

FSC UK CONSUMER INSIGHTS 2025



Welcome to the FSC UK 2025 Consumer Insights Report



Since 2007 FSC UK has conducted an annual consumer awareness survey.



The 2025 survey was conducted in the United Kingdom by OnLineBus.

- **Sample size:** 1,279 adults in United Kingdom aged 16+
- **Conducted:** 20/03/2025 - 24/03/2025
- **Base:** Unless otherwise stated, base is UK adults 16 + (whole sample)
- **Contact:** communications@fsc-uk.org

AT A GLANCE



3 out of 4 UK consumers recognise the FSC logo and over 70% agree they would have a more positive opinion of a brand if they saw the FSC label on their products.

81%

believe trustworthy certification is important to help people choose more sustainable products

76%

recognise the FSC logo

80%

of Gen Z and millennials recognise the FSC logo

73%

agree they would have a more positive opinion of brands/retailers if they saw the FSC label on their products

68%

think it's easier to choose responsibly sourced forest products now than it was 30 years ago.

49%

know (at least roughly) what the FSC logo means

78%

are likely to give preference to FSC-certified products

84%

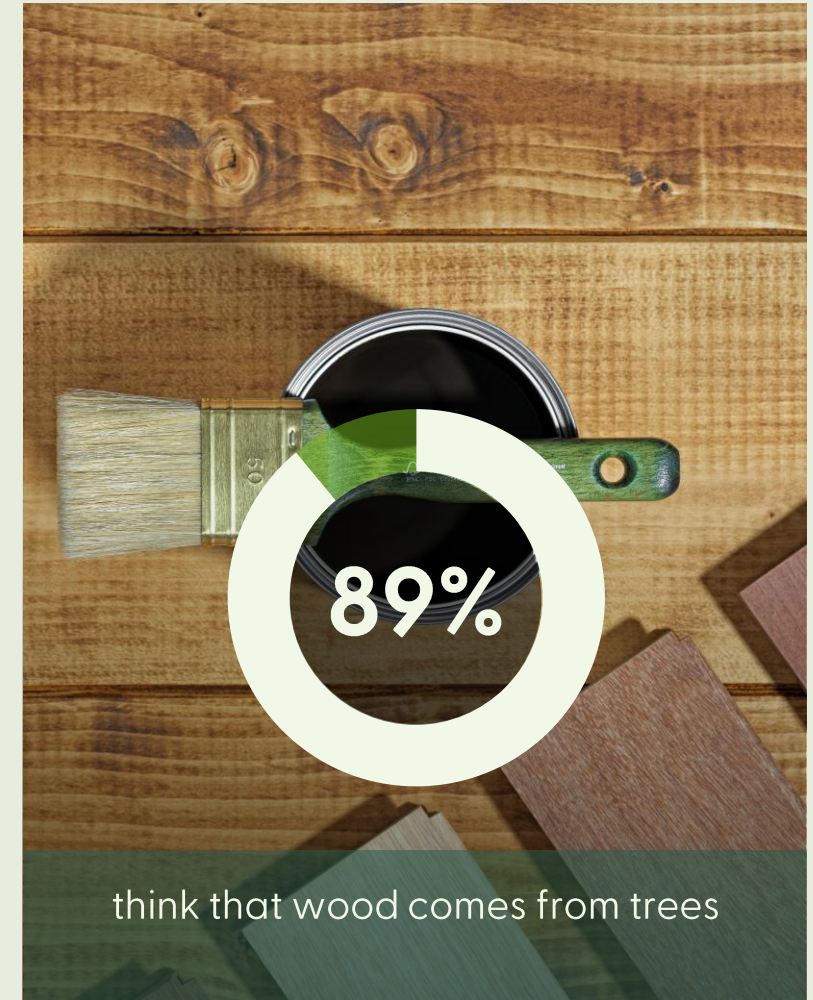
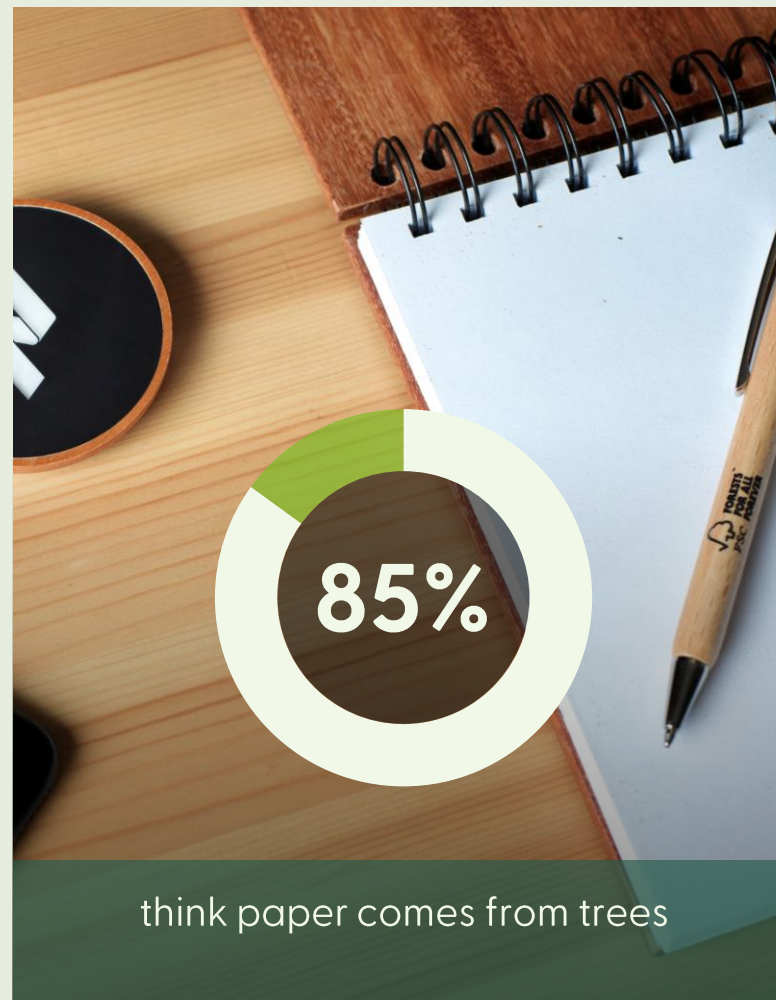
of parents are likely to give preference to FSC-certified products

A photograph of a forest scene. In the foreground, a large pile of cut logs is stacked in a triangular shape. The logs are of various sizes and show the natural grain and color of the wood. Behind the logs, a dense forest of tall trees with green foliage stretches into the background. The lighting is soft, suggesting a shaded forest environment. The text "DO PEOPLE KNOW WHICH MATERIALS COME FROM TREES?" is overlaid in white, bold, sans-serif font on the left side of the image.

**DO PEOPLE KNOW WHICH
MATERIALS COME FROM
TREES?**

Which materials come from trees?

Many people are confused about which materials can come from trees. 1 in 10 people don't know that wood comes from trees. 35% of people don't know that cardboard comes from trees and 15% don't know that paper comes from trees.



Q. Which of the following materials do you think can or do come from trees? (select all that apply)

Which materials come from trees?



think bamboo comes from trees
(which it doesn't – it's a grass –
but it can be FSC-certified)



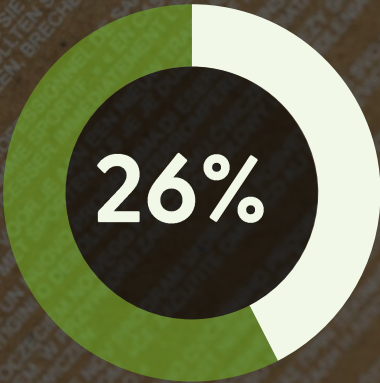
think cork comes from trees
(which it does – cork is made from the
bark of the cork oak)



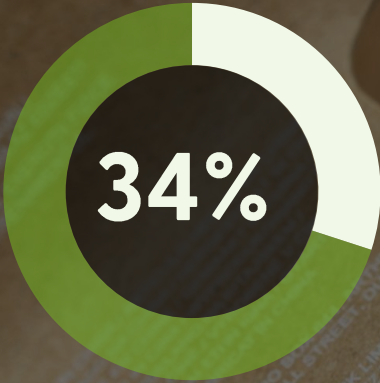
think rubber comes from trees
(which it does – natural rubber is
tapped from trees)

Q. Which of the following materials do you think can or do come from trees? (select all that apply)

Older people tend to have better knowledge about the origins of cork and rubber



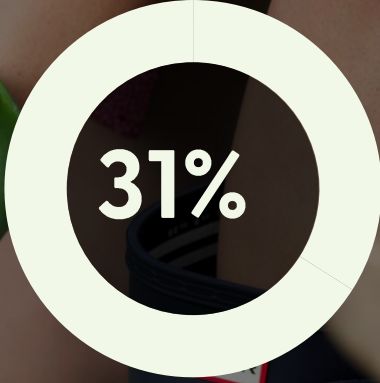
Gen Z



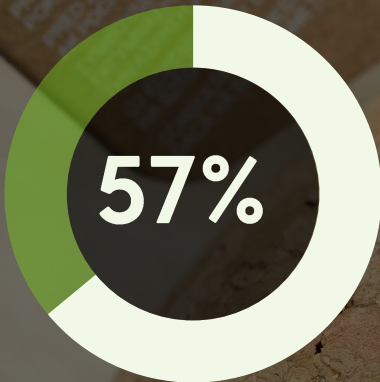
Millennials



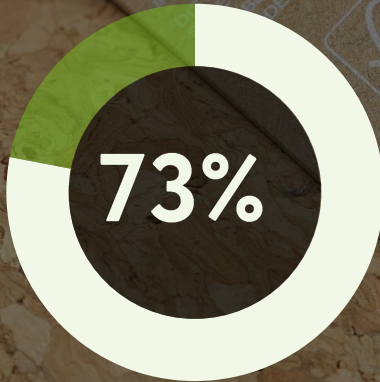
Gen Z



Millennials



Gen X



Baby Boomers



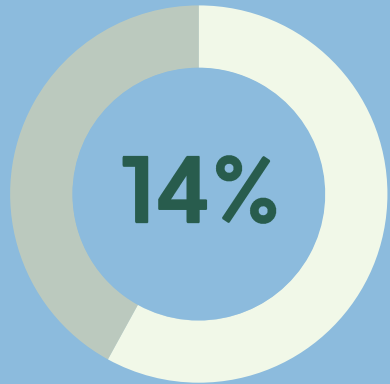
Gen X



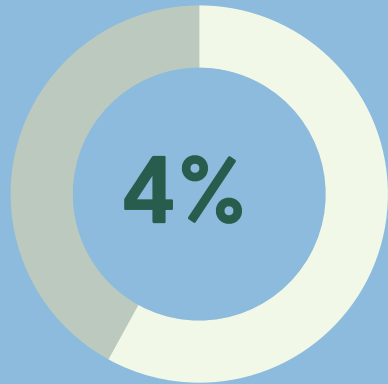
Baby Boomers

Q. Which of the following materials do you think can or do come from trees? (select all that apply)

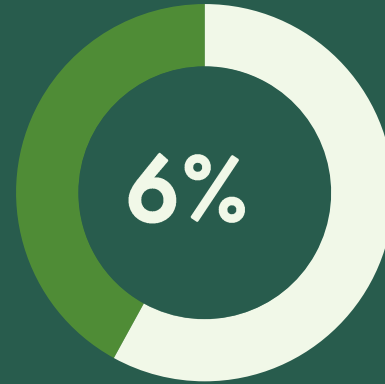
Which textiles come from trees?



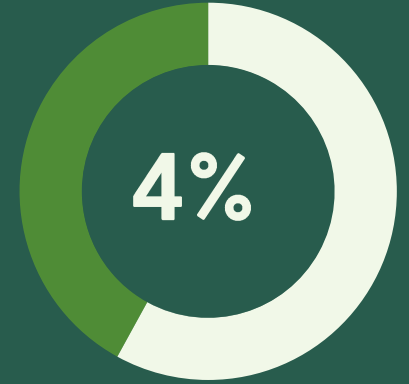
COTTON



POLYESTER



VISCOSE



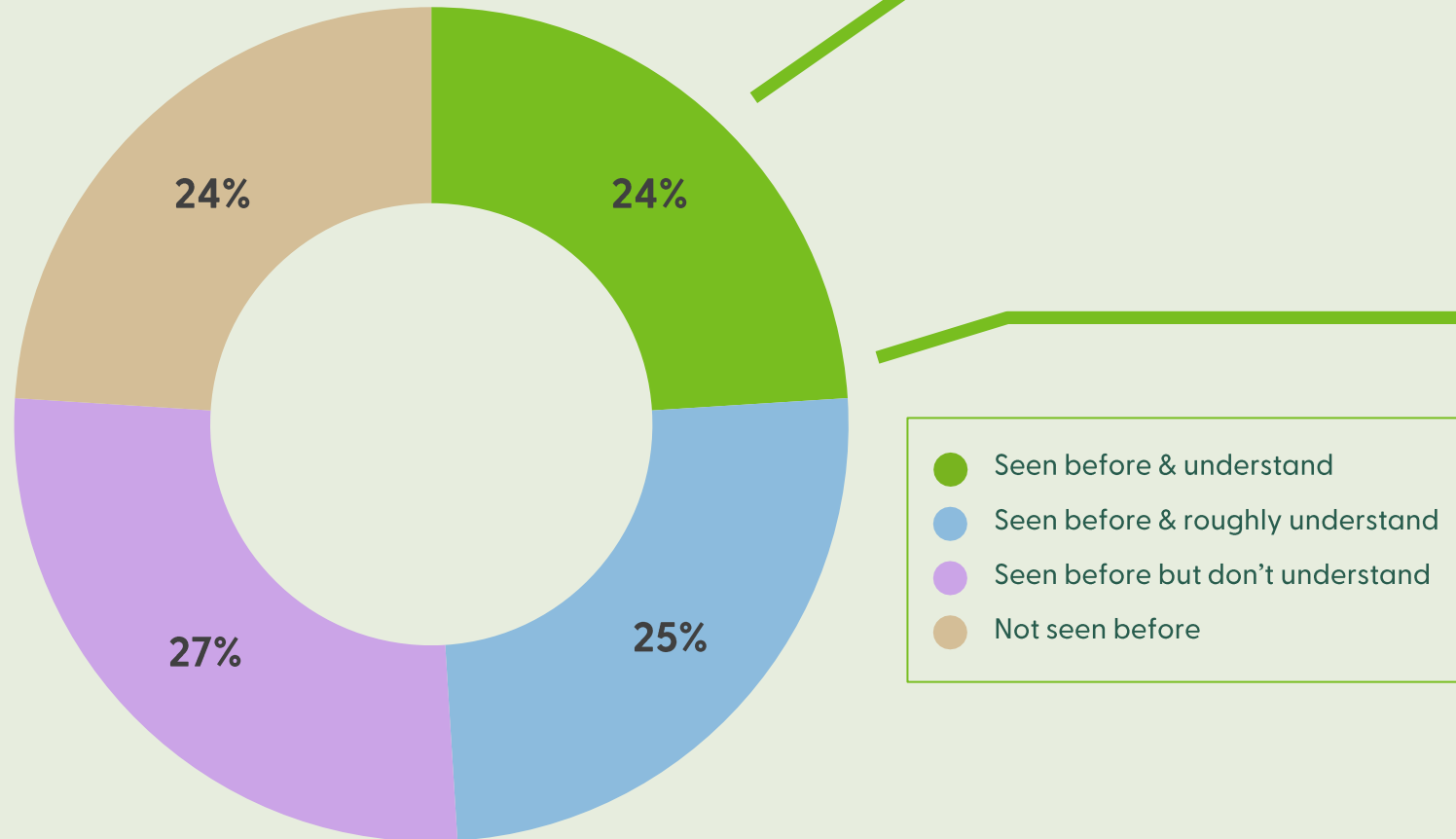
**LYOCELL/
MODAL**

Q. Which of the following materials do you think can or do come from trees? (select all that apply)

CERTIFICATION LABELS



Prompted recognition of the FSC logo



Q. Have you ever seen this logo before?

76%

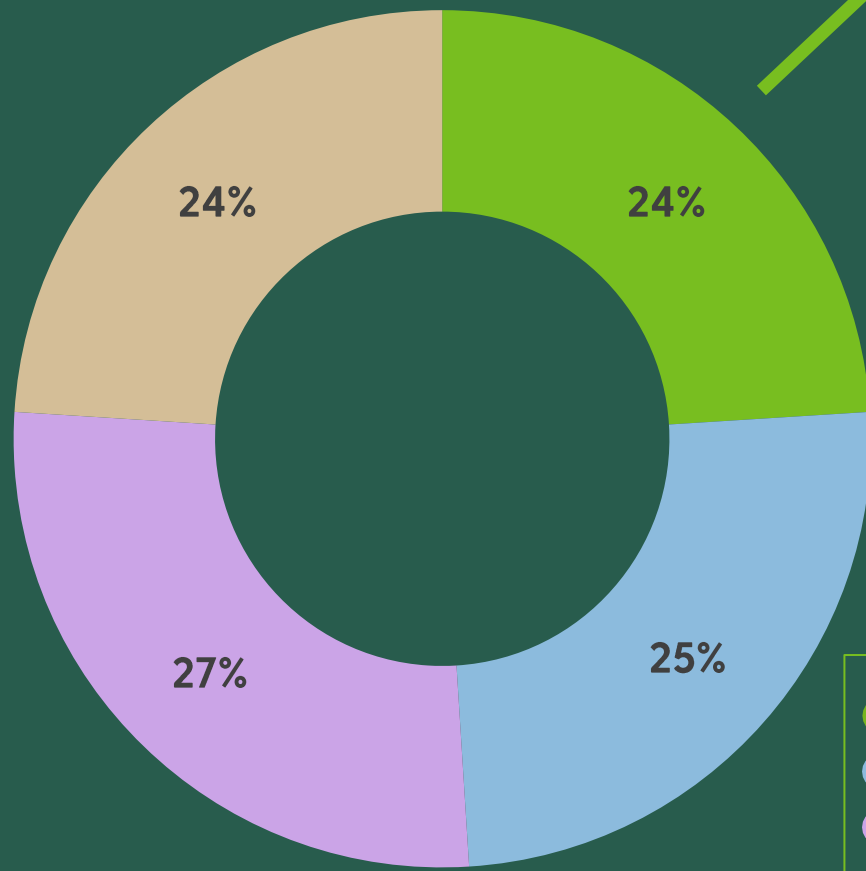
recognise the FSC logo.

49%

know at least roughly what it means.

Recognition and understanding of the FSC logo tends to be higher among the younger generations with 77% of Gen X, 80% of millennials and 80% of Gen Z recognising the tick-tree.

Consumer Insights



Q. Have you ever seen this logo before?

- Seen before & understand
- Seen before & roughly understand
- Seen before but don't understand
- Not seen before

76%

recognise the FSC logo.

49%

know at least roughly what it means.

Younger people tend to have higher awareness and understanding of the FSC logo

Gen Z

80%

recognise the
FSC logo.

55%

know at least
roughly what it
means.

Millennials

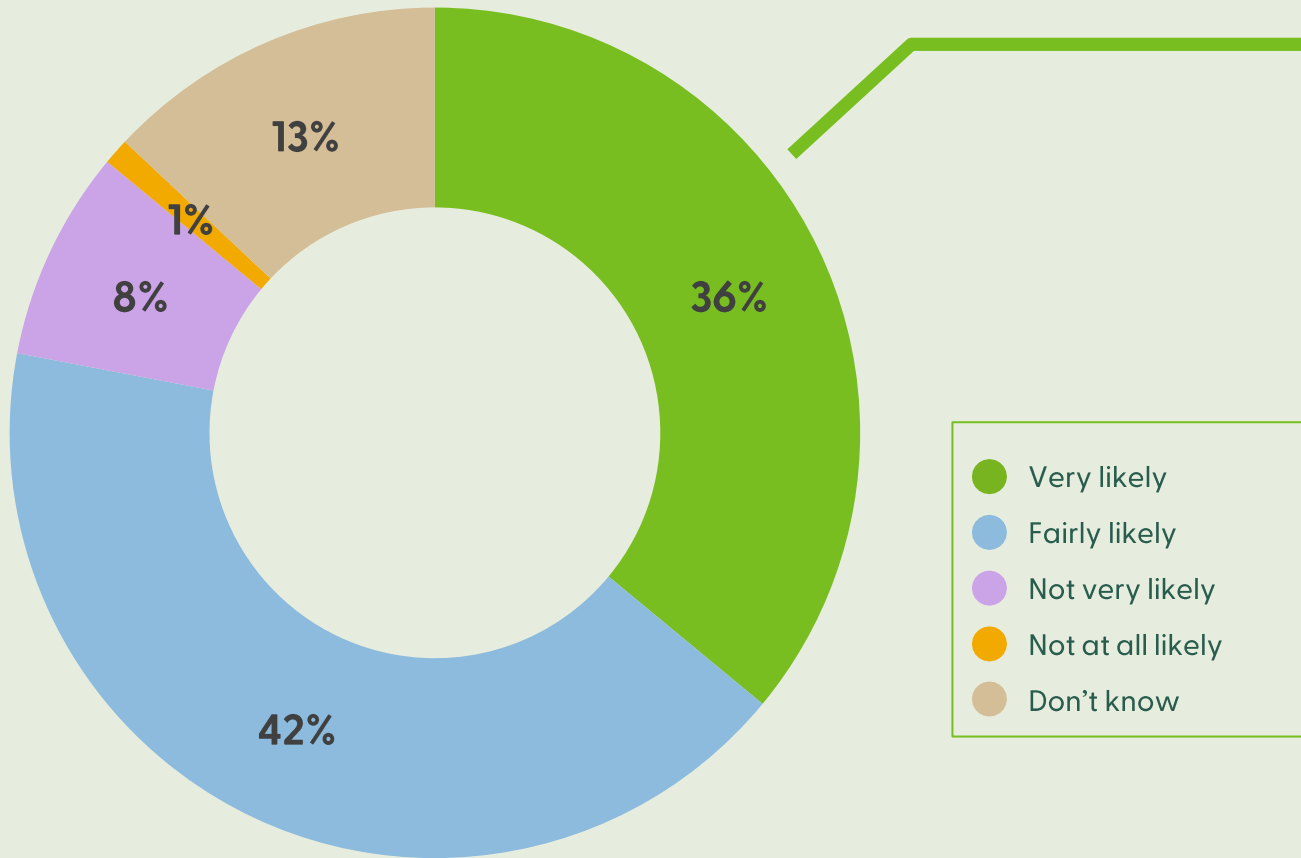
80%

recognise the
FSC logo.

58%

know at least
roughly what it
means.

Purchase preference



78%

are likely to give preference to FSC-certified products.

84% of parents say they are likely to give preference to FSC-certified products.

83% of millennials, and 81% Gen Z, say they are likely to give preference to FSC-certified products.

Q. This logo belongs to the Forest Stewardship Council (FSC) and is used to identify wood, paper and other forest products (e.g. fencing, timber, tissue, copier paper/greeting cards etc.) that have been sourced from responsibly managed forests, recycled materials and other controlled sources. Please imagine there was a wood, paper or forest product with this logo on (an FSC-certified product), and one without. How likely would you be to buy the FSC-certified product, compared to the uncertified product without? (Please select the option that BEST applies)



73%

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

77% of 16-24-year-olds and 25-35 year olds agree they would have a more positive opinion of a brand or retailer if they saw the FSC label on their products.

Q. To what extent do you agree or disagree with the following statement? I would have a more positive opinion of a brand or retailer if I saw the FSC label on their products.



81%

believe trustworthy
certification is
important to help
people choose more
sustainable products

Q. To what extent do you agree or disagree with the following statement? Trustworthy certification is important to help people choose more sustainable products.

68%

Think it's easier to choose
responsibly sourced forest
products now than it was 30
years ago

Q. To what extent do you agree or disagree with the following statement? It is easier now to choose responsibly sourced forest products than it was 30 years ago.





Forest Stewardship Council®
FSC® UK

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