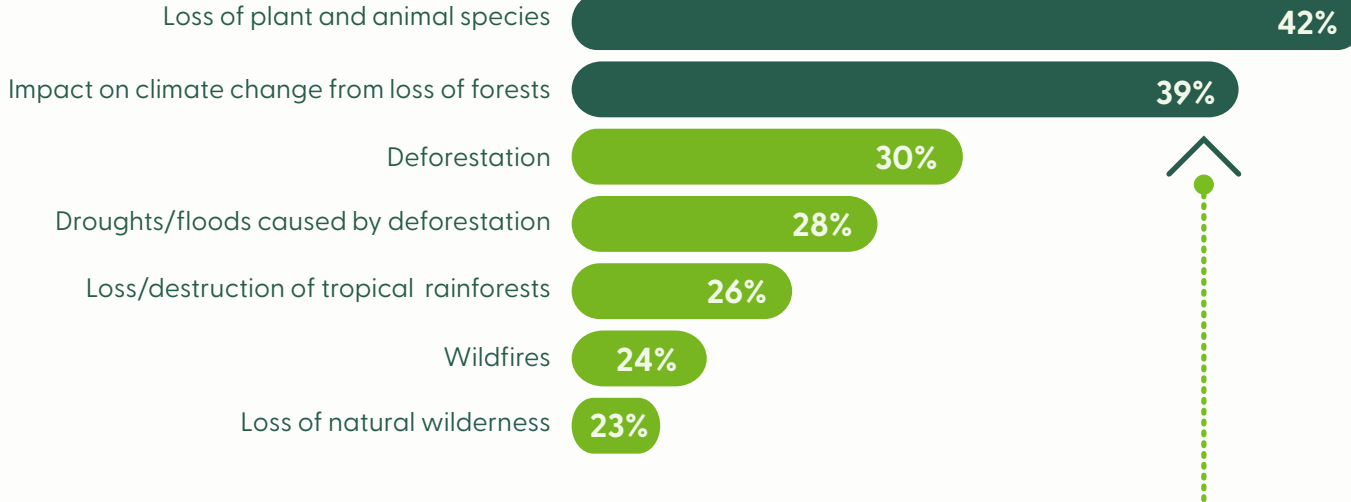


2021 Global Consumer Survey: Key Takeaways



Consumers are increasingly concerned about sustainability issues associated with forests, according to research conducted by FSC.

Most Concerning Forest Threats



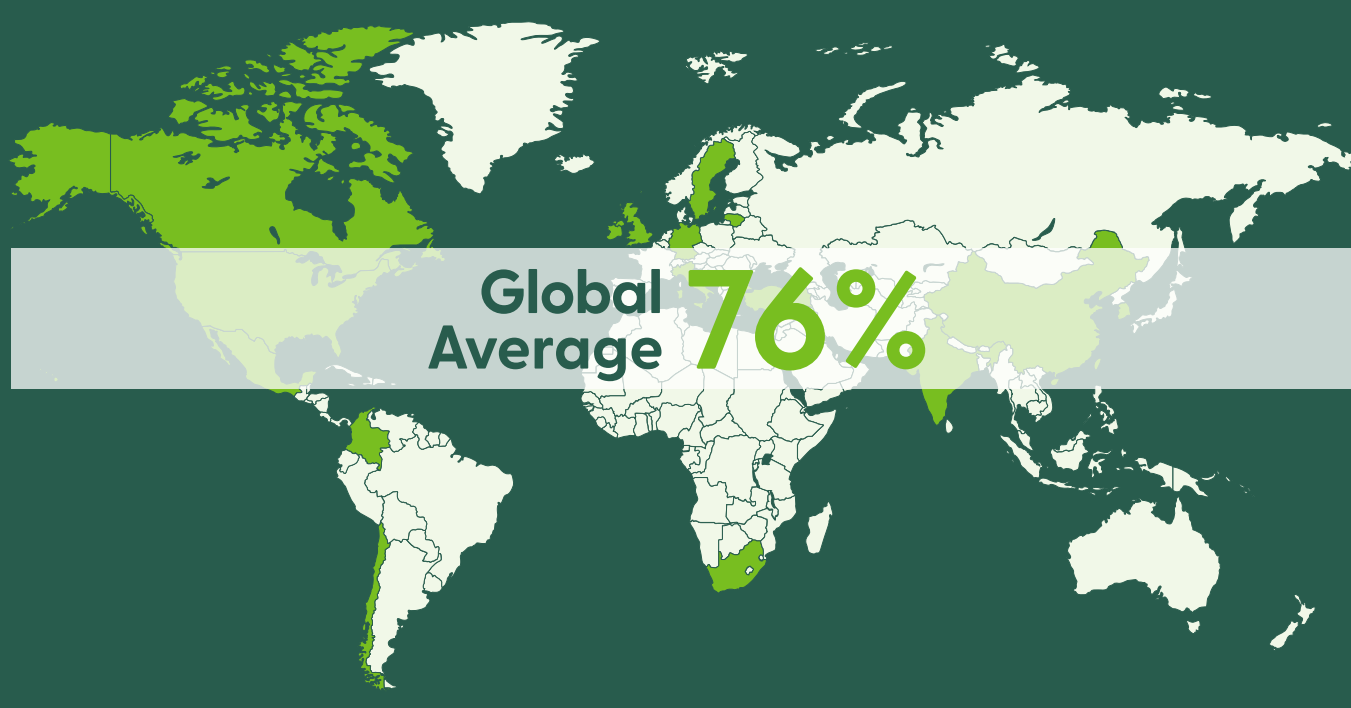
Consumers are therefore showing a preference for products that protect forests.

8 in 10

of global consumers expect companies to ensure that their wooden or paper products do not contribute to deforestation or damage wildlife habitats.



Consumers believe strongly in the importance of independent certification and this belief is increasing.



Noteworthy countries with increasing demand for independent certification (compared to 2017)

	United Kingdom	▲ 9% (83%)
	Italy	▲ 6% (82%)
	India	▲ 9% (76%)
	USA	▲ 9% (75%)
	Canada	▲ 8% (72%)

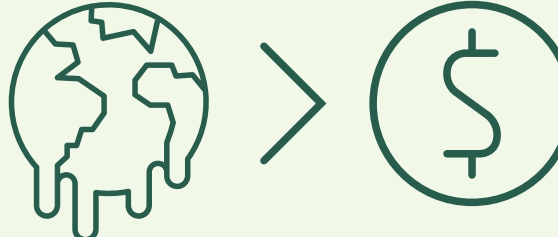
And they are already taking action when shopping to protect forests.



of consumers say they check the product information before buying to make informed choices.

Forests are a key connection point for consumers and the sustainability agenda.

Consumers now regard climate change and biodiversity loss as the top 2 drivers of purchase for paper-based products—even above quality and price.



FSC is the world's most recognized and trusted forest-certification scheme to protect the world's forests.

56%

of global consumers recall seeing the FSC logo.

55%

of global consumers understand what the FSC label stands for.

54%

of global consumers trust FSC to protect forests (higher than governments, companies and individuals)

FSC helps consumers take positive action

76%

of shoppers who are aware of FSC will choose an FSC-certified product over its non-certified equivalent.

Over 7 in 10



of those consumers who recognise the label say that it motivates them to buy a product.

74%

of those that know the label are willing to recommend FSC-certified products to friends and family.

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

