35% of respondents look for certification labels when shopping for forest-based products.

76% of respondents recognise the FSC logo. Two-thirds of those say they understand at least roughly what it means.

91% of Gen Z respondents recognise the logo.

6 in 10 more conscious of the sustainability of the products they buy.

65% more conscious of the sustainability of the packaging.
7 in 10 would prefer to buy a forest product bearing the FSC logo

72% think healthy forests are our best defence against climate change

65% would have a more positive opinion of a brand or retailer if they saw the FSC label on their products.

68% Gen Z are prepared to pay more

76% think sourcing sustainable wood and paper is good for forests and the planet.

63% think it important that the forest products they buy have been responsibly sourced.

75% think natural rubber should be sustainably sourced.

75% think materials made from trees, such as viscose, should be sustainable sourced.

87% unaware materials used to make viscose clothing and textiles can come from trees.

73% unaware materials used to make shoe soles can come from trees.

Survey conducted by Kantar via Online Bus for FSC UK, with a sample of 1281 UK adults aged 16+.