



Nordic Swan Ecolabel

Key figures DK - updated on May 1, 2021

94% of all Danes know the Nordic Swan Ecolabel¹

 **59,472** followers on social media

55 different product groups where companies can obtain certification⁴

74% of all Danes are interested in what they can do to take care of the environment²

 **156,472** unique visitors to ecolabel.dk⁶

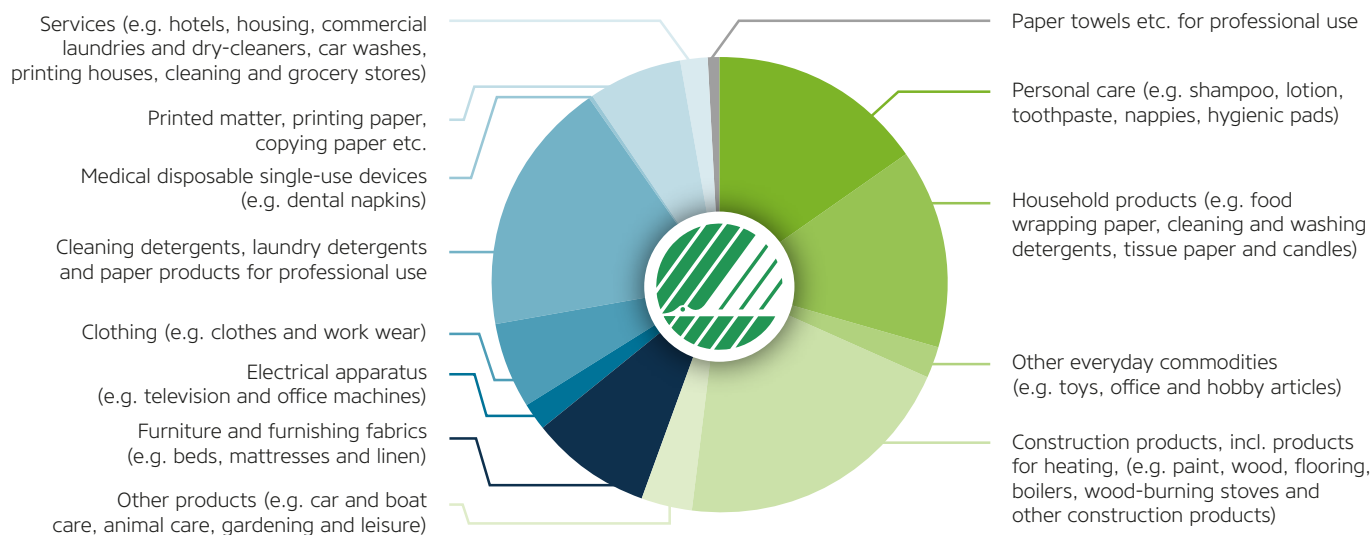
94% of Danish licence holders are satisfied with the Nordic Swan Ecolabel³

63% of all Danes look for the Nordic Swan Ecolabel, when choosing products^{2(b)}

Turnover in 2018 of Nordic Swan ecolabelled products and services

More than 19,000 products and services

Divided into categories in relation to trade names⁵ (not including toner cartridges)



9.1 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.

¹ YouGov awareness survey, Jan. 2021 ² YouGov labelling schemes, Jan. 2021 ^{2(b)} sometimes, often or always look for the Nordic Swan Ecolabel when selecting products

³ Customer satisfaction survey dec 2020 (satisfied or very satisfied with the Nordic Swan Ecolabel) ⁴ Ecolabelling Denmark, actual set of criteria as of May 1, 2021

⁵ Ecolabelling Denmark, number of licences and products. Rolling average as of May 1, 2021 ⁶ Google Analytics, unique annual visits, as of May 1, 2021

