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>Increase</th>
<th>Percentage 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>9%</td>
<td>83%</td>
</tr>
<tr>
<td>Italy</td>
<td>6%</td>
<td>82%</td>
</tr>
<tr>
<td>India</td>
<td>9%</td>
<td>76%</td>
</tr>
<tr>
<td>USA</td>
<td>9%</td>
<td>75%</td>
</tr>
<tr>
<td>Canada</td>
<td>8%</td>
<td>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

- 77% of shoppers who are aware of the FSC logo would choose an FSC-certified product over its non-certified equivalent.
- 74% of those consumers who recognize the label say it motivates them to buy a product.
- 56% of shoppers who are aware of the FSC logo would recommend it to friends and family.
- 54% of consumers say they check the product information before buying to make informed choices.
- 55% of shoppers who are aware of the FSC logo would be more likely to buy a product that is certified by an independent third party.

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

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.

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

The study was conducted by global insights and advisory consultancy, GlobeScan, on behalf of FSC. Consumers were surveyed in 15 countries - Canada, Chile, Colombia, China, Germany, India, Italy, Mexico, Poland, South Africa, South Korea, Sweden, Turkey, UK and USA.

Tracking based on 8 out of the 15 countries base=6,413 (2017) base=6,400 (2021). Tracking countries were Canada, China, Germany, India, Italy, South Africa, UK and USA.

Most Concerning Forest Threats 2021 Global Consumer Survey: Key Takeaways

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

Of global consumers, 76% understand what the FSC label stands for. 54% of global consumers trust FSC to protect forests (higher than governments, companies and individuals). 55% of those consumers who recognize the label are willing to recommend FSC-certified products to friends and family.

74% of shoppers say they would purchase a product that is certified by an independent third party when they are out of the store.

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