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Asia-Pacific shows diverging climate concern in 2025 according to a new IPSOS global survey

Looking at countries surveyed in both 2022 and 2025 Japan and Thailand rose significantly while others declined; South Korea ranks highest worldwide.

Hong Kong, 28 October 2025 – Unveiled today at its General Assembly, the Forest Stewardship Council (FSC) reports a mixed picture of public concern for climate change across Asia-Pacific, even after the hottest year on record. The 2025 Global Consumer Awareness Survey—conducted with IPSOS across 50 countries and 40,000+ respondents—finds war and conflict (52%) now dominate public worries while climate change trails at 31%.

Diverging climate concern across Asia-Pacific

The 2025 survey expanded to 10 countries in the region, with Vietnam and New Zealand joining for the first time. The results show uneven trends: South Korea registers the highest levels of concern of the 50 countries surveyed, while Japan sees the highest rise in concern in the Asian-Pacific region, followed by Thailand. Australia and China recorded the sharpest decline in public concern for climate change at –8.5 points and –7 points respectively.

Rising concern

- Japan: +9.5 points
- Thailand: +7 points

Falling concern

- Australia: –8.5 points
- China: –7 points

Most observed Asia-Pacific markets varied across the region: half of the countries saw an increase, while the remaining half recorded a decline, underscoring an emerging disconnect between escalating climate risks and public sentiment in parts of the region. Meanwhile, in forestry-related questions across seven markets in the region, worries about



deforestation are pronounced in Japan (41%) and India (40%), while Australians lead the region in concerns over loss of plant and animal species (46%). Vietnam and Indonesia stand out for their exceptionally high concern over droughts and floods (41% and 40% respectively), with such events being nearly twice as prominent in these markets compared to India. Soil degradation is a rising concern in China (37%) and India (26%), where national initiatives to promote public awareness have brought the issue to the forefront of consumer priorities.

“Asia-Pacific’s signal is clear: where people see concrete forest risks—fire, water stress, biodiversity loss—concern stays high, and behaviour follows. The way through for business is practical: independently verified, deforestation-free supply, Free Prior and Informed Consent respected where communities are engaged, and buffers and set-asides in high-risk areas. That’s how you protect people, cut supply risk, and turn climate intent into outcomes everyone can measure,” **said Subhra Bhattacharjee, Director General, FSC:**

Forests remain where climate risk is felt most directly

While “climate change” ranks lower as an abstract global issue in the 50-market headline question, in countries that received the forestry module the impacts felt through forests—species loss, deforestation, and climate impacts from forest loss—consistently rank among the top concerns.

Japan and South Korea register some of the highest levels of concern for “climate impacts from forest loss,” at roughly 10 points above the global average for the module.

Trend base (2022 → 2025 overlap only): both countries also show marked increases in concern about wildfires. Yet they diverge sharply on “loss of natural wilderness” in 2025: South Korea 42% vs Japan 15%.

Taken together, these results show why protecting forests—and the people who depend on them—is both a climate necessity and a supply chain imperative.

Consumers still act at the checkout

Across 29 markets, 72% of consumers say they prefer products that do not harm plants or animals—evidence that credible proof points still matter in purchasing decisions.

“Nearly two thirds of consumers worldwide agree on the necessity for sustainability information to be certified by an independent organisation, with this demand being particularly emphasized in China, Vietnam and Indonesia in Asia-Pacific.



The opportunity for brands is to translate this into trusted sourcing—so customers know everyday purchases support forests and local communities,” said **Cindy Cheng, Regional Director FSC Asia-Pacific.**

Consumers in Asia Pacific are increasingly acting on their climate values at the checkout. In markets like Vietnam (63%), Thailand (61%), China (60%), India (59%), and Indonesia (54%), prompted awareness of the FSC label now exceeds the global average of 52%, reflecting marked growth compared to 2022 growth in Thailand and Indonesia.

Why This Matters

As wars, pandemics and inflation dominate public debate, climate change risks sliding out of political and consumer consciousness. Yet at the same time, people clearly want sustainable products and expect companies to ensure their products do not contribute to deforestation, especially as loss of plant and animal species remains the greatest forestry-related concern.

FSC calls for integrated strategies that address environmental action alongside social and economic security – ensuring climate solutions are not deprioritized in the face of crises.

These findings are being debated this week at the FSC General Assembly, where global stakeholders are gathered to shape the future of responsible forest management and its role in tackling climate emergencies.

Notes to editors (bases and scope)

- **Coverage:** APAC sample expanded to 10 markets in 2025 (adds Vietnam and New Zealand).
- **Trends:** Year-on-year comparisons on public concern for climate change (e.g., Japan +9.5; Thailand +7; Australia -8.5; China -7) are calculated only for countries surveyed in both 2022 and 2025. Do not infer trends for Vietnam or New Zealand.
- **Global headline question** (50 markets, ~40,000 respondents): top concern in 2025 is war & conflict (52%); climate change (31%).
- **Ranking:** South Korea holds the highest climate-concern share globally in 2025.
- **Forestry module:** Forestry-related concerns refer only to 29 countries that received the module (a different base than the 50-market headline question).
- **Consumer preference base:** The 72% figure is from 29 markets.



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Survey details: The FSC x IPSOS Global Consumer Awareness Survey 2025 interviewed more than 40,000 people in 50 markets. Historical comparisons are based on the 32 markets that were surveyed in both 2022 and 2025.

About the Forest Stewardship Council™ (FSC)

FSC is a non-profit organization that provides a proven responsible forest management solution. Currently, over 150 million hectares of forest worldwide are certified according to FSC standards. It is widely regarded as the most rigorous forest certification system among NGOs, consumers, and businesses alike to tackle today's deforestation, climate, and biodiversity challenges. The FSC forest management standard is based on ten core principles designed to address a broad range of environmental, social, and economic factors. FSC's "check tree" label is found on millions of forest-based products and verifies that they are sustainably sourced, from forest to consumer. www.fsc.org.

For interviews, please contact Faya Davranbekova - f.davranbekova@fsc.org