Consumers are increasingly concerned about sustainability issues associated with forests, according to research conducted by FSC. Consumers are therefore showing a preference for products that protect forests. Consumers believe strongly in the importance of independent certification and this belief is increasing. And they are already taking action when shopping to protect forests.

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

<table>
<thead>
<tr>
<th>Country</th>
<th>2017 Demand</th>
<th>2021 Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>9% (83%)</td>
<td>9% (83%)</td>
</tr>
<tr>
<td>Italy</td>
<td>6% (82%)</td>
<td>9% (82%)</td>
</tr>
<tr>
<td>India</td>
<td>9% (76%)</td>
<td>9% (76%)</td>
</tr>
<tr>
<td>USA</td>
<td>9% (75%)</td>
<td>9% (75%)</td>
</tr>
<tr>
<td>Canada</td>
<td>8% (72%)</td>
<td>8% (72%)</td>
</tr>
</tbody>
</table>

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 helps consumers take positive action

- 56% of shoppers who are aware of FSC will choose an FSC-certified product
- 55% of shoppers who are aware of FSC will recommend an FSC-certified product
- 54% of shoppers who are aware of FSC will share their knowledge with friends and family
- Over 7 in 10 of those consumers who recognize the label say that it motivates them to buy a product
- 8 in 10 of those who recognize the label say that it motivates them to buy a product
- 76% of shoppers who are aware of FSC will share their knowledge with friends and family

Most Concerning Forest Threats

- Loss of natural wilderness
- Impact on climate change from loss of forests
- Deforestation
- Loss/destruction of tropical rainforests
- Droughts/floods caused by deforestation
- Wildfires
- Loss of plant and animal species

Global Average: 76% of global consumers expect companies to ensure that their wooden or paper products do not contribute to deforestation or damage wildlife habitats.

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.

FSC is the world’s most recognized and trusted forest-certification scheme to protect the world’s forests. Consumers are therefore showing a preference for products that protect forests. Consumers believe strongly in the importance of independent certification and this belief is increasing. And they are already taking action when shopping to protect forests.

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

FSC (Forest Stewardship Council) is the sustainable forest management solution trusted by NGOs, consumers and business alike to protect healthy and resilient forests for all, forever.