

From Concern to Action:  
**New Research Reveals Consumers  
 Prioritize Forests in Sustainable Shopping**



**One of the world's largest consumer studies on forests across 33 countries reveals:**

**Top Concerns for Forests**



Biodiversity loss



Climate change



Deforestation

**Consumers Expect Forest Sustainability**



expect companies to ensure that the wood/paper products and packaging they sell are not contributing to deforestation



prefer to choose products that do not contribute to the climate crisis.

When asked about forests in particular, the connection to biodiversity is strong – often stronger than climate.

Nearly two thirds (63%) try to buy products packaged with renewable materials

**Consumers are therefore taking action to address forest issues with their product choices**



**3 out of 4** claim they would rather choose **products that do not damage plants and animals**



**2 out of 3** say they can help to protect forests by **purchasing products certified independently**

**Independent sustainability certifications are regarded as important tools for change<sup>(1)</sup>**



**Countries with high demand:**

**China: 86%**  
**Kenya: 78%**

**Turkey: 75%**  
**Mexico: 74%**



**FSC is the clear leader as the most recognized forest certification worldwide**



of consumers recognize the FSC logo which is higher than any other forest certification system tested.



Recognition is highest among 18 to 24 year-olds.



show moderate to high levels of confidence in FSC to protect forests, which is clearly higher than in governments or businesses<sup>(2)</sup>

**In terms of spontaneous recognition**  
 1 in 10 Danes can recall FSC without any prompting  
 It is also high in **China and Germany at 7%**

**FSC is especially well recognized in**

**China: 77%**    **UK: 72%**    **Germany: 71%**  
**Denmark: 67%**    **Brazil: 63%**    **Italy: 62%**

**In the eyes of consumers, brands who associate with FSC have a clear advantage**



of those who recognize FSC would choose FSC-certified products over non-certified equivalents



of those who recognise FSC, claim they would pay more for FSC-certified products

**8 in 10**



of consumers who recognize FSC say they are more likely to trust a brand if it offered FSC-certified products

**Influence of FSC on Brand Trust in different countries**

**Kenya: 95%**    **China: 92%**  
**Mexico: 88%**    **South Africa: 84%**  
**Turkey: 84%**

**The consumers have spoken. Join our mission to protect the world's forests.**



The Forest Stewardship Council® (FSC®) - a nonprofit organization that covers more than 150 million hectares of certified forests – provides the world's most credible sustainable forestry solution, trusted by NGOs, consumers, and businesses to help protect healthy and resilient forests, for all, forever.

The study was conducted by IPSOS, which is the third largest market research company in the world, present in 90 markets

The survey was conducted online in 33 countries in October and November 2022  
 Samples were designed to be nationally representative as far as realistically possible using online panels. Each country had a sample size of n=800 except USA with n=1,200.

List of countries surveyed: Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, France, Germany, India, Indonesia, Italy, Japan, Kenya, Lithuania, Malaysia, Mexico, Norway, Peru, Poland, Romania, Slovakia, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, UAE, UK, USA

<sup>(1)</sup> Original wording as asked in survey: Information about sustainability on products should be certified by an independent organization

<sup>(2)</sup> Includes organizations that make/sell wood/paper products and packaging