



Latin America shows sharp divide over climate concern in 2025

Looking at the six countries surveyed in both 2022 and 2025, concern for climate change rose in Brazil and Mexico, but declined elsewhere

Panama, 28 October 2025 – Unveiled today at its General Assembly, the Forest Stewardship Council (FSC) reports public concern for climate change is falling across much of Latin America, even after the WMO reported record-breaking hurricanes, floods, droughts and wildfires across the region in 2024. The 2025 Global Consumer Awareness Survey—conducted with IPSOS across 50 countries and 40,000+ respondents—find war and conflict (52%) now dominate public worries while climate change trails at 31%.

Sharp Divide For Climate Change Concern Across Latin America

Across the ten observed countries in Latin America, the public concern for climate change shows a stark divergence: Mexico tops the chart at 42%, while Bolivia lags with just 17%, a 25-point spread across countries, a significant gap within the region. Despite the region's high vulnerability to climate impacts, only Brazil and Mexico have seen an increase for climate change concern since 2022 survey. Brazil stands out globally as the only country where concern nearly doubled, rising from 18% to 33% over the past two years.

Conversely, public concern has declined in several other countries:

- **Argentina:** 25.5% → 21% (-4.5)
- **Colombia:** 28.5% → 24.5% (-4)
- **Chile:** 30% → 26% (-4)
- **Peru:** 27% → 26% (-1)

These shifts highlight a growing disconnect between the increasing urgency of the climate crisis and public sentiment in many parts of the region.

“Latin America’s wide dispersion tells us attention and risk are uneven. But this isn’t apathy—it’s a signal to get practical. When people see concrete forest risks—fire, water stress, biodiversity loss—they respond. Our job is to make climate action tangible: verified deforestation-free



supply, stronger forest safeguards, and outcomes companies can put in front of customers,” **said Subhra Bhattacharjee, FSC Director General.**

Forests: Where Latin Americans Feel Climate Change Most Directly

In terms of forest-related concerns, illegal logging ranks higher on average across Latin America than any other region at 25%. Latin America is also the only region in the global survey where both wildfires and deforestation rank among the highest forest-related concerns.

Taken together, the findings show why protecting forests—and the people who depend on them—is both a climate necessity and a supply-chain imperative. “Communities are safer when supply chains reward good practice. By buying from independently verified, deforestation-free operations that meet Free, Prior and Informed Consent (FPIC), maintain buffers and set-asides, and share benefits through clear agreements, companies cut risk and help keep people and forests secure,” **added Subhra Bhattacharjee, FSC Director General.**

Consumers Still Act on Climate at the Checkout

Despite slipping concern levels, the study finds that consumer behavior reveals strong climate values, with 72% of global consumers across 29 markets saying they prefer products that do not harm plants or animals.

Importantly, recognition of the FSC label correlates with higher levels of trust in brands, showing that climate-conscious choices are a powerful driver of loyalty and reputation. Across 29 markets, Mexico (89%), Brazil (86%) and Chile (83%) stand out globally, where consumers show higher trust in brands associated with FSC-certified products compared to the global average (72%) across 29 markets.

Global Picture: Climate Slips Further Down the Agenda

- **Europe:** Public concern about climate change has fallen sharply by 6–10 percentage points across France, Denmark, Spain, the UK and Germany since 2022, revealing a growing gap between the EU’s ambitious climate policies and declining public engagement.
- **Kenya:** Concern fell by 12 points since 2022 (42% → 30%).



- **Canada:** Climate Change Concern dropped, even as wildfires (46%) dominate people's immediate forestry fears.
- **Japan:** One of the few countries going against the trend – consumer concern rose by 9.5 points (28.5% → 38%).

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 see the loss of plant and animal species as the greatest forestry related concern, with a majority expecting companies to ensure that their products do not contribute to deforestation.

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 forestry and its role in tackling the climate emergency.

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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.



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