

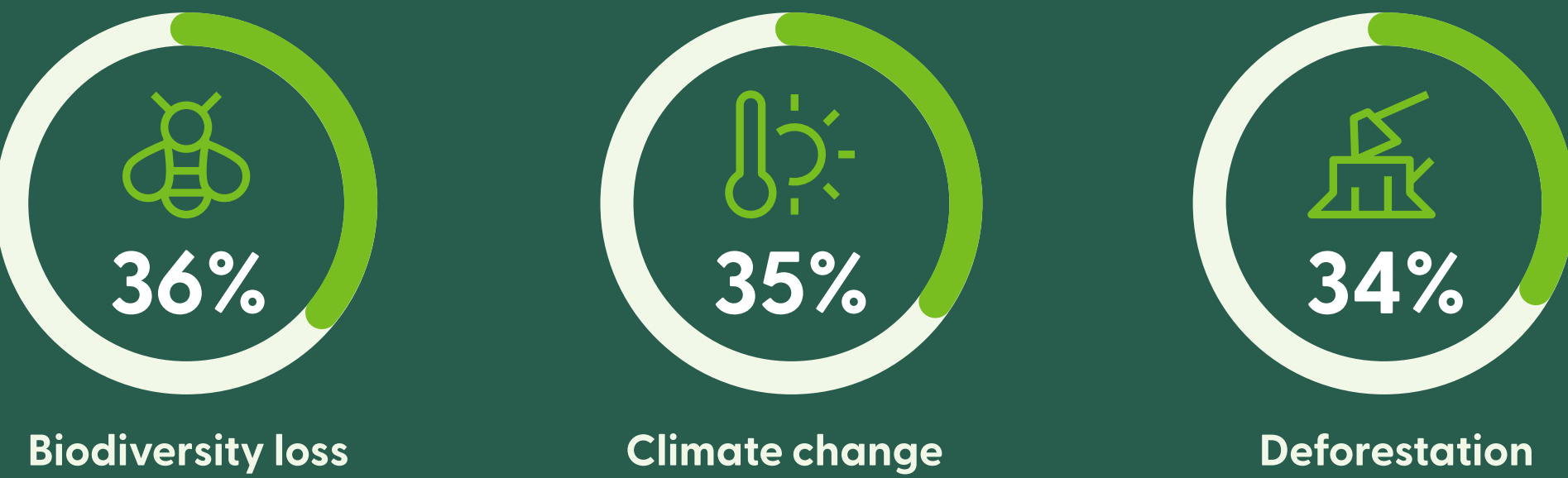
The trust advantage: Global consumer insights on climate concern, forest protection, and responsible purchasing



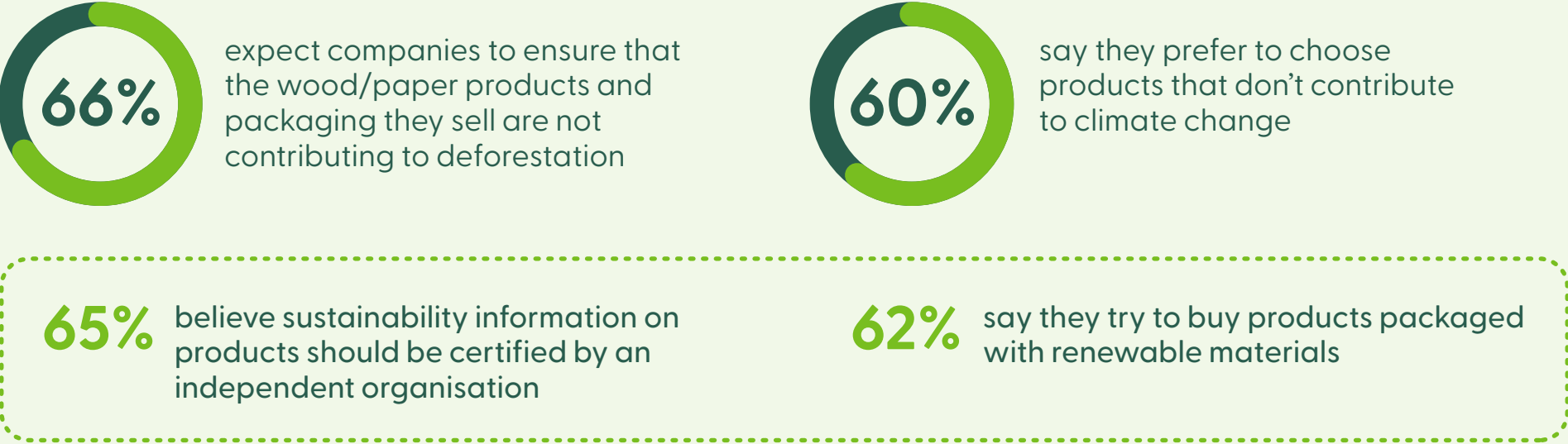


What does one of the world's largest consumer studies on forests that surveyed **40,802** consumers across 50 markets reveal?

Top concerns for forests in 29 countries where this was asked¹



Consumers Expect Forest Sustainability¹

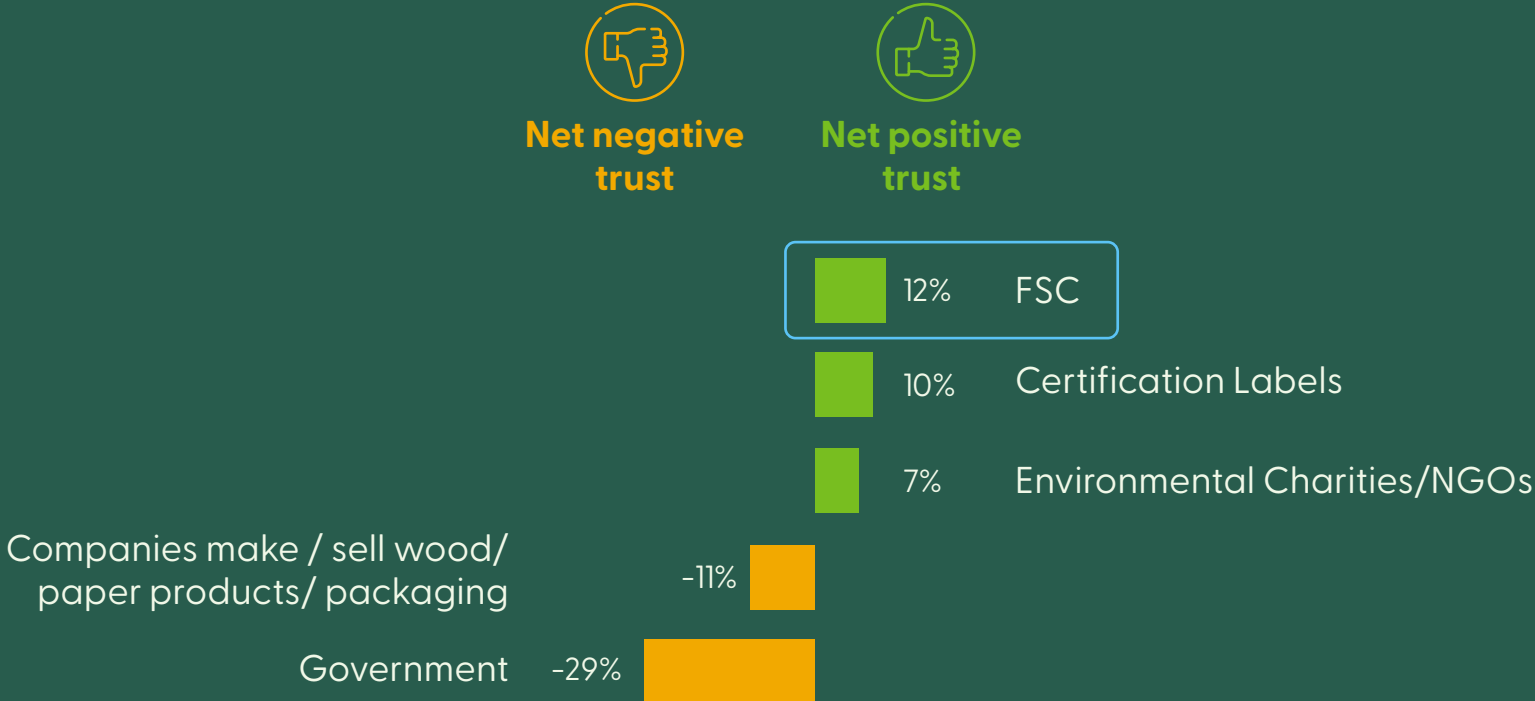


Consumers are taking action¹

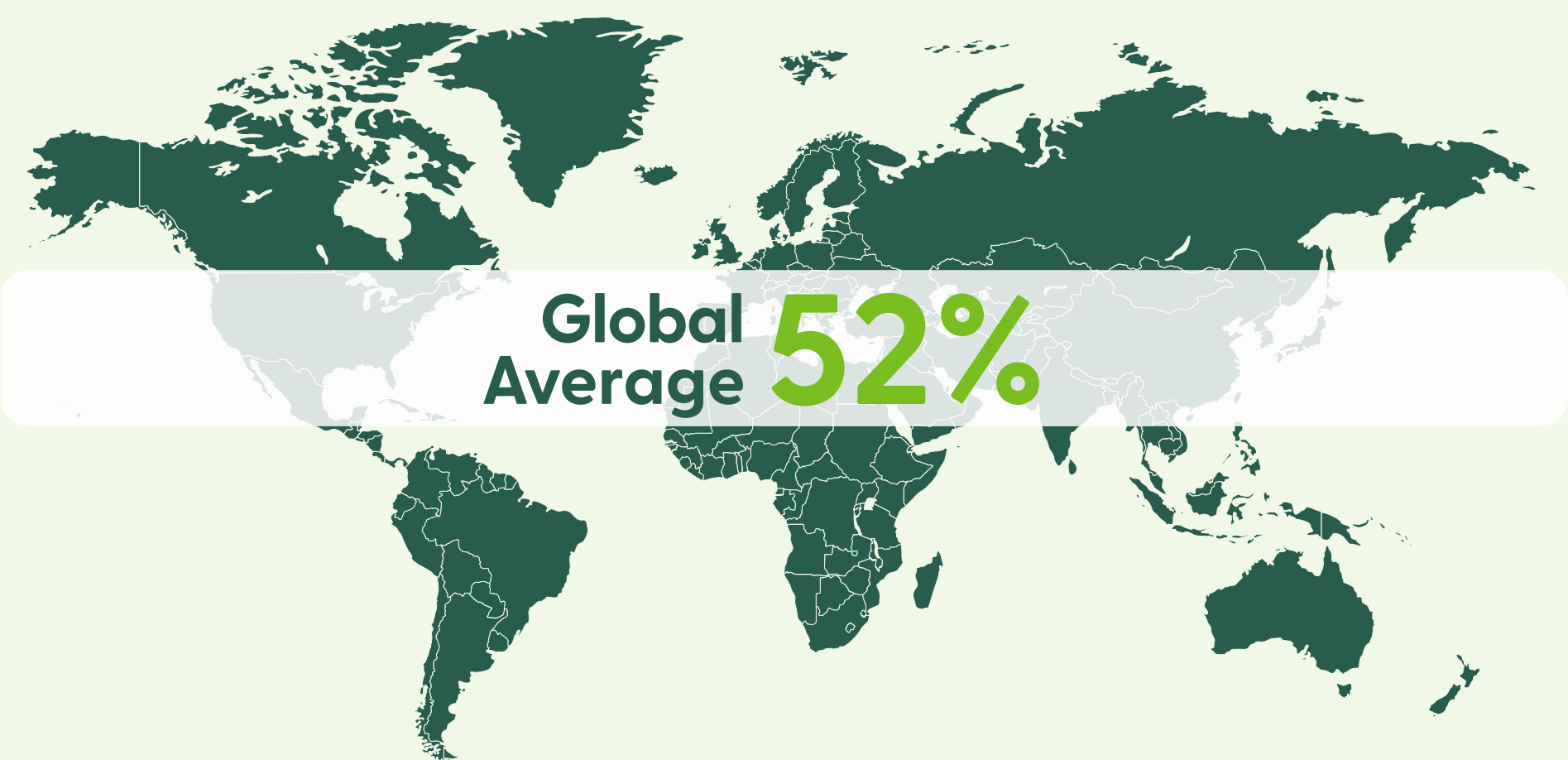


Consumers trust FSC

FSC is the most trusted to protect forests – with a higher confidence rate than governments and private companies.



FSC is the most recognized certification system worldwide²



FSC is especially well recognized in				
Africa	Asia Pacific	Europe	Latin America	North America
 South Africa 67%	 Vietnam 63%	 Netherlands 86%	 Brazil 63%	 Mexico 47%
 Kenya 57%	 Thailand 61%	 Switzerland 81%	 Chile 46%	 Canada 42%

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



Influence of FSC on Brand Trust in different countries⁴



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



The Forest Stewardship Council® (FSC®) is a world leader in sustainable forestry and provides trusted solutions to help protect forests and tackle today's deforestation, climate, and biodiversity challenges.

FSC operates the most rigorous forest certification system. Over 150 million hectares of forest, and 65,000+ organizations who produce or sell forest products are certified according to the FSC standards.

The "check tree" label is found on millions of products worldwide, verifying sustainable sourcing from forest to shelf.

The study was conducted by IPSOS, which is the third largest market research company in the world, present in 90 markets

Online surveys were conducted May through July 2025. The samples were designed to be **nationally representative** as far as realistically possible using online panels

LIST OF COUNTRIES SURVEYED:
29 full-study countries: Australia, Austria, Brazil, Canada, Chile, China (1200), Croatia, Denmark, Egypt, France, Germany, India, Indonesia, Italy, Japan, Kenya, Mexico, Netherlands, Poland, Portugal, Slovenia, South Africa, South Korea, Spain, Sweden, UAE, UK, USA (1200), Vietnam.

21 OTHER COUNTRIES SURVEYED IN 2025 WITH A REDUCED SCOPE:
Argentina, Belgium, Bolivia, Colombia, Czech Republic, Ecuador, Estonia, Finland, Guatemala, Honduras, Latvia, Lithuania, Malaysia, New Zealand, Norway, Peru, Romania, Switzerland, Thailand, Türkiye, Ukraine

32 COUNTRIES SURVEYED IN BOTH 2022 AND 2025:
Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, France, Germany, India, Indonesia, Italy, Japan, Kenya, Lithuania, Malaysia, Mexico, Norway, Peru, Poland, Romania, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, UAE, UK, USA

¹ This was asked in 29 of the 50 countries only covering 24,002 consumers

² It's the most recognized of the labels that have been tested in this survey.

³ When compared with the 32 countries surveyed in both 2022 and 2025

⁴ Total of 29 full study countries (n=24,002)