

A high-angle, aerial view of a vast, dense evergreen forest. The trees are a deep, vibrant green, and their tops create a textured canopy. Wisps of white mist or low-lying clouds drift through the forest, particularly on the left side, adding a sense of depth and atmosphere. The overall lighting is soft, suggesting a misty or early morning setting.

# **RESEARCH FINDS STRONG SUPPORT FOR FSC**



One of the world’s largest consumer surveys on the topic of forests, **engaging 26,800 consumers across 33 markets**



Methodology

- Conducted online
- October and November 2022
- Samples were designed to be nationally representative



📍 Surve­yed markets

Argentina	Australia	Brazil	Canada	Chile	China	Colombia	Czech Republic	Denmark	France	Germany
n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800
India	Indonesia	Italy	Japan	Kenya	Lithuania	Malaysia	Mexico	Norway	Peru	Poland
n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800
Romania	Slovakia	South Africa	South Korea	Spain	Sweden	Thailand	Turkey	UAE	UK	USA*
n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=800	n=1,200

1

\*West Coast, Rocky Mountains, Midwest, Northeast, Southwest, Southeast

# CONSUMERS DEMAND SUSTAINABILITY

## Consumers globally worry about forest and wildlife loss and its contribution to climate change

- Climate change is one of the three most worrying topics in the world for more than a third of global consumers (35%), only surpassed by economic hardship, war and disease/ health issues.
- When it comes to forest issues, consumers are most worried about the loss of plant and animal species (36%), the impact on climate change from loss of forests (36%) and deforestation (34%)

## Consumers show a considerable willingness to address forest issues through their product choices

- 71% of consumers prefer to choose products that do not damage plants and animals
- 63% try to buy products packaged with renewable materials
- 59% prefer to choose products that do not contribute to climate change

## Independent sustainability certifications are regarded as important tools for change

- 64% expect information about sustainability to be certified by an independent organization
- 62% believe that they can help protect forests by purchasing products that have been certified by an independent organization

## In this context, FSC is the clear leader as the most recognized forest certification worldwide

- Across 33 countries globally, almost half of consumers recognize the FSC logo (46%). FSC is especially well recognized in China, UK, Germany, Denmark, Brazil and Italy
- Over three quarters of consumers (77%) show moderate to high levels of confidence in FSC to protect forests. Compared to other types of organizations, consumers have the highest confidence in FSC, which is significantly higher than businesses or governments

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

- 62% of consumers who recognize FSC would choose FSC-certified products over non-certified equivalents. Additionally, nearly half (49%) claim they would pay more for FSC-certified products
- 80% of consumers who recognize FSC say they are more likely to trust a brand if it offered FSC-certified products



One of the world's largest consumer surveys about forests, **engaging 26,800 consumers across 33 markets, has been conducted by globally-renowned research agency IPSOS on behalf of FSC.**



# In the US, more than half of the consumers who know FSC, are willing to choose FSC-labelled products over others





# 83%

of the consumers in the US who recognize FSC trust a brand carrying the FSC logo.

**4 in 5 US consumers** are more likely to trust a brand if FSC is present.

