



The EU Ecolabel DK key figures

Updated on Jan 1, 2020

76% of all Danes are interested in what they can do to take care of the environment²

45% of all Danes know the EU Ecolabel¹

23% of all Danes look for the EU Ecolabel when choosing products^{2(b)}



55,136
followers on social media



105,869
unique visitors to ecolabel.dk⁶

24 different product groups where companies can obtain certification⁴

97% licence holders are satisfied with the EU Ecolabel³

Top 5 product categories containing most tradenames⁵



1812
Construction materials



1239
Paper products for professional use



837
Clothing



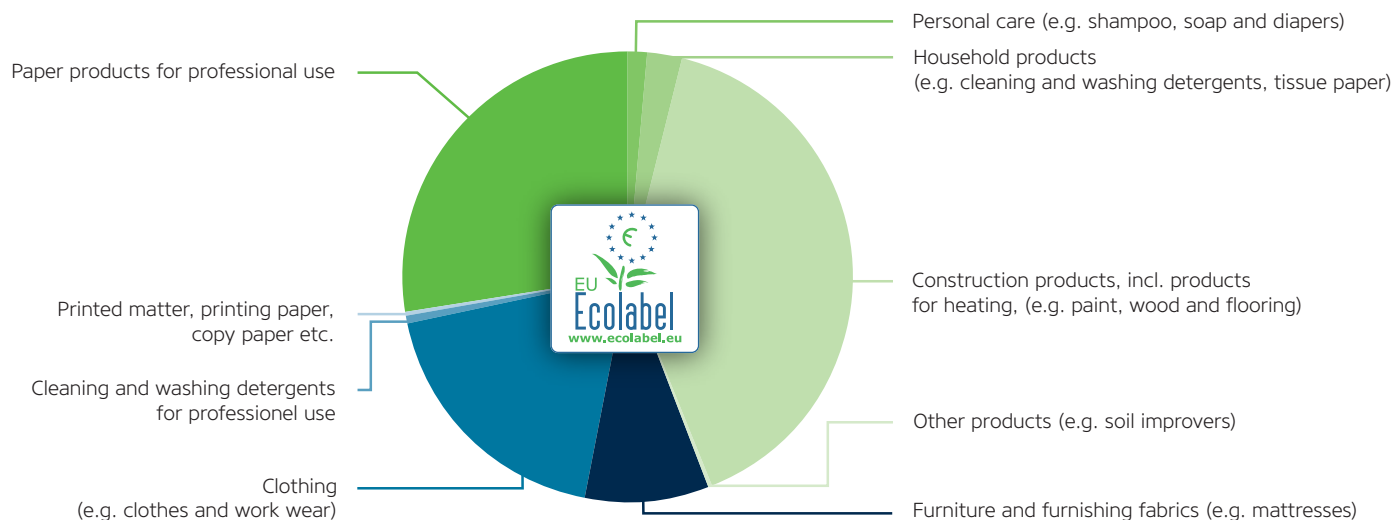
413
Furniture and home textiles



108
Household products

More than **4,500** products and services

Divided into categories in relation to trade names⁵



¹ YouGov awareness survey, Jan. 2020 ² YouGov labelling schemes, Jan. 2020 ^{2(b)} (sometimes, often or always look for the EU Ecolabel when selecting products) ³ Customer satisfaction survey Dec 2019 (satisfied or very satisfied with the EU Ecolabel) ⁴ Ecolabelling Denmark, actual set of criteria as of Jan 1, 2020 ⁵ Ecolabelling Denmark, number of licences and products registered in the Nordic. Rolling average as of Jan 1, 2020 ⁶ Google Analytics, unique annual visits, as of Jan. 1, 2020

