

# Green Insights Europe 2024

Climate change, purchasing, sustainability:  
10,000 consumers in 10 European countries  
share their views

# About the study:

Skogsindustrierna, in collaboration with Opticom International Research, conducted a study of European consumers to map their thoughts and perceptions on:

- Climate change and carbon capture
- Purchasing decisions – products and packaging
- The state of Europe's forests

## **Methodology and selection**

Some 10,000 people across 10 European countries were interviewed, selected from a variety of backgrounds. A wide range of gender, age, family status, place of residence, education and employment ensured this cross-section reflected the inhabitants of the 10 countries as comprehensively as possible.

## **Scope**

Together, the surveyed countries account for 78 percent of the EU's population. Demographic coverage was further expanded by including Great Britain. The data uses a confidence interval of 95 percent and a margin of error of +/- 3.1 percent at total and national level.



# 3 important insights from the study:



**Climate mitigation  
and welfare efforts must  
go hand in hand**



**Consumers want to  
see bio-based products  
replace fossil-based...**



**... but they have  
not understood the full  
potential of the forest**

A woman with long brown hair, wearing a red knit beanie and a tan jacket, is shopping in a grocery store aisle. She is holding a can of food in her right hand and a black shopping basket in her left. The aisle is filled with shelves of various products, including boxes and cans. The background is slightly blurred, showing other aisles and store lighting.

1

**Climate mitigation and welfare efforts must go hand in hand**



## Main personal concerns?\*

**62%**

their own financial position

**36%**

climate change

**57%**

chose at least one question linked to climate change and the environment in their top 3

\* Source: graph page 7.

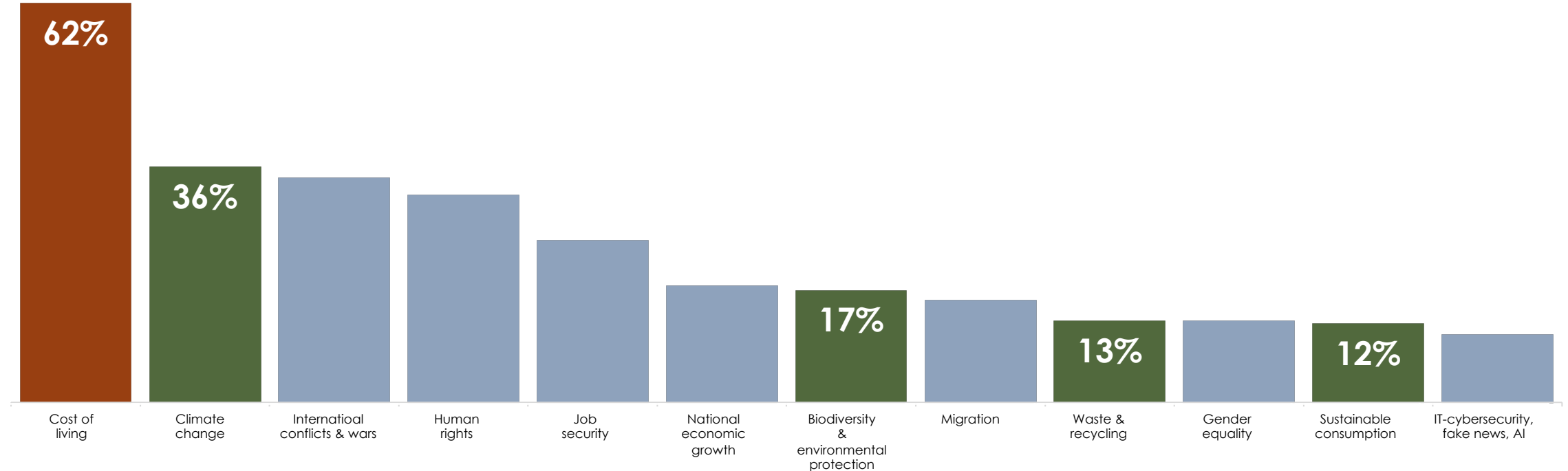
# Insight 1

- The survey shows that concern about climate change is still high. Public opinion supports maintaining momentum towards the green transition.
- However, at the same time, personal finance is the greatest concern. This illustrates why efforts to facilitate a green transition must go hand in hand with social and economic welfare.
- Europe's forest industry has a good reputation when it comes to contributing to sustainable development.



# Statistics in detail

- Participants were asked to choose the three most important topics for them personally when it comes to sustainable development. For the majority, the cost of living was the most important.
- 57 percent chose at least one topic linked to climate change and the environment.

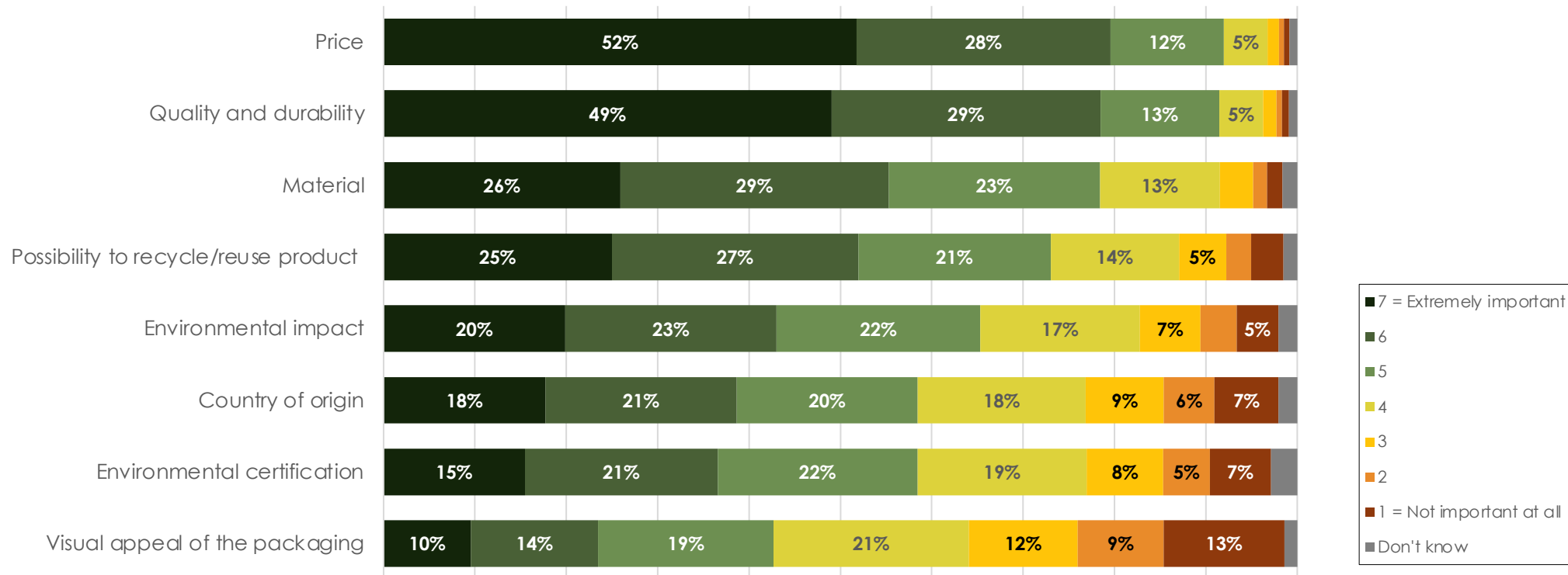


Which of the following topics are most important to you personally? (choose max 3)

Base: 10,026. Closed question. Max 3 answers: 29,003.

# Statistics in detail

When asked: **When you buy a product, how important are the following factors to you?** respondents said price was the most important factor in their purchasing decision, closely followed by product quality and durability. Environmental impact is also important. Some 33 percent believe that it is worth paying more for environmentally-certified products.

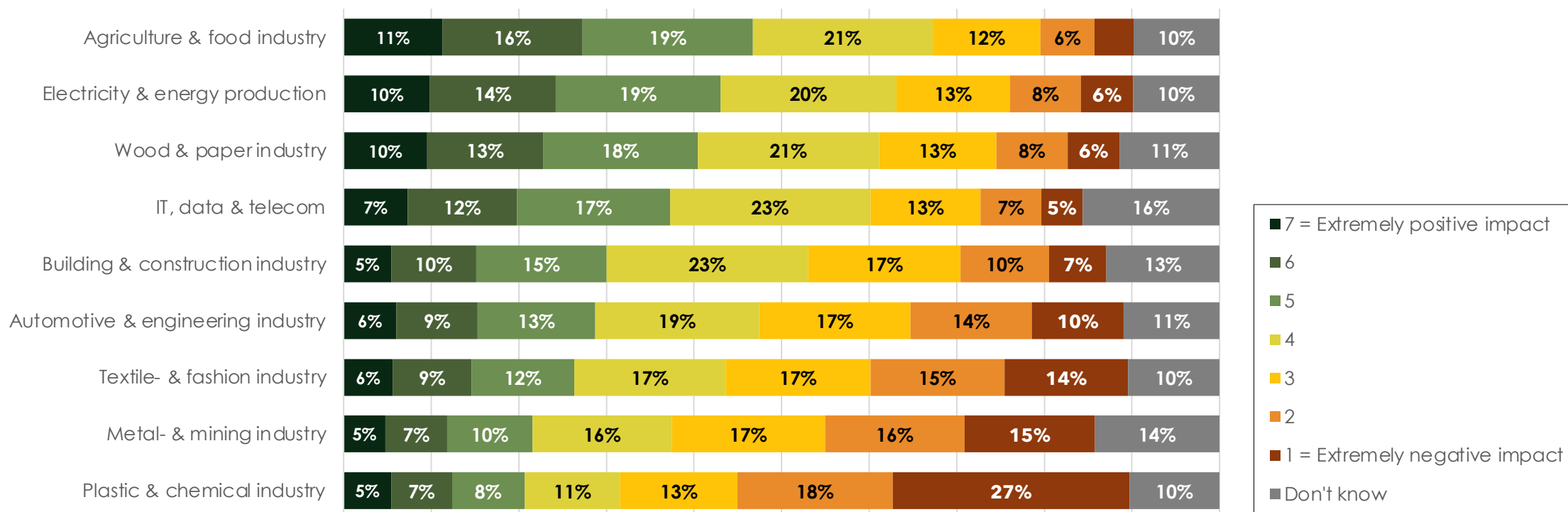


Base: 10,026. Closed question. One answer per factor.



# Statistics in detail

When asked **To what extent do the following industries currently contribute to environmental sustainability?** respondents ranked the wood and paper industry third among those industries perceived to contribute the most.



Base: 10,026. Closed question. One answer per sector.

# 2



**The vast majority want  
to see fossil products replaced  
by bio-based ones**

# 74%

**consider it important to replace fossil-based products with bio-based ones in order to achieve the UN's Sustainability Goals**

Source: graph page 14.

# 77%

**consider environmental impact when they buy packaged products**

Source: graph page 17.



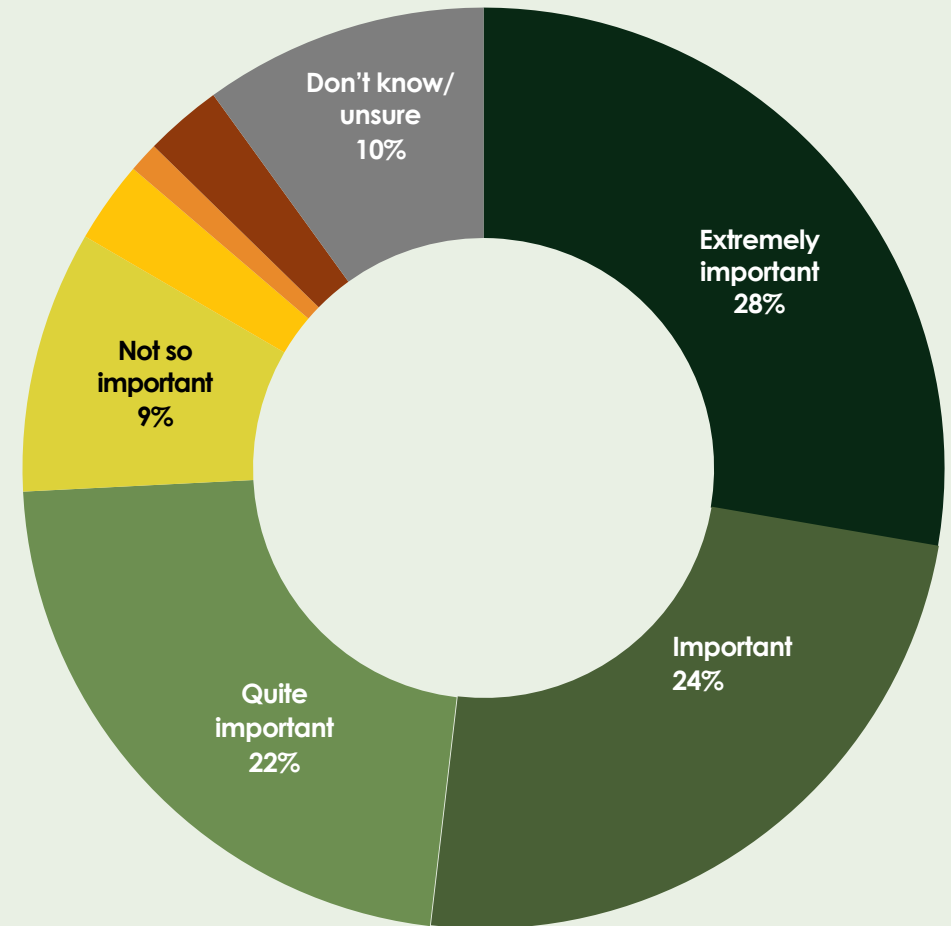
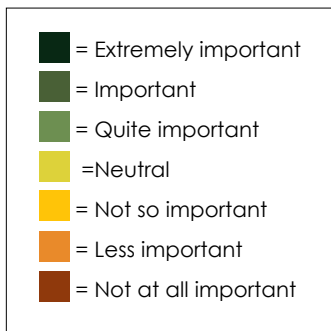
## Insight 2

- There is clear support among Europeans to replace fossil-intensive products with bio-based ones. Swedes are most positive about the climate benefit of bio-based products.
- A significant number of people place great importance on the environmental impact of both products and their packaging when making purchasing decisions. When they are only making a decision regarding packaging, the commitment is somewhat lower.
- A majority choose juice in paper packaging rather than plastic. However, the same support is not shown when it comes to wooden houses versus concrete.



# Statistics in detail

On the question **In order to reach the UN's Sustainability Goals, how important is it that fossil-based products are replaced by bio-based ones?** 74 percent said that this was important (green portion).

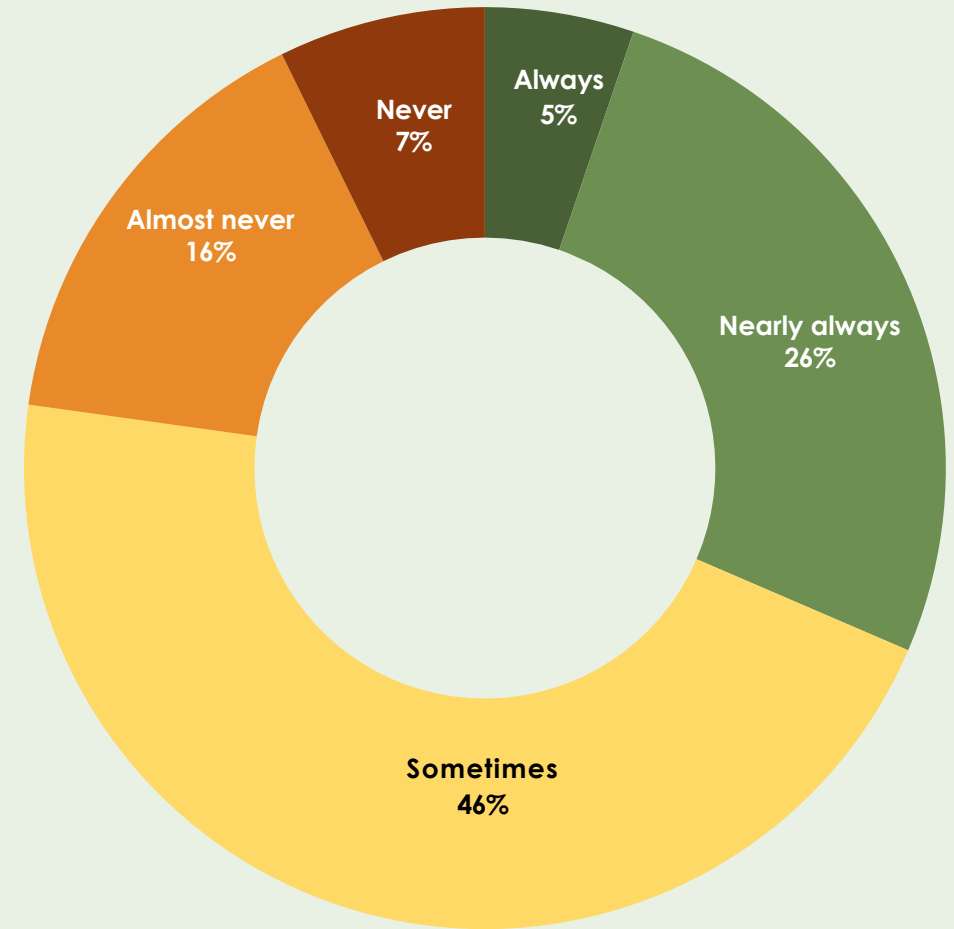


Base: 10,026. Closed question. Single answer.

# Statistics in detail

When asked **When you buy products or packaging materials, how often do you think about their environmental impact?**

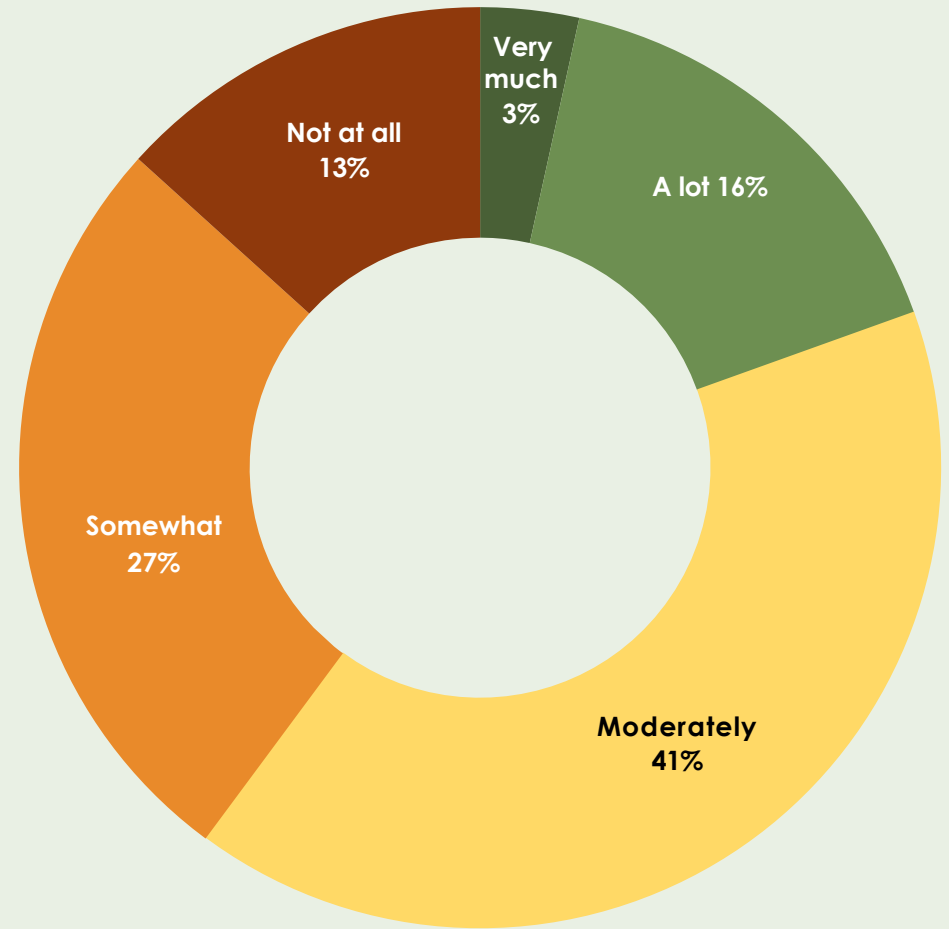
some 77 percent answered that they do think about this (green and yellow).



Base: 10,026. Closed question. Single answer.

# Statistics in detail

When asked **How much does product packaging influence your purchasing decision?** 19 percent of respondents said that it affects their decision a great deal (green) and 41 percent that it affects their decision moderately (yellow).



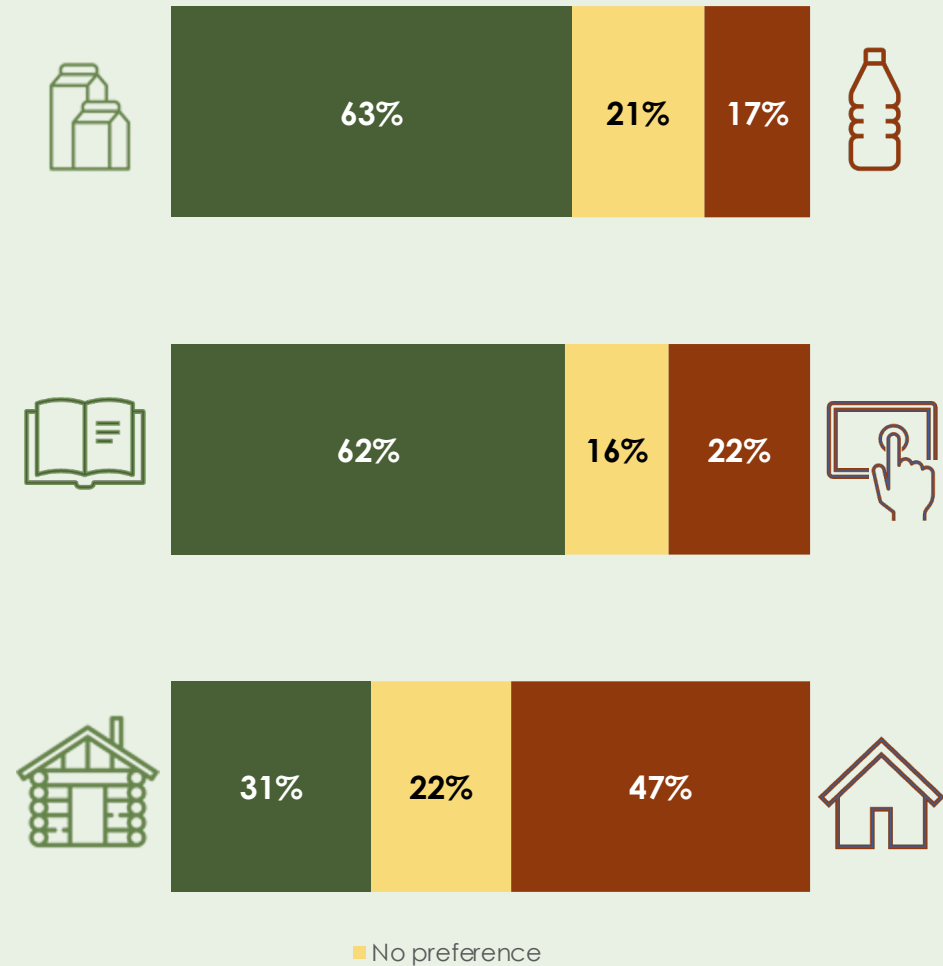
Base: 10,026. Closed question. Single answer.

# Statistics in detail

Which do you prefer:

1. Juice in paper-based packaging or in a plastic bottle?
2. To read paper books or e-books?
3. Houses built mainly of wood or concrete?

When it comes to materials for houses, more young people (54 percent) than older (39 percent) prefer concrete to wood. Sweden differs from other countries with 52 percent expressing a preference for houses built from wood.





A woman with red hair in braids, wearing a bright yellow raincoat, stands on a wooden walkway in a dense forest. A large, white, stylized number '3' is overlaid on her face, partially obscuring it. The background is filled with tall, thin trees and lush green foliage.

3

**Understanding of the forest's  
full potential is low**

A woman with red braids, wearing a bright yellow raincoat, stands on a wooden walkway in a dense forest. The walkway is bordered by a dark metal railing. The background is filled with tall, thin trees and lush green foliage.

# 65%

**believe that Europe's  
forests have shrunk in the  
last 10 years**

Source: graph page 20.

# 77%

**don't know that carbon  
continues to be stored in a tree  
after it is felled**

Source: graph page 22.

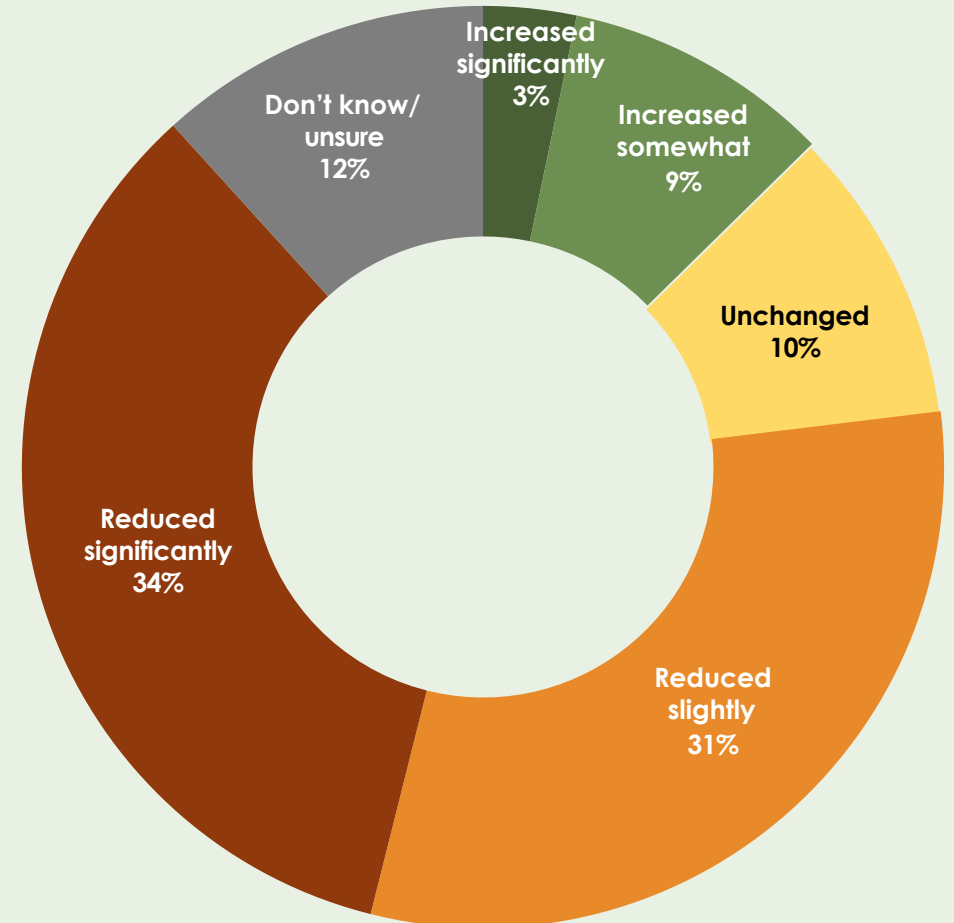
# Insight 3

- Knowledge of Europe's forest natural resources is low, both in Sweden and the rest of Europe. In general, people believe that Europe's forests are shrinking when in fact the exact opposite is true.
- Knowledge is also low when it comes to understanding that wood products continue to store carbon throughout their lifetime. Only 23 percent of respondents knew this.



# Statistics in detail

When asked **How has the area of forested land in Europe changed in the last 10 years in your opinion?** 65 percent said they thought that the area of Europe covered by forests had decreased slightly or significantly (red/orange).



Base: 10026. Closed question. Single answer.



**40%**

**Of Europe's surface area is forest**

**That's an increase of 5 percent since 2020**

Source: Eurostat.



**70%**

**of Sweden's surface area is forest**

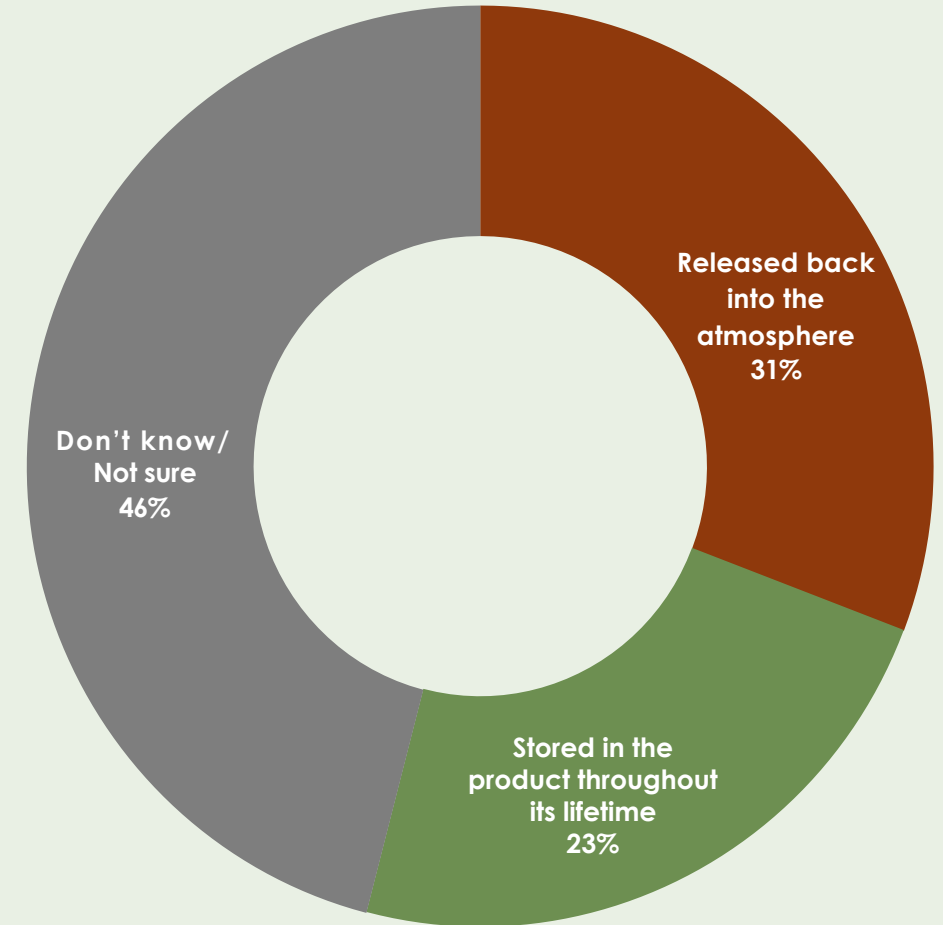
**There is twice as much wood in the Swedish forest today than there was 100 years ago**

Source: Riksskogstaxeringen.

# Statistics in detail

When asked **When trees are cut down, what do you think happens to the carbon stored in those trees?**

31 percent said they believed that carbon dioxide would be released into the atmosphere (red) and 46 percent didn't know (green). Some 23 percent replied that it is stored in the product throughout its lifetime.



Base: 10026. Closed question. Single answer.



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