**Justification statement**

Farmed salmon represent 2% of aquaculture supply but produces environmental impacts, with limited contributions to sustainability goals. Moving beyond longstanding research focus on aquaculture production, **our study investigates how ‘market-making’ drives salmon production**. We demonstrate how industry and retail actions have co-created consumer demand, and use population-level diet data to show that farmed salmon have displaced more affordable foods from UK diets, particularly poorer households, without improving seafood consumption. Our study assesses human efforts to address environmental global change by recommending how markets could help address dietary gaps, for example by creating demand for affordable, sustainable foods (e.g. bivalves).

As an interdisciplinary journal with strong sustainability focus, ERL is the ideal outlet for our research. Our study addresses themes of sustainable food systems, societal trade-offs (economic vs. nutrition), and socio-economic impacts (diets), and will appeal to researchers of aquatic foods, agriculture, sustainable food systems, nutrition, food labelling, and marketing.