



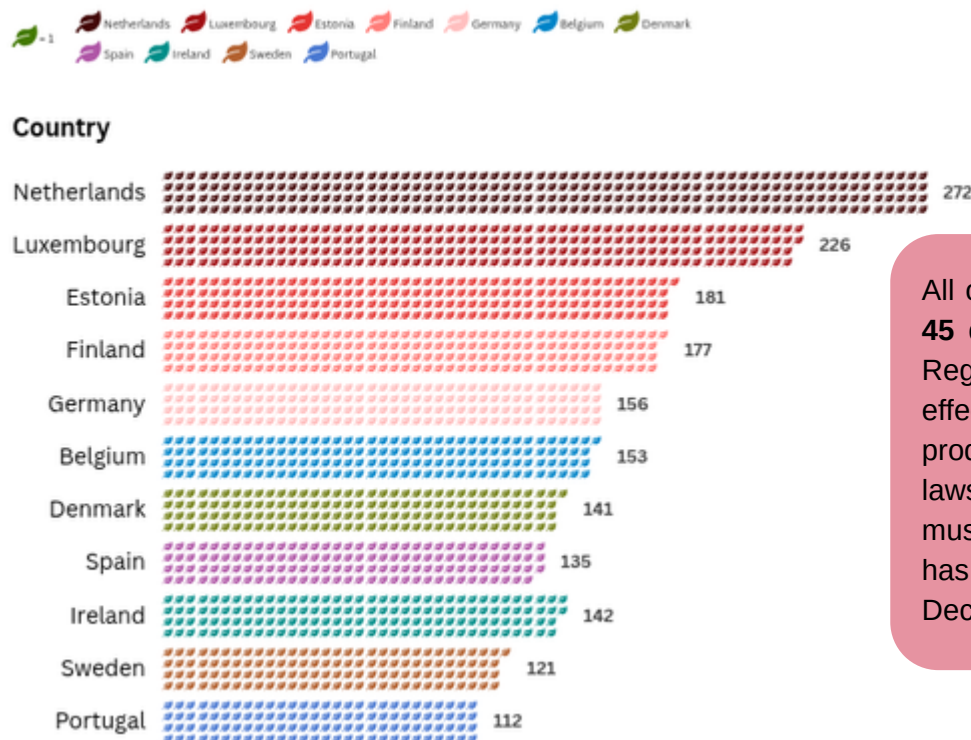
MEDIA BRIEFING

November 2025

New WWF analysis: A hundred trees lost every minute due to EU consumption

New research commissioned by WWF EU reveals that EU consumption of soy, palm oil, cocoa, coffee, industrial roundwood, cattle meat and products, and rubber led to the clearing of 149 million trees worldwide between 2021 and 2023. **This averages to a hundred trees lost every minute due to EU demand, totalling nearly 50 million trees annually. The EU deforestation regulation would prevent that from happening in the future.**

Annual EU tree footprint per capita consumption, trees per 1000 citizens



All of this could end in **less than 45 days** if the EU Deforestation Regulation (EUDR) comes into effect. To access the EU market, products must comply with the laws of their country of origin and must prove that the land used has not been deforested since December 2020.

Specifically, chocolate consumption is linked to the loss of more than 10 million trees each year, while beef and leather contribute to another 10 million. EU palm oil use results in the removal of over 6 million trees annually. Additionally, over 6.4 million trees are destroyed yearly through soy used in animal feed, which ends up in foods like fish, cheese, and eggs. Even EU coffee consumption accounts for more than 3 million trees lost each year.

Germany 'eats' the most trees overall, the Netherlands does so per capita

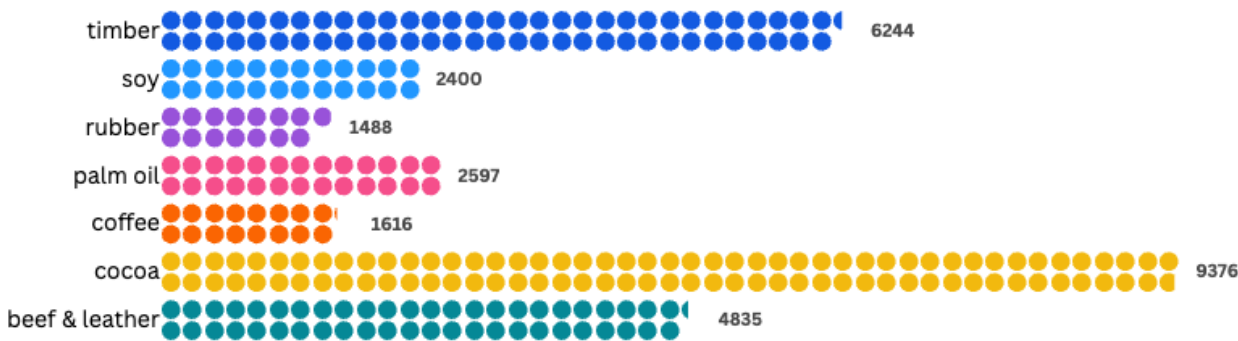
The data estimates the footprint of end products consumed in each EU country, giving a good representation of where the final consumption footprint lies after trade and transformation along sometimes complex supply chains. German consumption leads to the definitive loss of 13 million trees per year on average (36,678 ha), followed by Spain (6.5 Mio trees, 17,516 ha) and France (6.3 Mio trees, 17,385 ha).

Countries in comparison

Data for 2023, Germany
hectares of deforestation linked to consumption

Hectares ● = 100

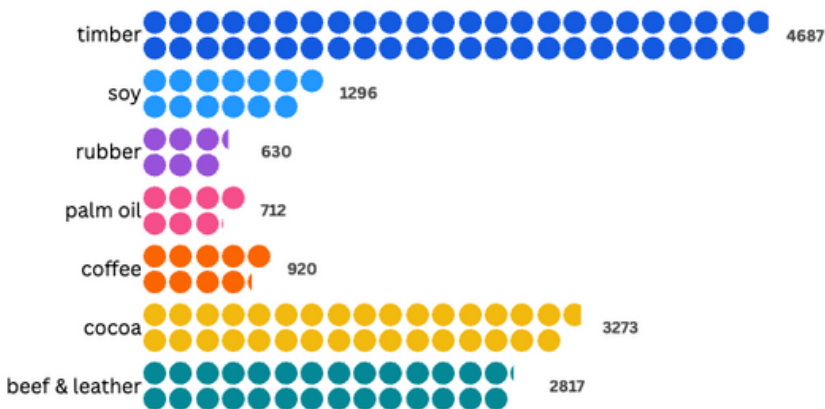
Product



Data for 2023, France
hectares of deforestation linked to consumption

Hectares ● = 100

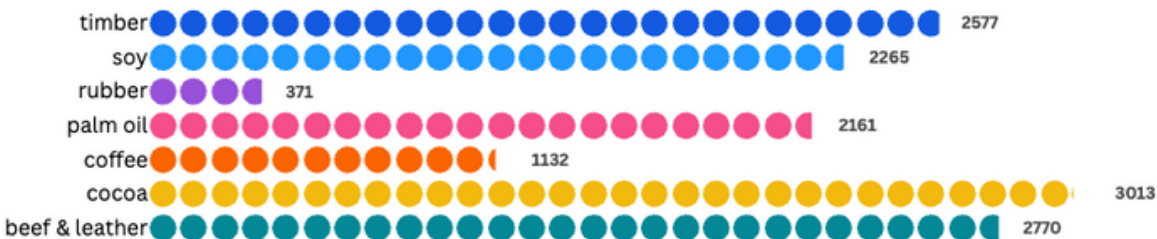
Product



Data for 2023, Spain
hectares of deforestation linked to consumption

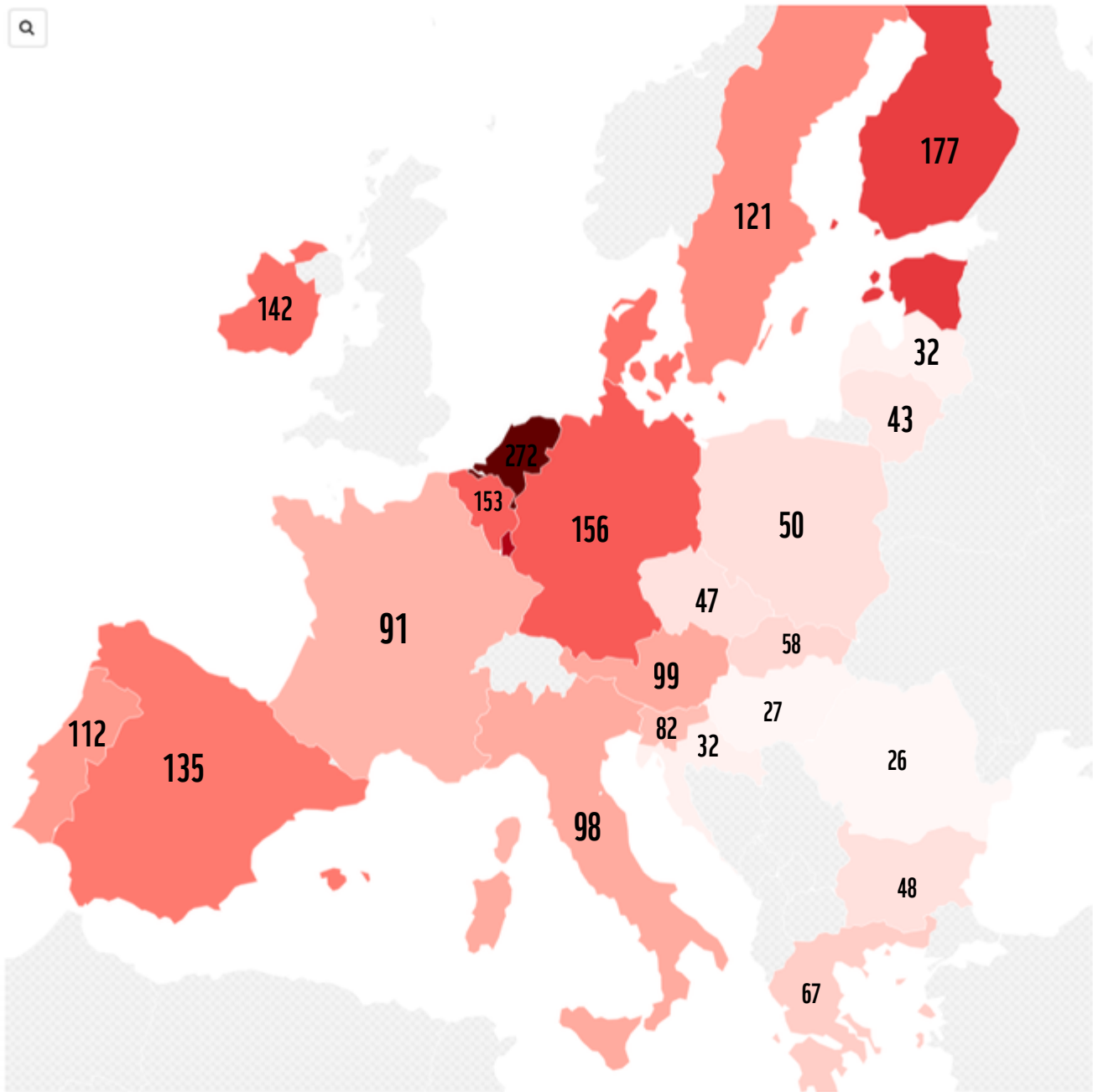
Hectares ● = 100

Product



Tree consumption footprint in EU countries per capita

26  272



Source: [World Bank \(boundaries\)](#), [Simple maps \(points\)](#)

At individual or per capita level, it is the Dutch consumers that unwittingly 'eat' most trees per year in everyday products - 272 trees per 1000 citizens annually, followed by Luxembourg (226 trees / 1000 citizens annually) and Finland (177 trees per 1000 citizens annually). Denmark, who currently holds the Council Presidency, has an overall tree footprint of 0.8 Mio trees annually, and a per capita footprint of 141 trees per 1000 citizens, ranking 12th and 7th respectively.

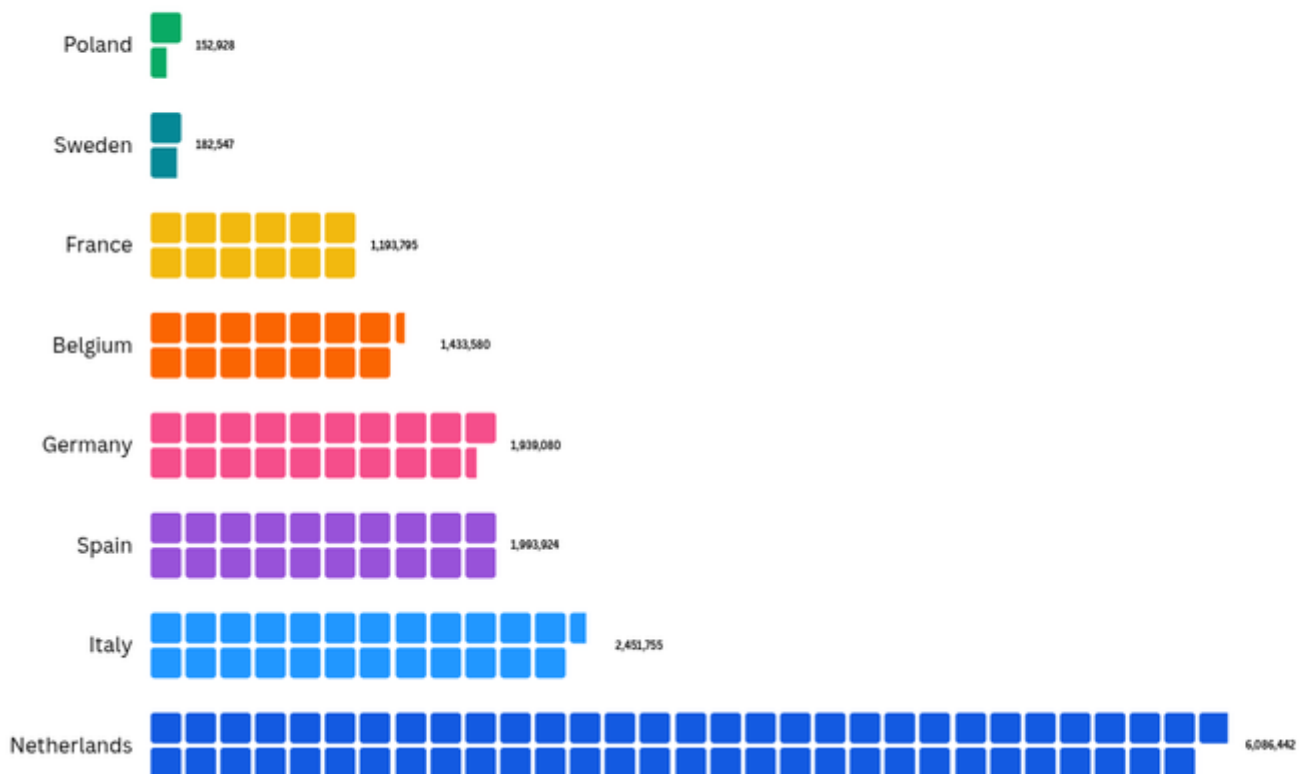
Carbon emissions, the cost of a one-year delay to EU deforestation regulation

For the EU as a whole, a one-year delay to the EU deforestation regulation could amount to **16.8 million tonnes of imported greenhouse gas emissions. It would be like if all residents of London flew to New York three times a year.** The overall number of carbon emissions is likely to be higher, considering the increase in imports foreseen based on historic trends, and could amount to an additional 17.4 million tonnes CO₂e of imported greenhouse gas emissions.

Data for 2026, additional imported greenhouse gas emissions due to 1 year EUDR delay

■ = 100,000

Importing country



*Data obtained by WWF US in partnership with AdAstra Sustainability, a solutions provider that has published open data on land use change emissions.

To extract this data, we explored the carbon emissions each importing EU Member State is responsible for emitting with its purchases, looking at typical volumes of EUDR commodities traded between producing and importing countries.

To put this in perspective, for the Netherlands, these additional imported emissions due to the delay of EUDR are equivalent to about 4% of the country's total consumption-based emissions.

The cumulative avoided greenhouse gas emissions from EUDR implementation up to 2035 would be 387 million tonnes considering forecasted increasing imports, **the equivalent of permanently shutting down around eight major coal plants.**

EUDR TIMELINE & Milestones

**December
2020**

The #Together4Forests campaign mobilises 1.2 million citizens, calling for a strong EU anti-deforestation law.

**November
2021**

European Commission proposes the EU Deforestation Regulation (EUDR).

**December
2022**

EU leaders strike a final deal, sealing the Regulation.

June 2023

EUDR enters into force.

Governments of major exporters (e.g., Indonesia, Brazil) and EU member states (led by Austria, Luxembourg) voice opposition, call for delays, opposing the law.

**2023 -
2025**

EUDR deadline for application is delayed for one year.

**December
2024**

European Commission quietly launches “Call for Evidence” on reducing administrative burdens within environmental laws.

**July
2025**

EU Environment Commissioner Jessika Roswall notifies Parliament and the Danish Presidency of plans to push back the law once more, blaming “IT problems”.

**September
2025**

EU Environment Commissioner Jessika Roswall presents a new EC proposal on EUDR, which includes simplification procedures and a six-month penalty delay.

**October
2025**

**December
2025**

Application deadline for medium and large companies.

June 2026

Application deadline for micro and small businesses.



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