



# Nordic Consumer Sustainability Index

Consumer attitudes to textiles and greenwashing  
IPSOS 2022

# Methodology

## About the survey

- The survey was carried out in July-August 2022 by IPSOS Norway at the request of the Nordic Swan Ecolabel
- The survey cover more than 5400 interviews across Iceland, Norway, Sweden, Finland and Denmark
- National representative samples of minimum 1000\* interviews per country among consumers aged 16 years or older, weighted by gender, age and region
- The survey were conducted in the native language following the methodology standards of web surveys.
- Nordic results are weighted based on population per country

\* Minimum 500 interviews in Iceland

# Consumer attitudes towards textiles

**Do consumers find clothes and textiles a relevant product group?**

# 55%

of Nordic consumers find “clothing and textiles” to be a relevant product area for themselves

# 63%

of Norwegian consumers find “clothing and textiles” to be a relevant product area for themselves

# 56%

of Swedish consumers find “clothing and textiles” to be a relevant product area for themselves

# 54%

of Danish consumers find “clothing and textiles” to be a relevant product area for themselves



# 49%

of Finnish consumers find “clothing and textiles” to be a relevant product area for themselves

# 54%

of Icelandic consumers find “clothing and textiles” to be a relevant product area for themselves

**Do consumers find it important to choose environmentally friendly clothes, shoes and home textiles?**

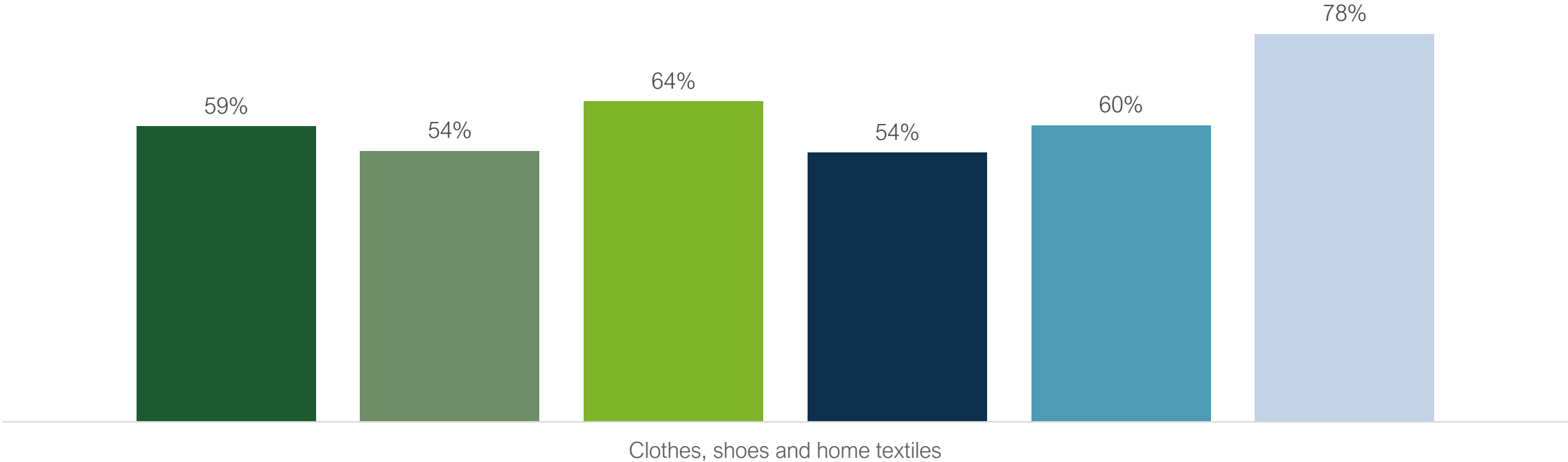
# 59%

Of those who are interested in clothes, shoes and home textiles find it important to choose environmentally friendly products in this product area

# Important to choose environmentally friendly?

% of consumers\* who find it important to choose environmentally friendly within clothing, shoes and textiles

■ Total ■ Norway ■ Sweden ■ Denmark ■ Finland ■ Iceland



\*Base: Nordic consumers who find the product area relevant  
Q. To what extent is it important to you to choose environmentally friendly within the following product areas? [clothing & textiles] + [important + very important]  
Source: Nordic Consumer Sustainability Index by Nordic Swan Ecolabel, IPSOS 2022

**Would consumers choose a Nordic Swan Ecolabel alternative if available when shopping?**

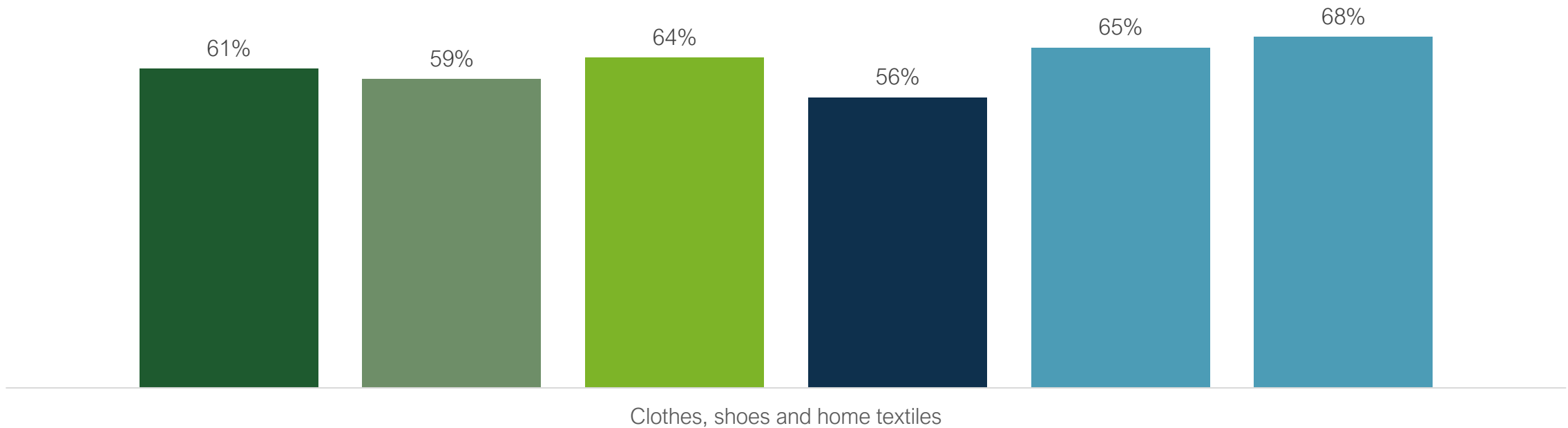
# 61%

Of those who are interested in clothes, shoes and home textiles are likely to choose a Nordic Swan Ecolabel product if available

# Willingness to buy

% of consumers\* who are likely to choose a Nordic Swan Ecolabel ALTERNATIVE if available

■ Total ■ Norway ■ Sweden ■ Denmark ■ Finland ■ Iceland



\*Base: consumers who find the product area relevant

Q. How likely is it that you would rather choose a Nordic Swan Ecolabelled ALTERNATIVE if it was available, when you were to buy the following type of products? [clothing, shoes and home textiles] + [likely + very likely]

Source: Nordic Consumer Sustainability Index by Nordic Swan Ecolabel, IPSOS 2022



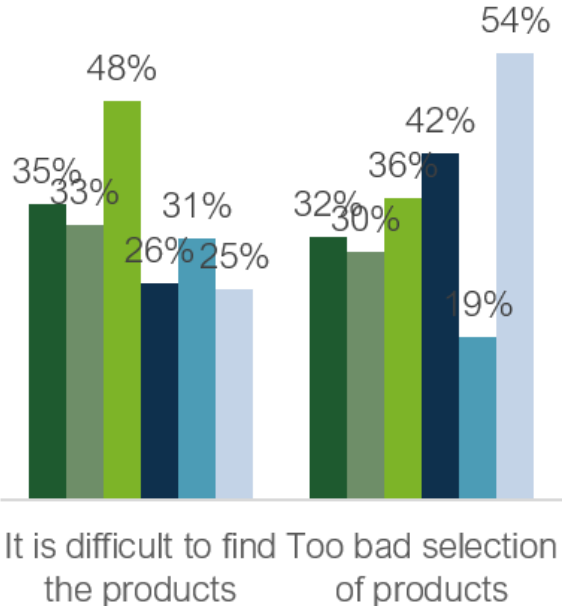
# The primary barrier for why consumers do not buy more clothing certified with the Nordic Swan Ecolabel is..

...because it is difficult to find the products.

# Purchase barriers

Why don't consumers\* choose products certified with the Nordic Swan Ecolabelled more often?  
[clothing or textiles]

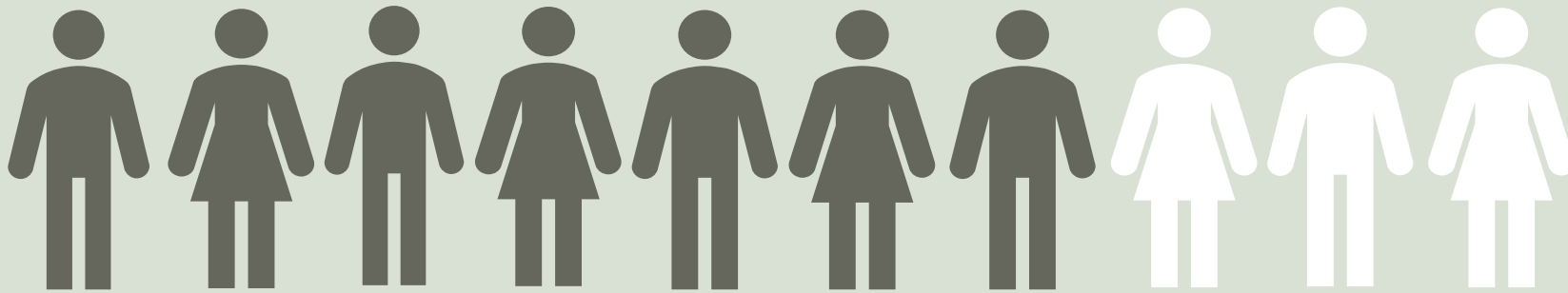
■ Total ■ Norway ■ Sweden ■ Denmark ■ Finland ■ Iceland



\*Base: Nordic consumers who know the product area, but seldom buy clothing or textile products certified with the Nordic Swan Ecolabel  
Q. You have previously answered that you sometimes or seldom choose Nordic Swan Ecolabelled products within the following category. Why don't you choose Nordic Swan Ecolabelled more often when you buy clothing and textiles?

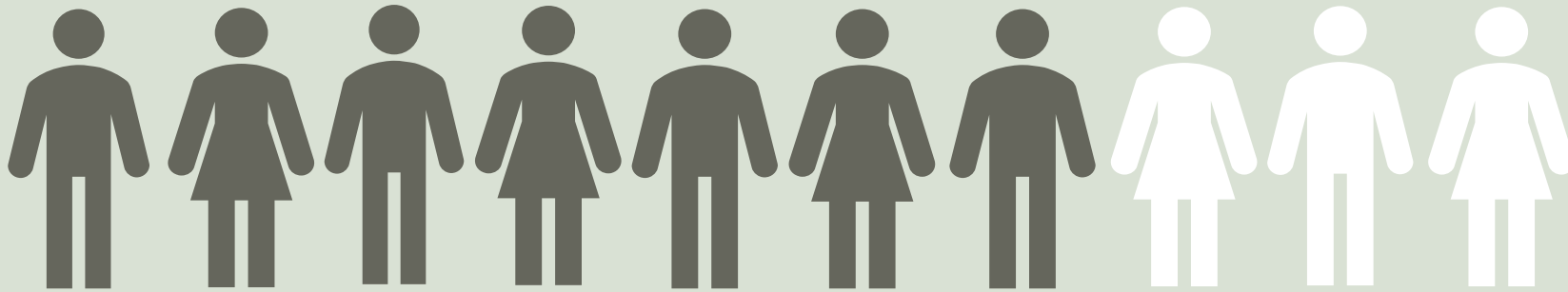
# **Greenwashing & green fatigue**

# People do not trust companies' green claims



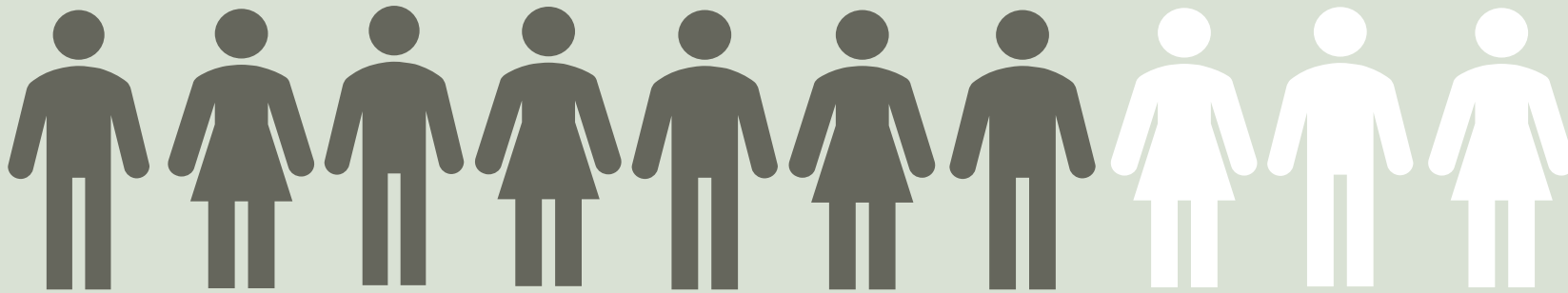
7 out of 10 believe that companies often exaggerate how environmentally friendly their products are

# Norwegians do not trust companies' green claims



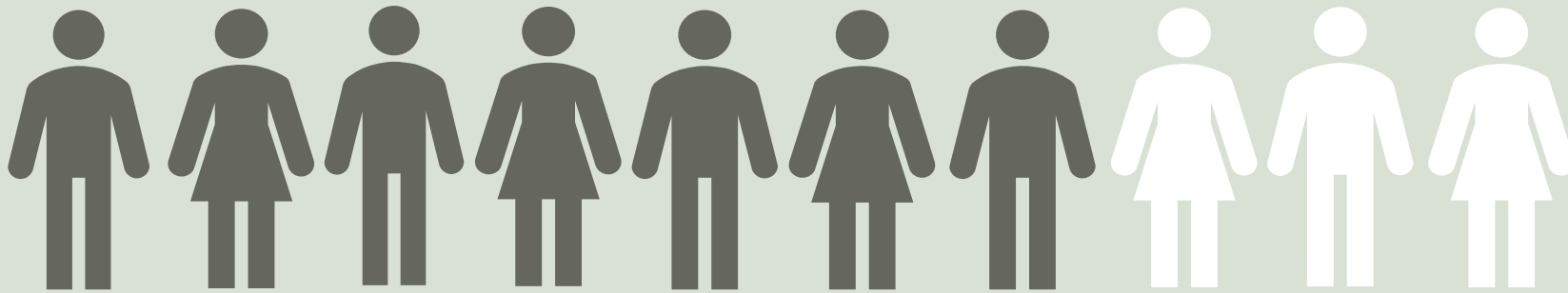
74 % believe that companies often exaggerate how environmentally friendly their products are

# Swedes do not trust companies' green claims



68 % believe that companies often exaggerate how environmentally friendly their products are

# The Danes do not trust companies' green claims



68 % believe that companies often exaggerate how environmentally friendly their products are

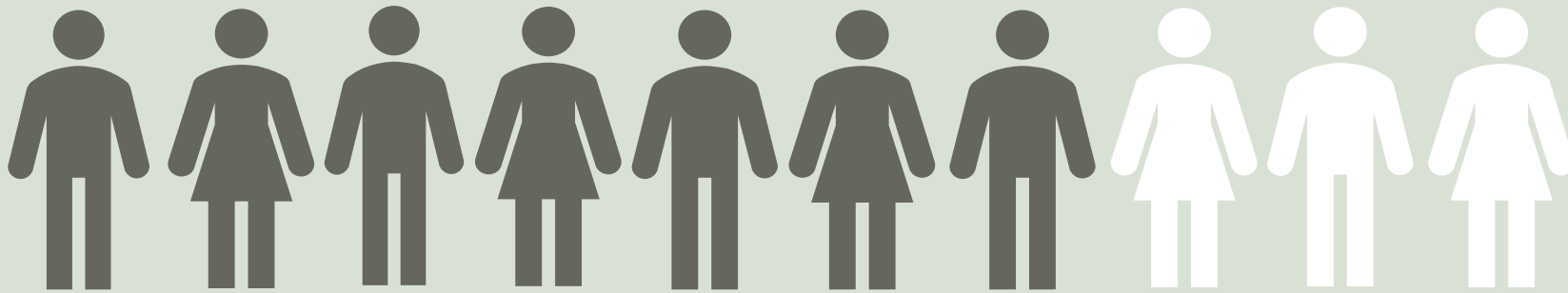
# The Finns do not trust companies' green claims

63%

believe that companies often exaggerate how environmentally friendly their products are



# Icelanders do not trust companies' green claims



69 % believe that companies often exaggerate how environmentally friendly their products are

# People struggle to make good environmental choices

**55%**

often find it difficult to know whether products are good environmental choices

# Nordic people are tired of green nonsense

# 61%

are often annoyed that products are marketed as "green" without any good explanation

# Norwegians are tired of green nonsense

65%

are often annoyed that products are marketed as "green" without any good explanation

# Swedes are tired of green nonsense

# 60%

are often annoyed that products are marketed as "green" without any good explanation

The Danes are tired of green nonsense

59%

are often annoyed that products are marketed as "green" without any good explanation

# The Finns are tired of green nonsense

61%

are often annoyed that products are marketed as "green" without any good explanation

# Icelanders are tired of green nonsense

61%

are often annoyed that products are marketed as "green" without any good explanation

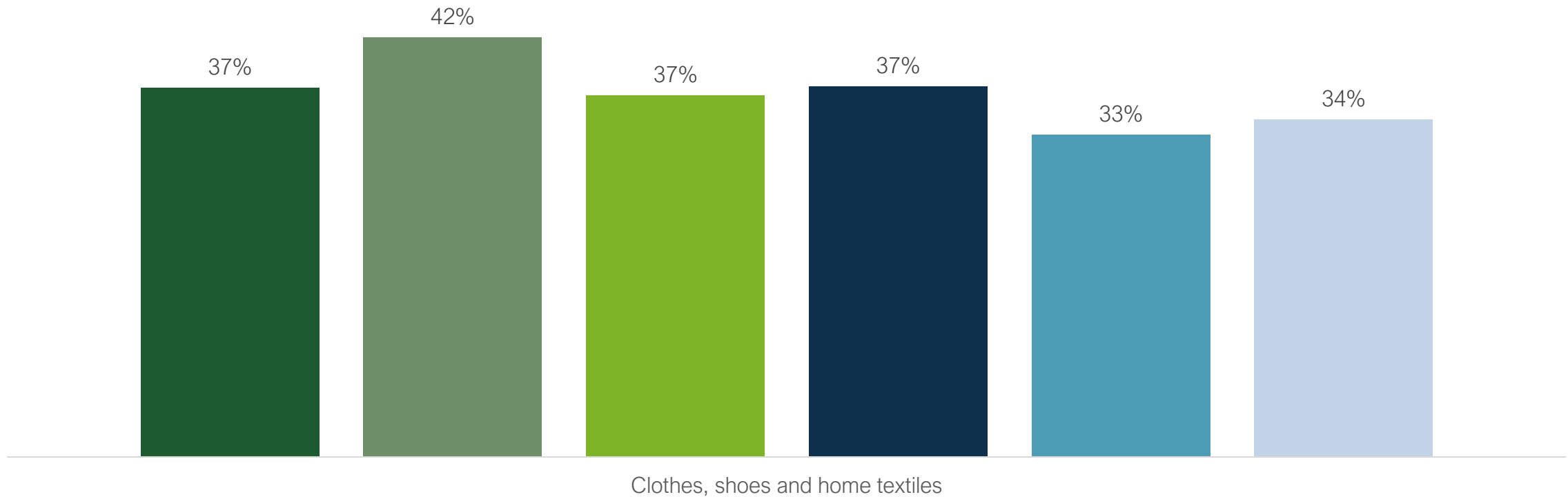


**Do consumers experience greenwashing when shopping clothes, shoes and home textiles?**

# Greenwashing?

% of consumers\* who find clothing, shoes and textiles products marketed as green without any good explanation

■ Total ■ Norway ■ Sweden ■ Denmark ■ Finland ■ Iceland



\*consumers = base: Nordic consumers who find the product area relevant

Q. To what extent is it important to you to choose environmentally friendly within the following product areas? [clothing & textiles] + [important + very important]

Source: Nordic Consumer Sustainability Index by Nordic Swan Ecolabel, IPSOS 2022



# Contacts

Please get in touch if you want to talk more about the survey

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