



FSC UK CONSUMER INSIGHTS

2024

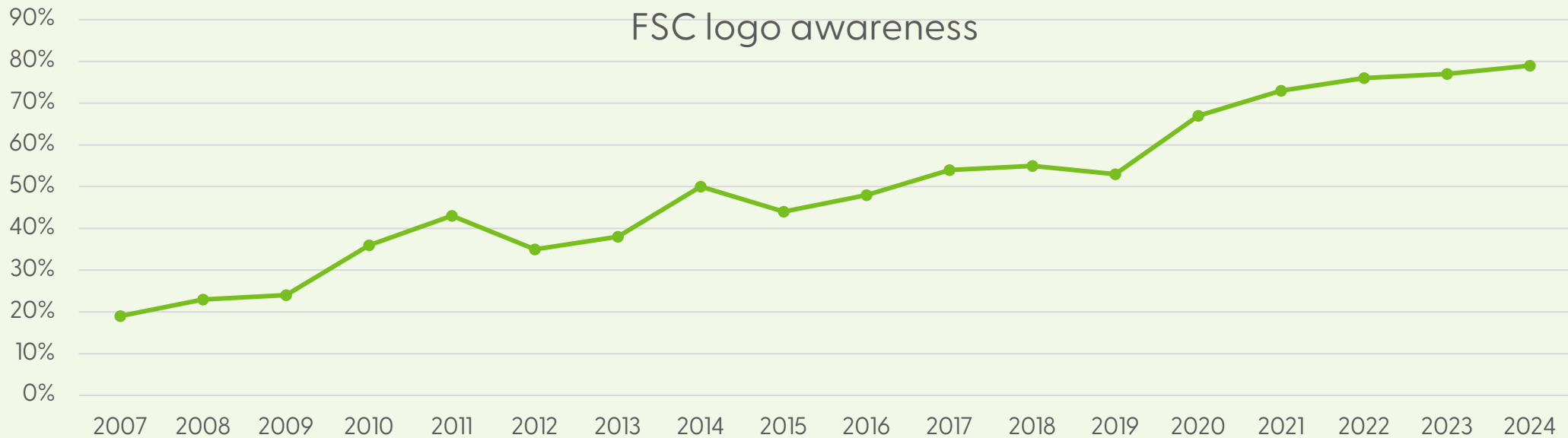


FSC-certified Margarita dress (Sézane); flower pot (H&M Home); box (Mail Boxes Germany GmbH) © FSC

Welcome to the FSC UK 2024 Consumer Insights Report



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



The 2024 survey was conducted in the United Kingdom via OnLineBus.

- **Sample size:** 1,279 adults in United Kingdom aged 16+
- **Conducted:** 21/03/2024 - 25/03/2024
- **Base:** Unless otherwise stated, base is UK adults 16 + (whole sample)
- **Contact:** communications@fsc-uk.org

AT A GLANCE



When shopping for products made from wood or paper, more people recall the FSC label top of mind than any other certification label.

51%

look for certification labels

79%

recognize the FSC logo

88%

of Gen Z recognize the FSC logo

60%

are prepared to pay more for FSC-certified products

70%

of millennials look for certification labels

55%

know (at least roughly) what the FSC logo means

79%

are likely to give preference to FSC-certified products

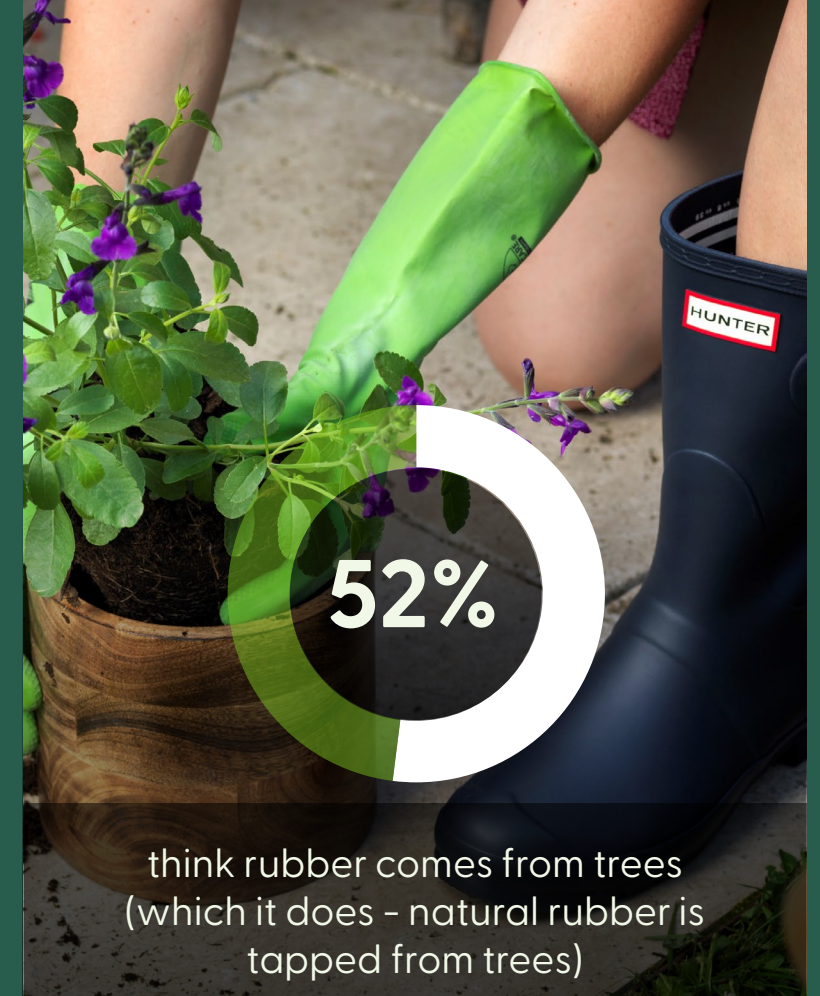
68%

want reassurance that forest products are sourced responsibly

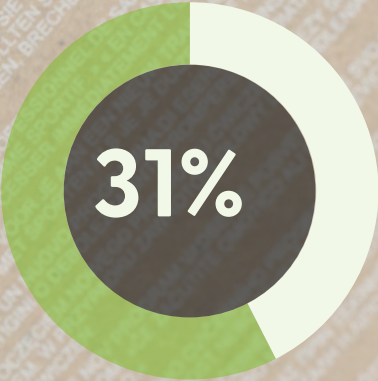


DO PEOPLE KNOW WHICH
MATERIALS COME FROM
TREES?

Which materials come from trees?



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



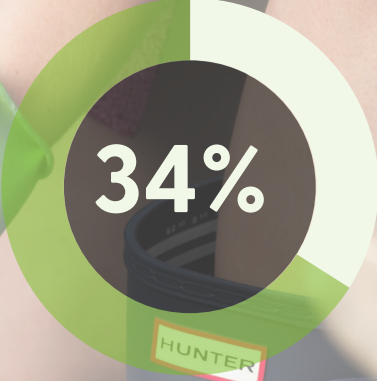
Gen Z



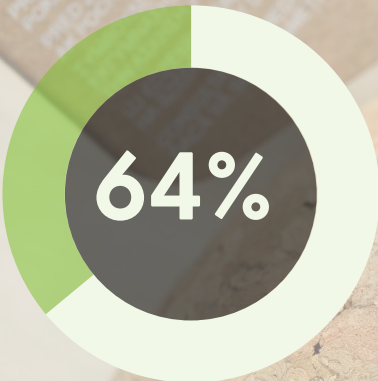
Millennials



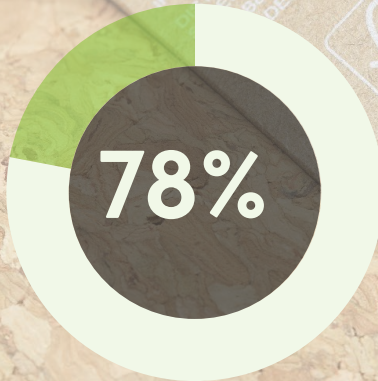
Gen Z



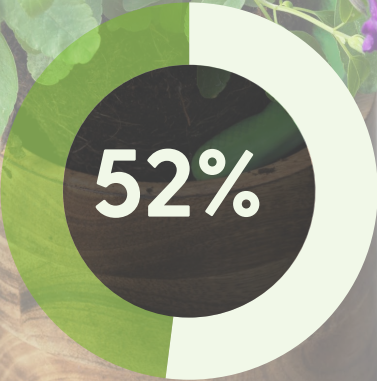
Millennials



Gen X



Baby Boomers



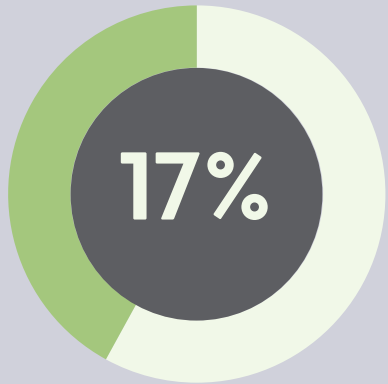
Gen X



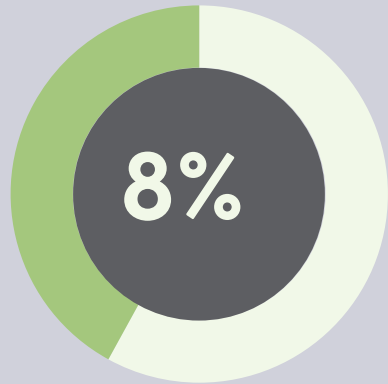
Baby Boomers

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

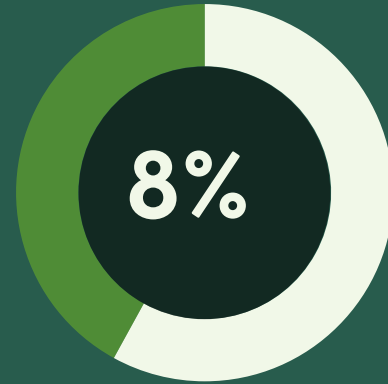
Which textiles come from trees?



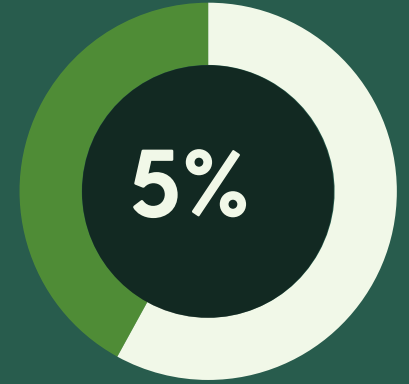
COTTON



POLYESTER



VISCOSE



LYOCELL/
MODAL

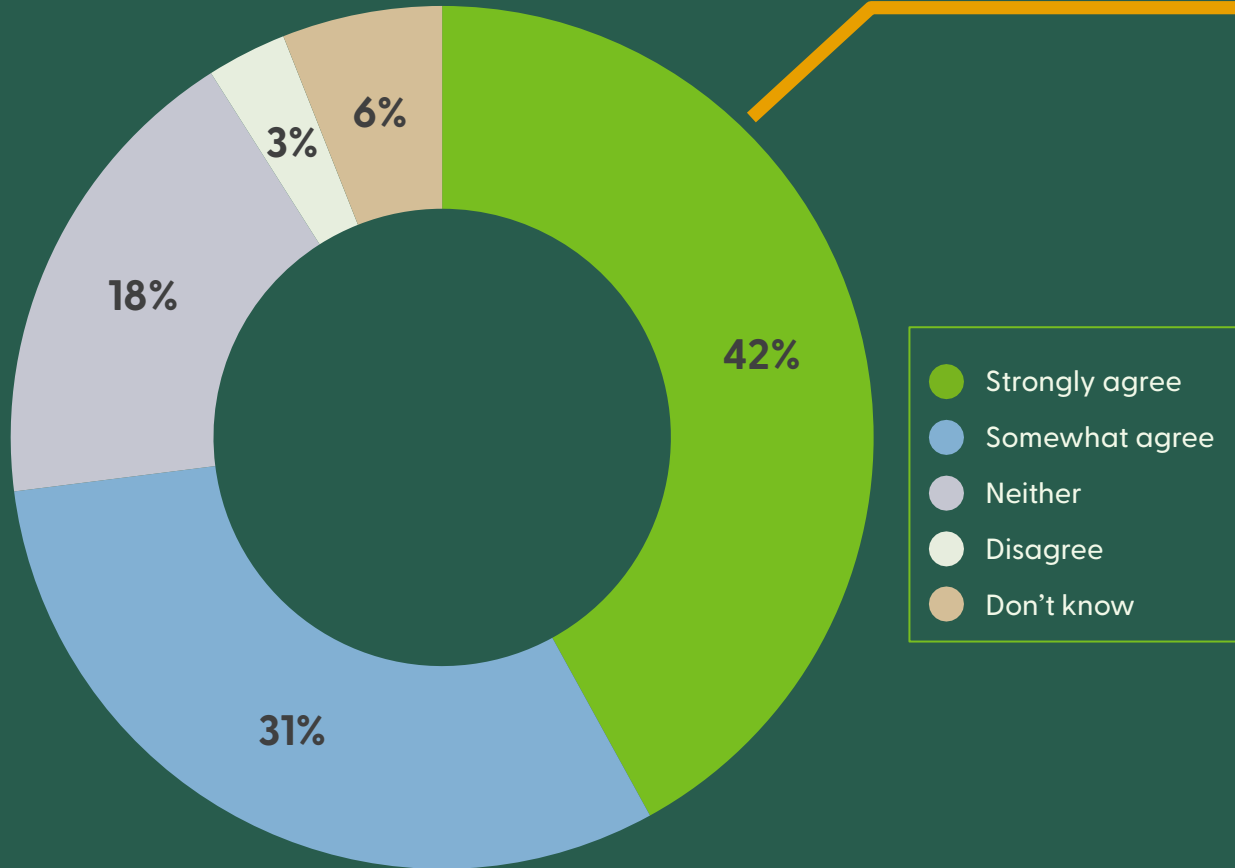
Q. Which of the following materials do you think can or do come from trees? (select all that apply)

IS IT IMPORTANT TO SOURCE MAN-MADE CELLULOSIC FIBRES SUSTAINABLY?

73%

agree it is important to them that MMCFs, such as viscose, are sourced sustainably.

82% of those aged 24 – 35 agree, and 50% of those aged 24 – 35 *strongly* agree.



Q. Manmade cellulosic fibres (MMCFs) are usually made from dissolved wood pulp or “cellulose” from trees. Viscose, lyocell, and modal are all kinds of MMCFs and are used to make clothing and home textile products. To what extent do you agree or disagree with the following statement?
“It is important to me that MMCFs, such as viscose, are sourced sustainably.”

CERTIFICATION LABELS



Täglicher Luxus: beste Materialien und edle Optik.

Daily luxury: top materials and elegant looks.

Luxe, matières et look élégant.

Das Geheimnis der Perfektion? Know-how.

The secret of a perfect Know-how.

Le secret de la coupe? Non, le Savoir-Faire.



Das FSC®-Zeichen stellt sicher, dass die Viskose in diesem Produkt aus verantwortungsvollen Quellen stammt.

The FSC® label certifies that the viscose in this product comes from responsible sources.

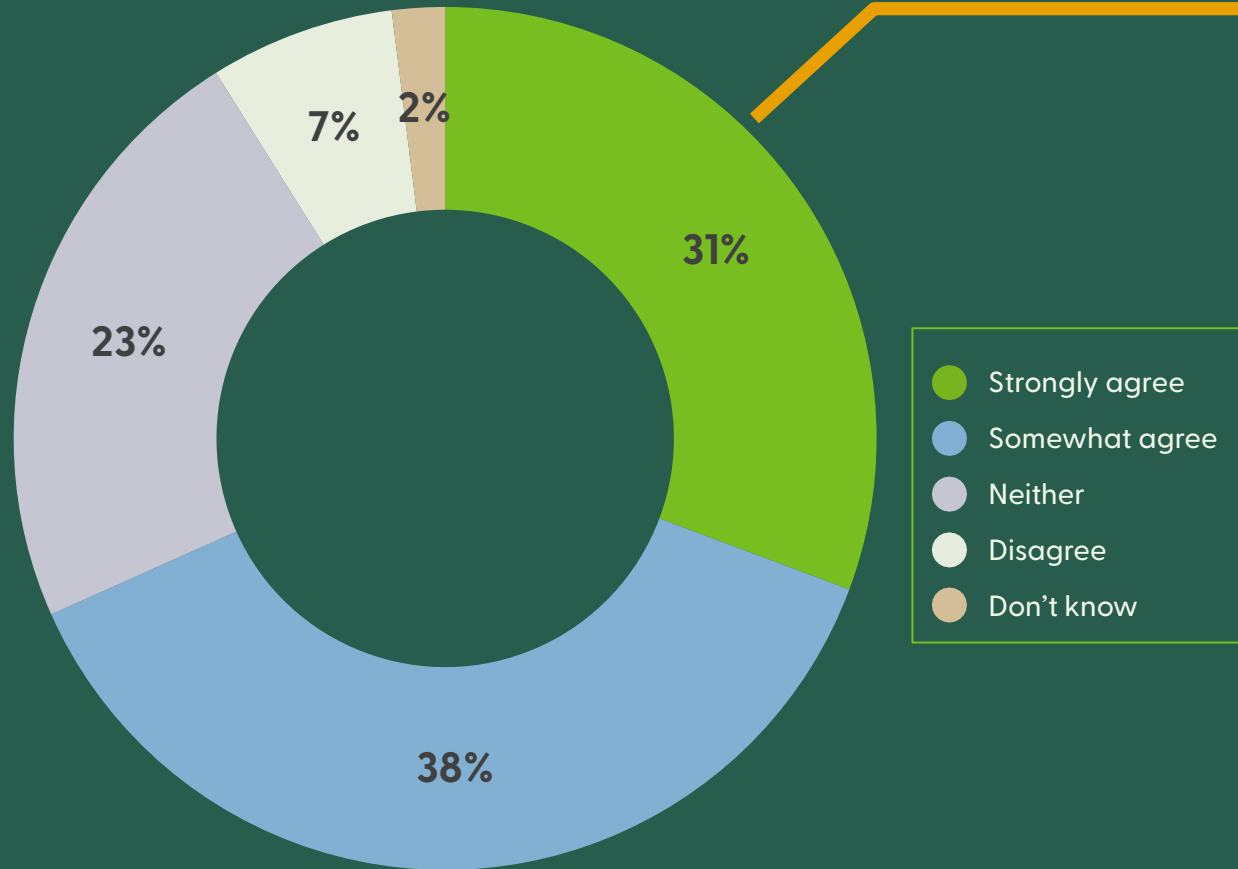
Le label FSC® garantit que le viscose de ce produit provient de sources responsables.

THE IMPORTANCE OF SOURCING FOREST PRODUCTS RESPONSIBLY

68%

agree it is important to them to have reassurance that the forest products they buy have been sourced responsibly.

76% of millennials agree it is important to them to have reassurance that the forest products they buy have been sourced responsibly (42% strongly agree).



Q. To what extent do you agree or disagree with the following statement? It is important to me to have reassurance that the forest products I buy have been sourced responsibly.

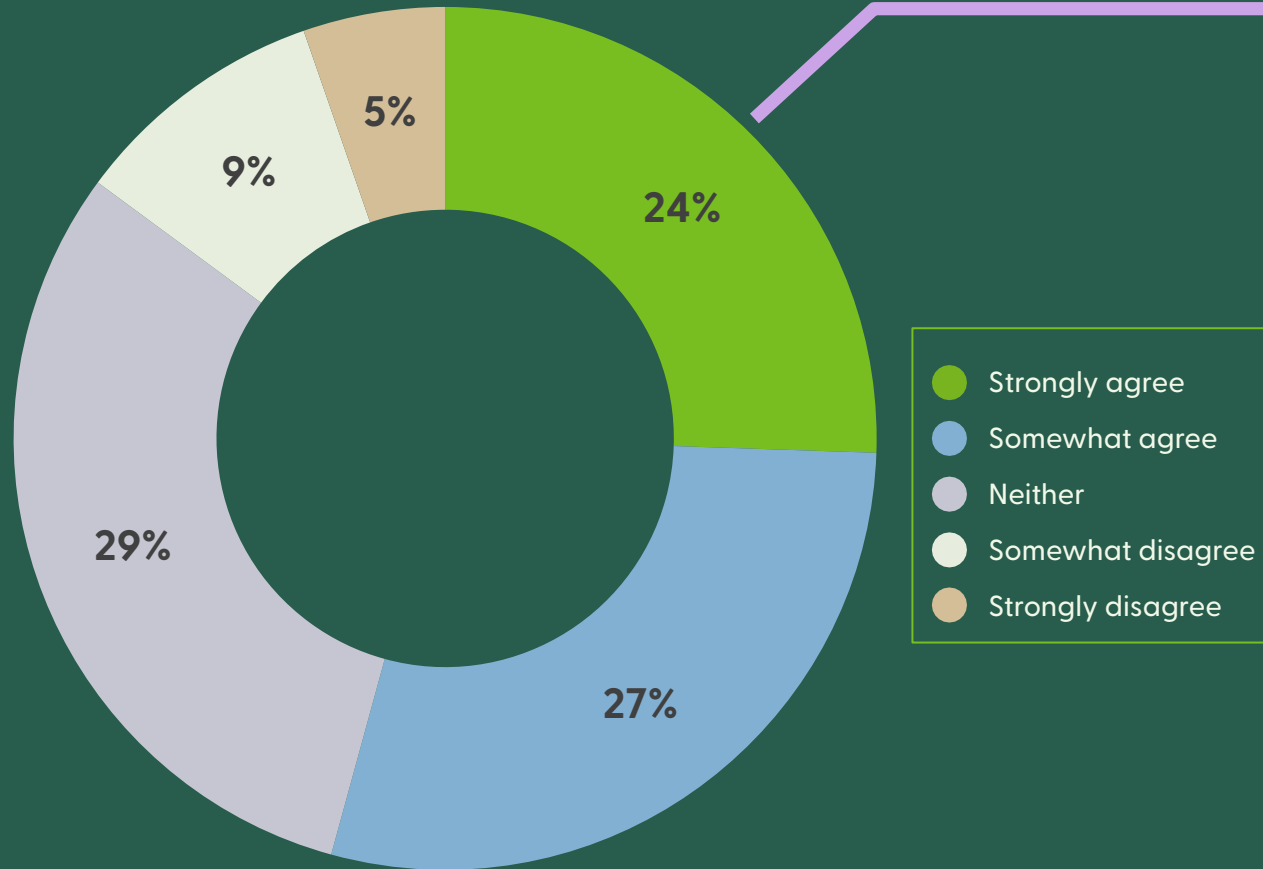
DO YOU LOOK FOR CERTIFICATION LABELS?

51%

look for products that carry certification labels when they shop for forest-based products (up from 38% in 2023).

2x as many people as in 2023 *strongly* agree that they look for certification labels.

75% of parents look for products that carry certification labels.



Q. A certification label is a label or symbol indicating that compliance with a standard has been verified. To what extent do you agree or disagree with the following statement?

11 'When shopping for forest-based products, I look for products that carry certification labels.'

A woman with dark curly hair, wearing an orange off-the-shoulder top and blue jeans, is smiling and looking down at a cylindrical product in a store. The background shows shelves with various items and a bright, modern interior.

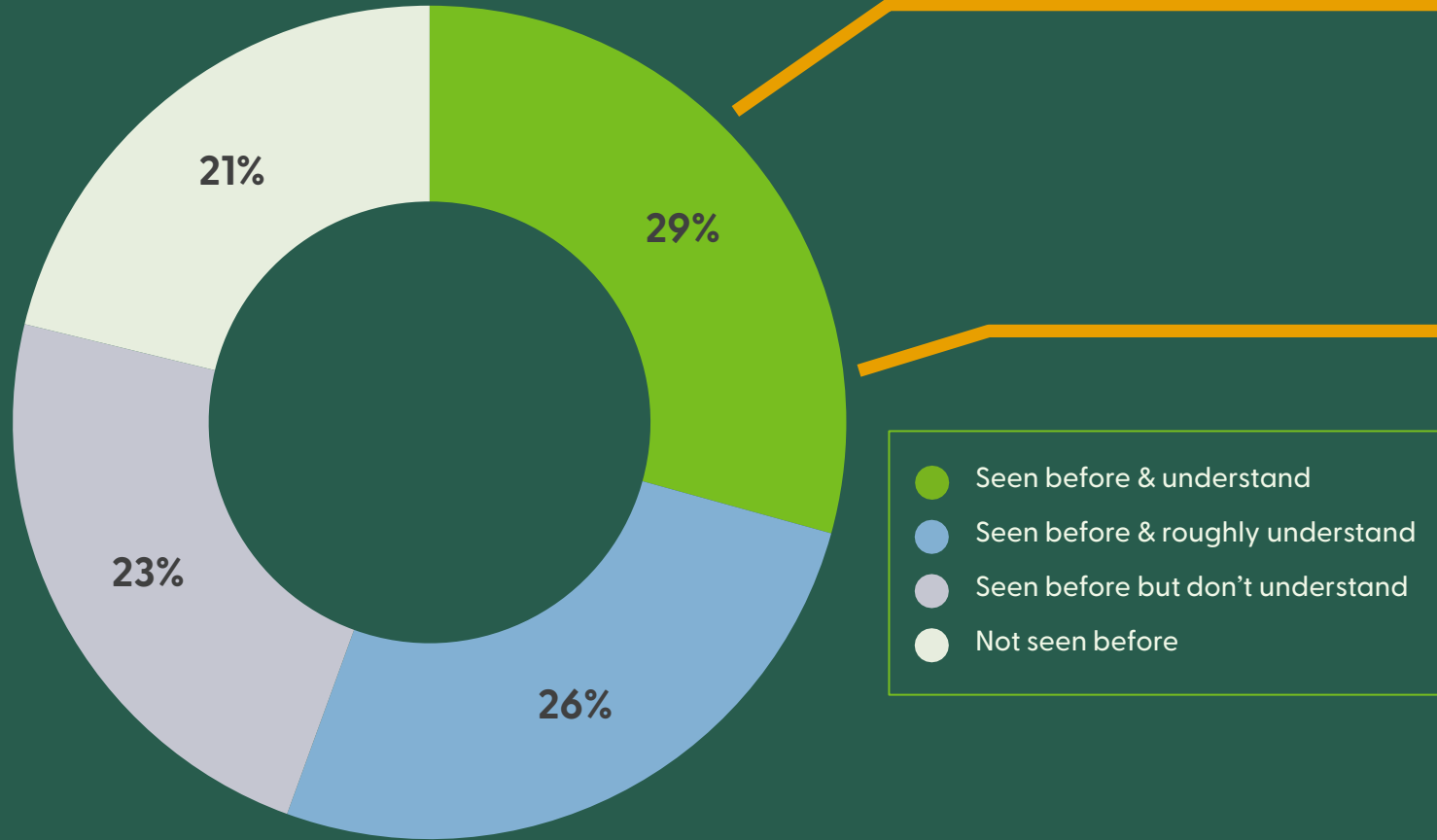
15%

unprompted
recognition of
the FSC
certification
label

When shopping for products made from wood or paper, more people recall the FSC label top of mind than any other certification label.

Q. When shopping for products made from wood or paper, what certification labels do you look for? (list up to 3 in order of preference)
Base: All those who look for certification labels

PROMPTED RECOGNITION OF THE FSC LOGO



79%

recognize the FSC logo.

55%

know at least roughly what it means.

90% of those who look for certification labels and 88% of parents recognize the FSC logo.

Q. Have you ever seen this logo before?

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



Gen Z

88%

recognize the FSC logo.

66%

know at least roughly what it means.

Millennials

83%

recognize the FSC logo.

64%

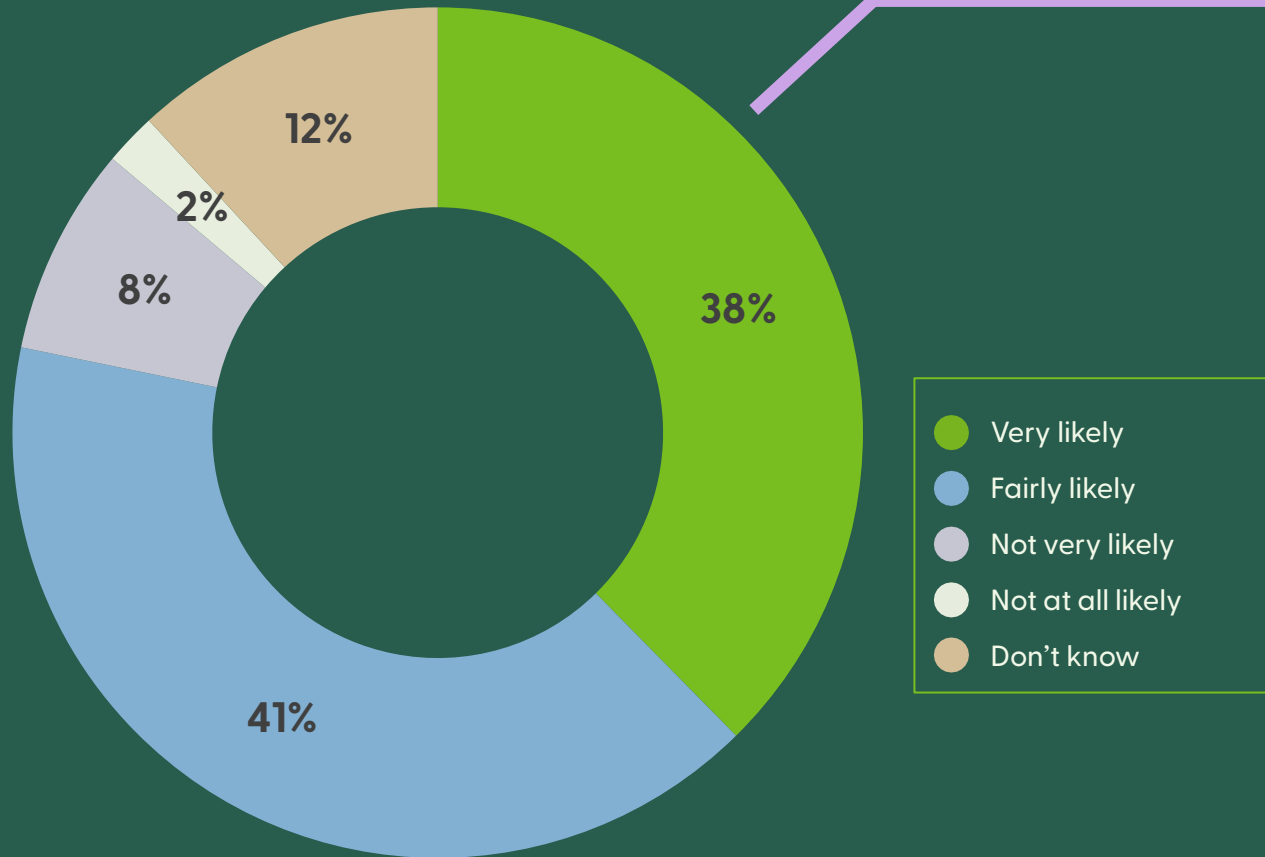
know at least roughly what it means.

PURCHASE PREFERENCE



79%

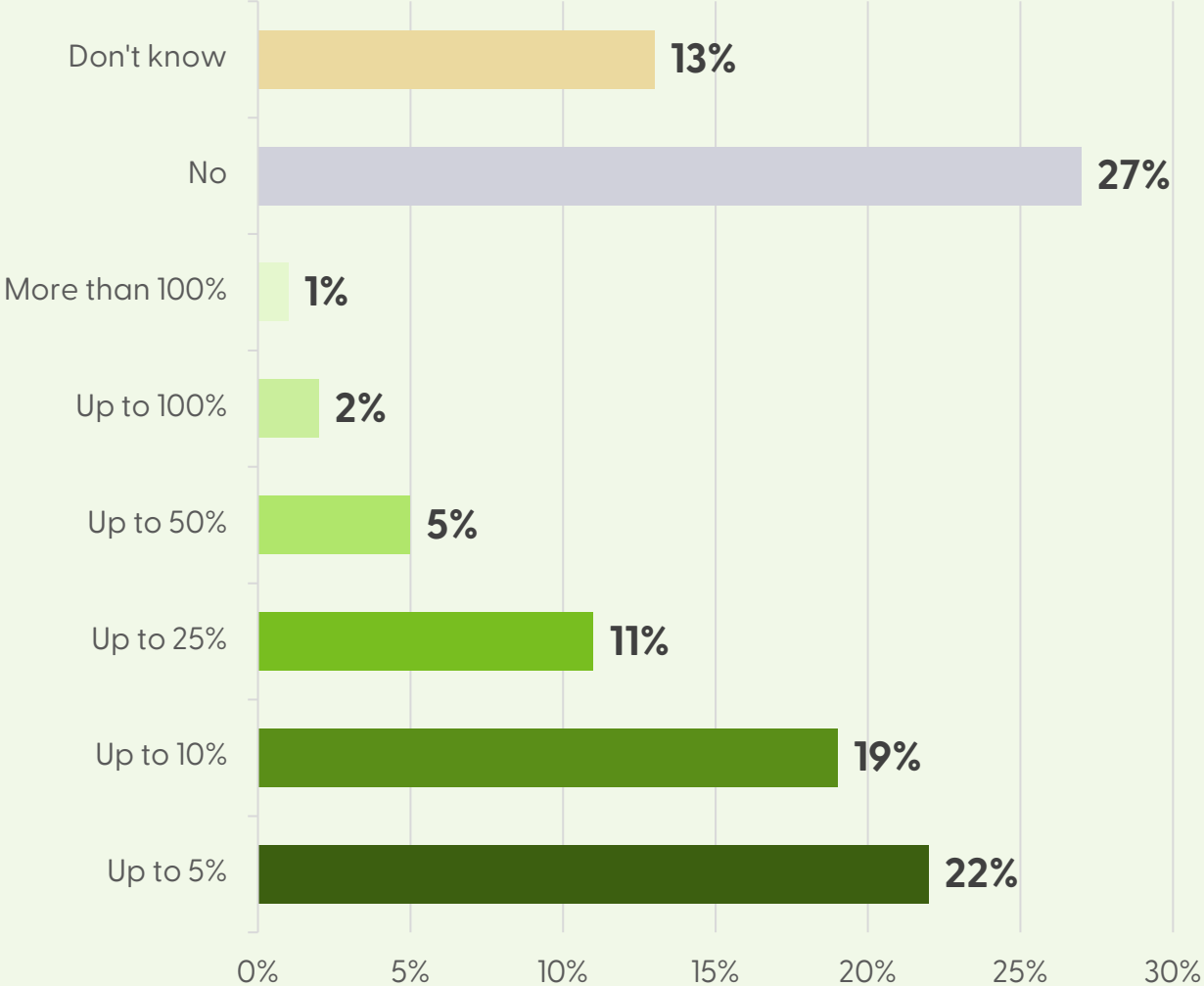
are likely to give preference to FSC-certified products.



95% of those who say they recognise and understand the FSC logo, and 87% of those who recognise it and know roughly what it means, 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)

WOULD YOU PAY MORE?



60%

would be prepared to pay more for an FSC-certified product.

74% of Gen Z, and 77% of millennials, would be prepared to pay more for an FSC-certified product.

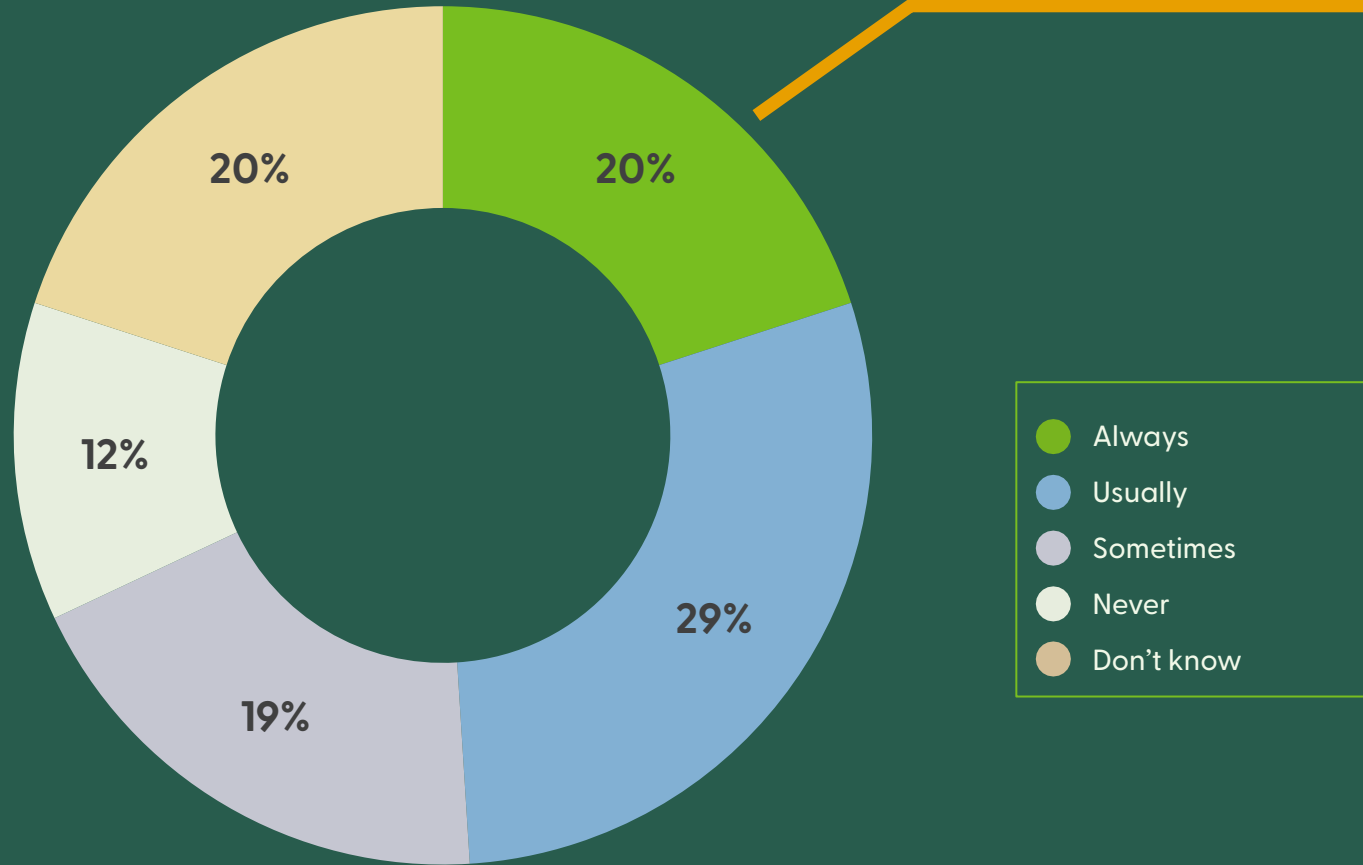
67%

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

80% of 25-34-year-olds, and 70% of 35-44-year-olds, 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.

HOW OFTEN DO YOU CHOOSE FSC-CERTIFIED PRODUCTS?



49%

always or usually give preference to FSC-certified products

69% of millennials *always* or *usually* give preference to FSC-certified products.

38% of parents *always* give preference to FSC-certified products.

Q. How often do you give preference to products that carry the FSC logo?
Base: All aware of FSC logo



Forest Stewardship Council®
FSC® UK

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