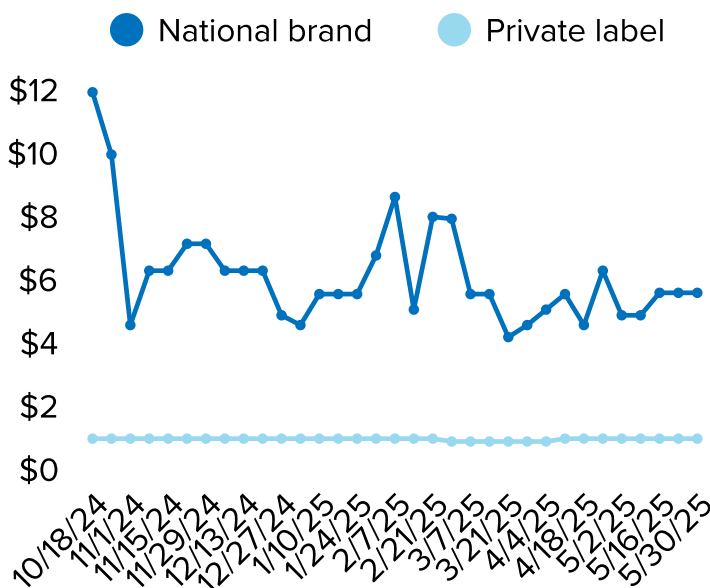
Pack size	October 2024	May 2025	% Δ Median
≤4 oz single	\$1.05	\$1.05	0%
4.1–5.5 oz single	\$ 1.18	\$1.18	0%
5.6–8 oz single	\$1.98	\$1.98	0%
2–4 pack	\$14.45	\$5.00	-65%
8+ pack	\$18.66	\$9.20	-51%

Wiser compared prices of pack sizes, and of branded and private-label products in the tuna category between October and May, at Walmart.

Here's what we saw:

- Singles are frozen at the register**
 All single-cans up to 8 oz are flat for the eight-month window.
- Multipacks took a haircut**
 Every multi-pack fell 49-65%, as “permanent promo” pricing replaced short-term deals.
- January was the bottom**
 Multipacks hit their low in late-January after holiday inventory clear-outs. By May they'd clawed back to ~\$10, still roughly 50% cheaper than October.
- Mix matters**
 With singles locked and multipacks halved, any volume shift toward larger packs will drag dollar sales unless unit velocities jump.
- The big picture**
 There's too much skipjack tuna, too much stock in warehouses, and costs for freight and cans have fallen. Retailers used that backdrop to start a price war, turning short-term promos on multipacks into permanent shelf cuts.
- Looking ahead**
 Skipjack raw-fish costs remain soft; another tweak on six-packs is likely in the summer shelf reset. Singles should stay fixed, as they anchor the category's price image.

Chunk-Light Tuna Price Trends by Brand Type



How are you tracking price movements?