



Sustainable paper increases the potential of printed advertising

- European consumers trust printed communication, new research shows
- One in three consumers feel paper from sustainable forests is important
- Shift from print to digital could have negative impact on consumer spending

A steady drop in printed communication doesn't reflect what consumers want. To them, flyers, direct mail and brochures play an important role in their decision-making process.

This is a key point in the German study – *Prospektmonitor 2025*. Similar conclusions can be found in research from the UK and the Netherlands. In fact, the Dutch study shows that shifting to digital can decrease how much consumers spend in a shop and how frequently they visit.

In the German study, 78 per cent of those surveyed read brochures on a regular basis. By comparison, only 40 per cent read newspapers.

Data from the UK shows similar trends. In JICMAIL's Q4 report, the proportion of people who interacted with direct mail and leaflets was 77 per cent.

"The study by IFH Media Analytics shows that printed brochures continue to be a key medium for communicating offers, and have not lost any of their relevance despite the rise of digital media," says Dirk Götz, Manager Sales Operations Central Europe at Holmen Board and Paper. "Especially due to the flood of digital content, it is difficult for individuals to keep track of good offers and reputable content."



Sustainability a Key Factor

Another important take-away from Prospektmonitor 2025 is how consumers view printed communication from a sustainability perspective. One important reason why companies have shifted from print to digital is a fear of being perceived as less caring about the environment.

However, the German study shows that 48 per cent of those interviewed consider printed material sustainable when it's made from recycled paper. And for 35 per cent, the same is true when the paper is made of wood from sustainable forests.

The research validates Holmen's strategy of manufacturing paper from sustainably managed forests.

"I am proud to say that Holmen can offer valuable solutions that are not only sustainable, but also have the best price-performance ratio, this means that printed communication remains an economically viable option for our customers," says Dennis Hansson, Sales Director – Graphical Segment.

Long-term Partnership with Sustainable Edge

The majority of consumer-facing companies would benefit from increasing their printed

communication. Consumers want it, and the benefits are clear also from an environmental perspective.

But in order for this to happen, brands and printers will require long-term partnerships with manufacturers. Also, the paper produced has to meet the highest possible sustainability criteria.

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About Holmen Board and Paper

Holmen specialises in paperboard and paper products made using fresh fibre from sustainably managed forests. This creates products with superior strength, flexibility and visual qualities – for everything from books, magazines and advertising to packaging for cosmetics, electronics, food and transport. Our market-leading solutions are perfect for conscious brands that value premium quality and close partnerships. Production and processing are based in Sweden and the UK.

