

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

Top Concerns for Forests



Consumers Expect Forest Sustainability



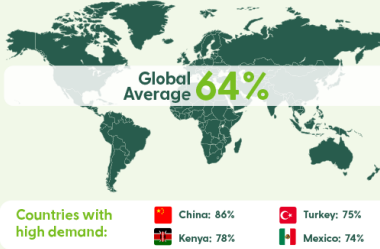
When asked about forests in particular, the connection to biodiversity is strong – often stronger than climate.

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

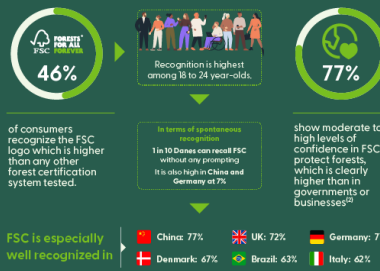
Consumers are therefore taking action to address forest issues with their product choices



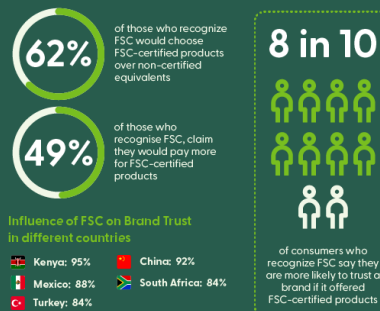
Independent sustainability certifications are regarded as important tools for change⁽¹⁾



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



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



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

⁽¹⁾ This research was conducted by Ipsos (IPSC) on a representative population that covers more than 70 million households of varied socio-economic backgrounds across 33 countries including the USA, Canada, Mexico, India, China, Brazil, South Africa, Kenya, Turkey, Germany, Denmark, Italy, UK, and others.

⁽²⁾ The study was conducted by Ipsos (IPSC) which is the third largest global market research organization in the world, founded in 1975.

⁽³⁾ The survey was conducted between 21 November 2022 and 10 December 2022. Sample sizes designed to be nationally representative do not include individuals providing online panels. Each country had a sample size of 1000 respondents, with +/-20%.

⁽⁴⁾ List of countries surveyed: Argentina, Australia, Brazil, Canada, China, Chile, Colombia, Czech Republic, Denmark, Finland, Germany, India, Indonesia, Italy, Japan, Kenya, Malaysia, Mexico, Norway, Peru, Poland, Romania, Slovakia, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, UK, USA.

⁽⁵⁾ Global branding as stated in survey information about sustainability or eco-labels shared for certification or independent organizations.

⁽⁶⁾ Includes companies that marketed wood/paper products and packaging.