



# Nordic Swan Ecolabel DK key figures

Updated on Jan 1, 2020

**93%** of all Danes know the Nordic Swan Ecolabel<sup>1</sup>

**76%** of all Danes are interested in what they can do to take care of the environment<sup>2</sup>

**66%** of all Danes look for the Nordic Swan Ecolabel, when choosing products<sup>2(b)</sup>



**55,136** followers on social media



**105,869** unique visitors to ecolabel.dk<sup>6</sup>

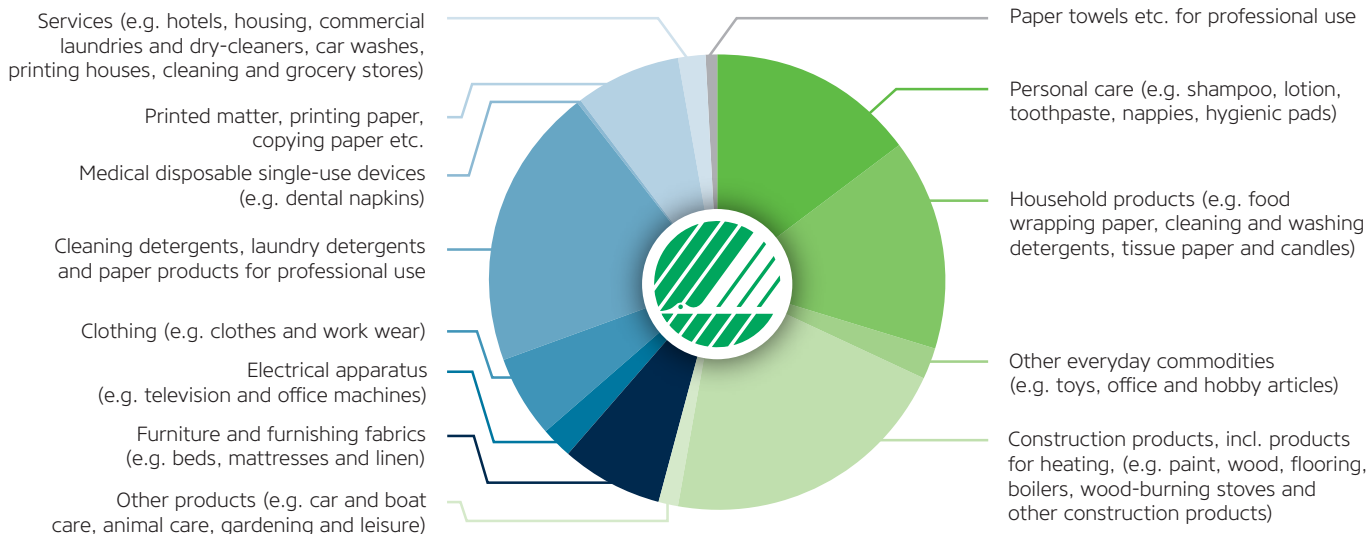
**60** different product groups where companies can obtain certification<sup>4</sup>

**96%** licence holders are satisfied with the Nordic Swan Ecolabel<sup>3</sup>

Turnover in 2018 of Nordic Swan ecolabelled products and services

## More than **16,500** products and services

Divided into categories in relation to trade names<sup>5</sup> (not including toner cartridges)



**8.7**  
**bn DKK**

Turnover (DKK billions), not including printing companies

\* Reported realised turnover from factory, i.e. not including taxes/duties and profit in the retail sector. The turnover figure does not include printing companies.

<sup>1</sup> YouGov awareness survey, Jan. 2020 <sup>2</sup> YouGov labelling schemes, Jan. 2020 <sup>2(b)</sup> (sometimes, often or always look for the Nordic Swan Ecolabel when selecting products)

<sup>3</sup> Customer satisfaction survey dec 2019 (satisfied or very satisfied with the Nordic Swan Ecolabel) <sup>4</sup> Ecolabelling Denmark, actual set of criteria as of Jan 1, 2020

<sup>5</sup> Ecolabelling Denmark, number of licences and products. Rolling average as of Jan 1, 2020 <sup>6</sup> Google Analytics, unique annual visits, as of Jan 1, 2020

Ecolabelling  
Denmark

