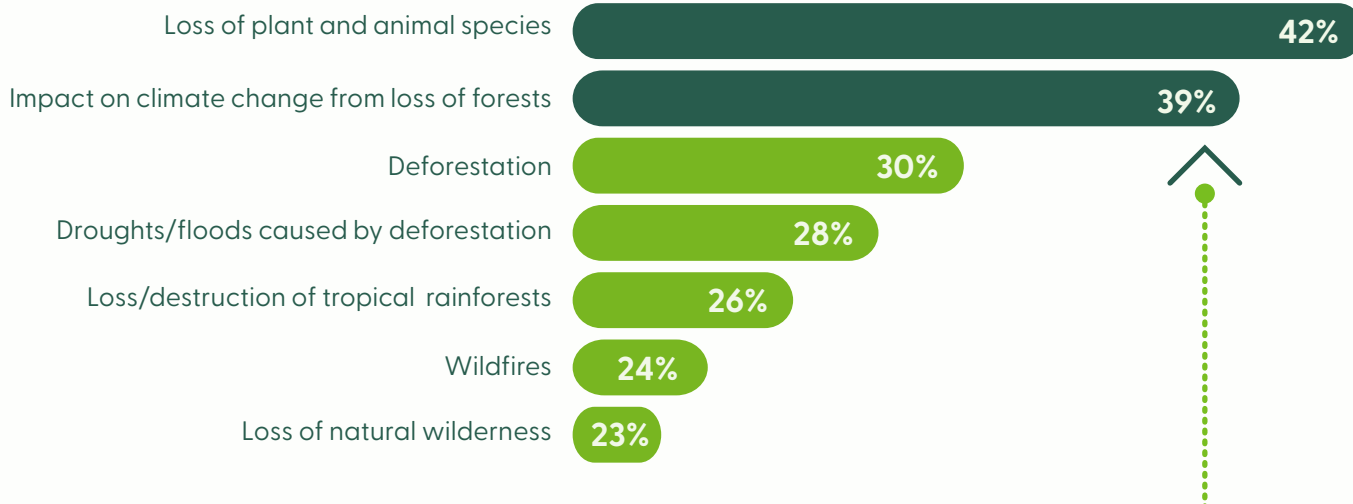


## Consumers are increasingly concerned about sustainability issues associated with forests, according to research conducted by FSC.

### Most Concerning Forest Threats



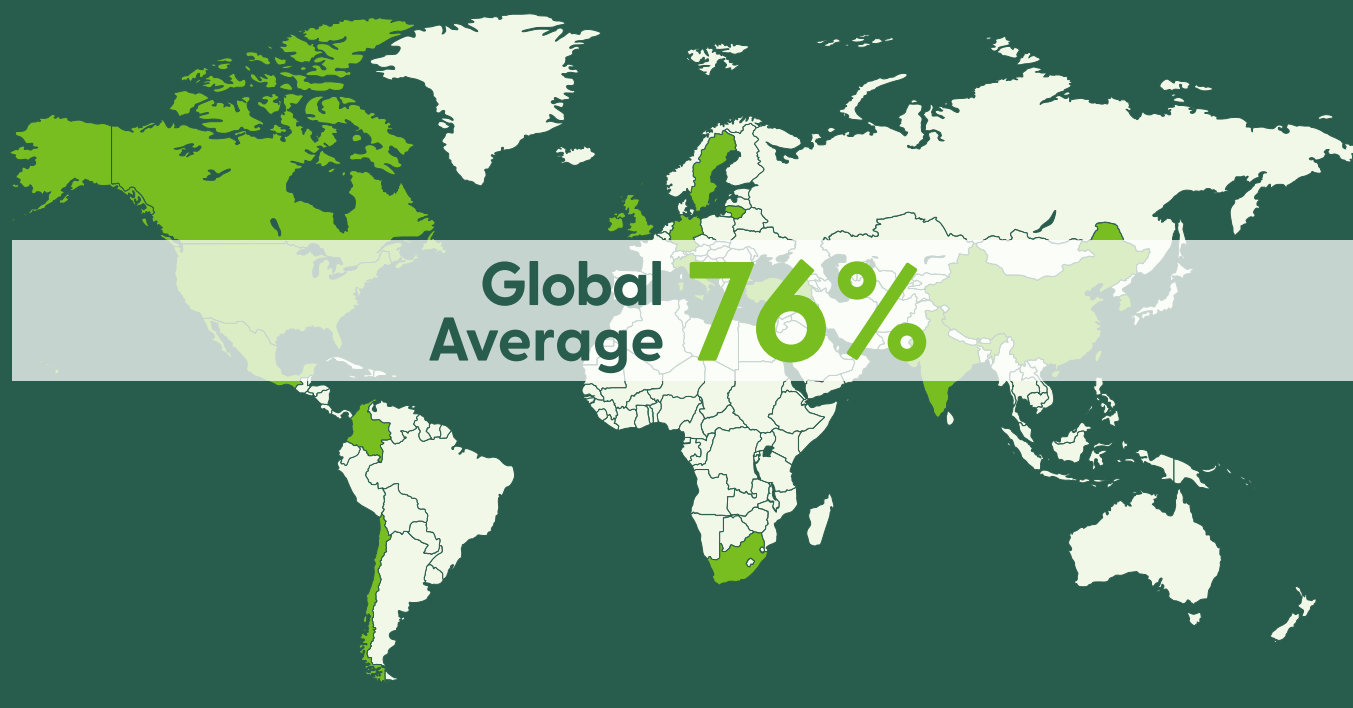
Consumers are therefore showing a preference for products that protect forests.

**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%)

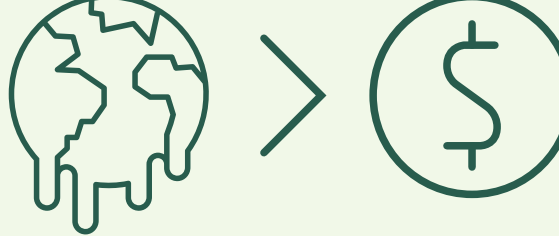
And they are already taking action when shopping to protect forests.



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.

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

