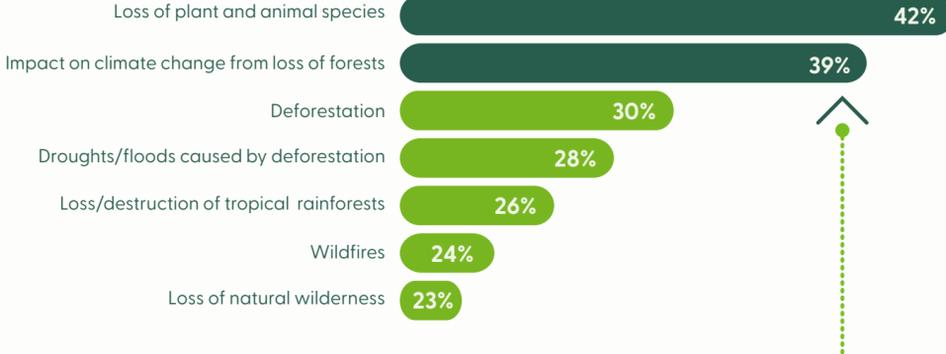


# 2021 Global Consumer Survey: Key Takeaways



**Consumers are increasingly concerned about sustainability issues associated with forests, according to research conducted by FSC.**

## Most Concerning Forest Threats



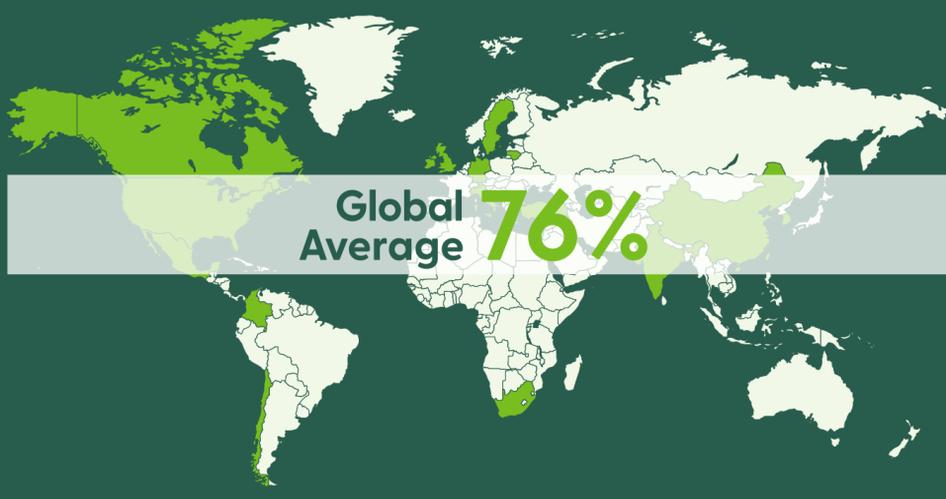
**Consumers are therefore showing a preference for products that protect forests.**

**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.



**Consumers believe strongly in the importance of independent certification and this belief is increasing.**



**Noteworthy countries with increasing demand for independent certification (compared to 2017)**

	United Kingdom	▲ 9% (83%)
	Italy	▲ 6% (82%)
	India	▲ 9% (76%)
	USA	▲ 9% (75%)
	Canada	▲ 8% (72%)

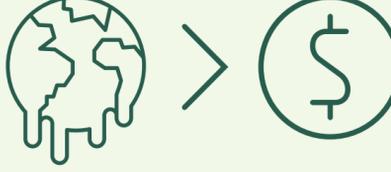
**And they are already taking action when shopping to protect forests.**



of consumers say they check the product information before buying to make informed choices.

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

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

**56%**

of global consumers recall seeing the FSC logo.

**55%**

of global consumers understand what the FSC label stands for.

**54%**

of global consumers trust FSC to protect forests (higher than governments, companies and individuals)

## FSC helps consumers take positive action

**76%**

of shoppers who are aware of FSC will choose an FSC-certified product over its non-certified equivalent.

**Over 7 in 10**



of those consumers who recognise the label say that it motivates them to buy a product.

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

