The trust advantage:



Global consumer insights on climate concern, forest protection, and responsible purchasing

What does one of the world's largest collections of What does one of the world's largest consumer studies on forests that surveyed

Top concerns for forests in 29 countries where this was asked¹



Biodiversity loss



Climate change



Deforestation

Consumers Expect Forest Sustainability¹



expect companies to ensure that the wood/paper products and packaging they sell are not contributing to deforestation



products that don't contribute to climate change

say they prefer to choose

65% believe sustainability information on products should be certified by an independent organisation

62% say they try to buy products packaged with renewable materials

Consumers are taking action¹



3 out of 4 say they prefer to choose **products that** do not damage plants and animals



2 out of 4 say they can not to protect forests by purchasing products certified independently 2 out of 4 say they can help

Consumers trust FSC

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





Net positive trust



Certification Labels

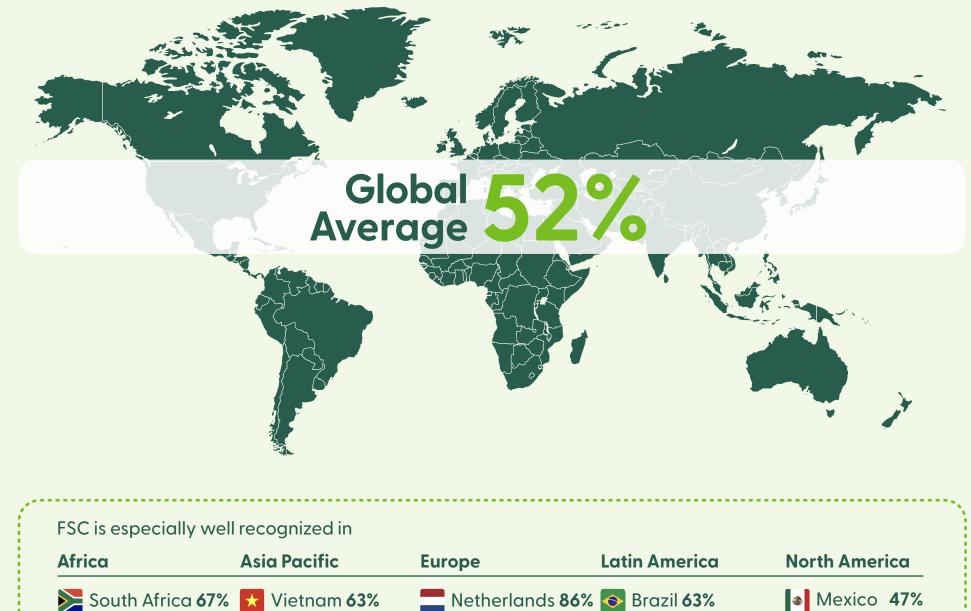
Environmental Charities/NGOs 7%

paper products/packaging Government

Companies make / sell wood/

-11%

FSC is the most recognized certification system worldwide²



clear advantage

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



Kenya **57**%

choose FSC-certified products over non-certified equivalents

of those who recognize FSC,

FSC-certified products

claim they would pay more for

of those who recognize FSC would

Thailand 61%

79% of consumers who

Switzerland 81% Chile 46%

recognize FSC say they are more likely to trust a brand if it offered **FSC-certified products**

Canada 42%

Influence of FSC on Brand Trust in different countries⁴

Mexico 89%



★ Kenya 94%

South Africa 87%

China 86%

Indonesia 86%

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.

The consumers have spoken.

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

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

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:

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

Argentina, Australia, Brazil, Canada, Chile, China, Colombia, Czech

(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