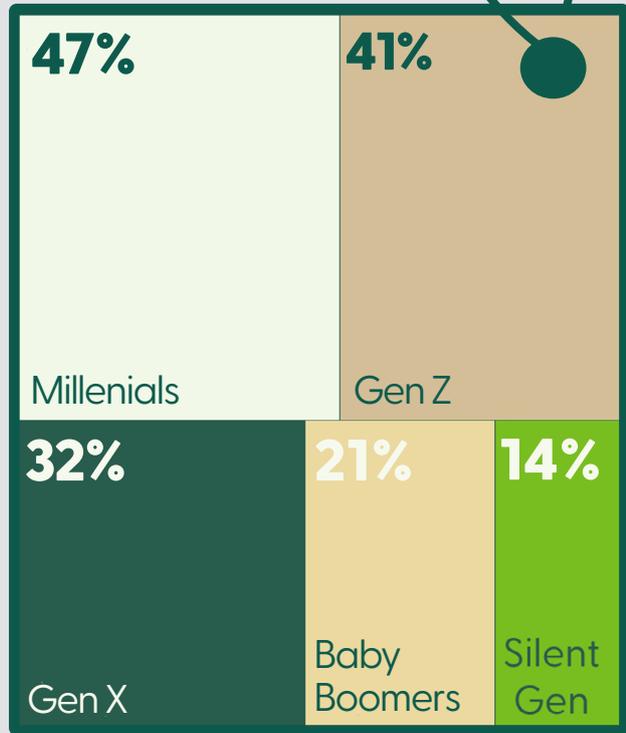




35%

Look for certification labels when shopping for forest-based products



76%

recognise the FSC logo

Two thirds of those say they understand at least roughly what it means



91%

Gen Z recognise the logo

FSC®F000231

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



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

FSC® F000231

Half are prepared to pay more for FSC-certified products



68%
Gen Z are prepared to pay more



FSC® F000231

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



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 sustainably 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.

