



# SEARCHING FOR ECOLABELS

A Mystery Shopping Exercise in  
Supermarkets across Europe



Published: October 2025

## Contacts

**BEUC:** [sustainability@beuc.eu](mailto:sustainability@beuc.eu)

**EEB:** [circularteam@eeb.org](mailto:circularteam@eeb.org)

**Design:** [Viola Madau](#)



### About BEUC

BEUC is the umbrella group for 45 independent consumer organisations from 32 countries. Our main role is to represent them to the EU institutions and defend the interests of European consumers. Our acronym originates from our French name, 'Bureau Européen des Unions de Consommateurs'. Our daily work involves making sure the EU takes policy decisions that improve the lives of consumers. More information at: [www.beuc.eu](http://www.beuc.eu)



### About the EEB

The European Environmental Bureau (EEB) is Europe's largest network of environmental citizens' organisations. We bring together over 190 member organisations from 41 countries. Together, we work for a better future where people and nature thrive together. To learn more, please visit: [www.eeb.org](http://www.eeb.org)

## Contributing organisations

Consumatori Italiani per l'Europa, Consumentenbond, Cyprus' Consumers' Association, DECO, EKPIZO, Tudatos Vásárlók Egyesülete, Forbrugerrådet Tænk, Forbrukerrådet, KEPKA, UFC Que Choisir, Spoločnosť ochrany spotrebiteľov, German Environment Agency & RAL gGmbH, Zveza Potrošnikov Slovenije



Co-funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.

# SUMMARY

**People care about the impact of what they buy. But how easy is it to find sustainable products across Europe? We ran a mystery shopping exercise in 13 countries to find out.**

This report presents the results of a supermarket check conducted by The European Consumer Organisation (BEUC) and the European Environmental Bureau (EEB), together with 12 national consumer organisations and one national ecolabel competent body<sup>1</sup>.

We investigated the availability and price of products carrying the EU Ecolabel and equivalent national and regional labels run by governmental bodies. These labels aim to reduce the ecological footprint of products through their entire life cycle – from design and manufacturing to use, recycling and disposal.

The test provides a snapshot assessment – rather than an exhaustive overview – of how easy it is for consumers to buy ecolabelled products in selected supermarkets in different EU countries.

It was conducted in Belgium, Cyprus, Denmark, France, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Portugal, Slovakia, and Slovenia. Alongside the EU Ecolabel, the labels considered were the Scandinavian Nordic Swan, the German Blue Angel, and the Austrian Ecolabel.

The results show that the availability of ecolabelled products varies widely across countries. Buying eco-friendly products is much easier in Scandinavia than in other regions. The good news is that, in most countries, ecolabelled products are cheaper than their non-ecolabelled counterparts.

The report concludes with recommendations for retailers and policymakers to increase the offer of products with the EU Ecolabel and equivalent labels and make the sustainable choice the easy choice for consumers.

**1 Consumer organisations:** *Consumatori Italiani per l'Europa, Consumentenbond, Cyprus' Consumers' Association, DECO, EKPIZO, Tudatos Vásárlók Egyesülete, Forbrugerrådet Tænk, Forbrukerrådet, KEPKA, UFC Que Choisir, Spoločnosť ochrany spotrebiteľov, Zveza Potrošnikov Slovenije,*

**Ecolabel competent body:** *German Environment Agency & RAL gGmbH*

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# SEEKING GREENER PRODUCTS:

## *the need for trustworthy ecolabels*

When you go shopping, how do you decide which products to buy? Do you try taking sustainability into account?

Many people wish to shop sustainably but face difficulties doing so. There are just too many wrong or misleading green advertisements which confuse consumers and decrease their trust in green claims.

A recent survey<sup>2</sup> revealed that 35% of respondents believe environmental claims and labels have been verified by a public authority or by an independent private third-party. Yet, in most cases, this is not true. According to the European Commission, 53% of green claims give vague, misleading or unfounded information, and half of sustainability labels in the EU lack independent verification<sup>3</sup>.

### **Trustworthy ecolabels:** *our guide to more sustainable options*

Robust ecolabels are part of the solution: they are reliable signposts for consumers to be able to see at one glance that a product meets extensive environmental and health requirements.

The [EU Ecolabel](#) is the EU-wide voluntary sustainability label for non-food products and services, managed by the European Commission and Member States. Established in 1992, the EU

Ecolabel has almost 35 years of experience in rewarding frontrunner companies for their best-in-class products. It sets strict environmental and health requirements for all stages of the product life cycle. Consumers can find it on a wide range of products and services, from detergents and paints to paper products, textiles, and even hotels and camping sites.



Some national or regional ecolabels run by governmental bodies are equally trustworthy. There is the [Nordic Swan](#) from the Scandinavian countries, the [Blue Angel](#) from Germany, and the [Austrian ecolabel](#) which are reliable guides for



<sup>2</sup> [Great Green Maze](#), 2023, survey conducted in 16 countries by BEUC and International Consumer Research & Testing with the support of 16 consumer groups.

<sup>3</sup> [Green Claims](#). European Commission

Unlike non-certified green claims, these ecolabels are thoroughly checked. Manufacturers can only use them after a national authority has verified that the product fulfils strict requirements. Their criteria are public, developed and regularly updated in a process involving governments, industry, retailers, consumer organisations and environmental NGOs.

#### ***Finding ecolabelled products***

For consumers to be able to choose a more sustainable, ecolabelled option, these products must be available and affordable. An EU-wide survey<sup>4</sup> revealed that among the 10% of respondents who say they never buy products with the EU Ecolabel, the main reported barrier is that they cannot find them, or that they expect them to be too expensive.

Retailers have a crucial role to play in making sustainable options available and ensuring that what is marketed as green or sustainable is truly so. They decide which products are on offer in their stores, and they have the power to select more sustainable suppliers or develop their own-brand products certified with reliable ecolabels.

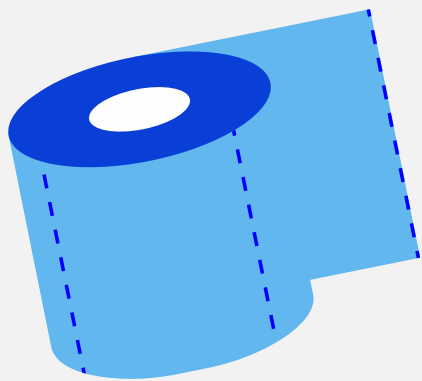
#### ***The EU is tightening its rules against greenwashing***

A new EU Directive on [Empowering Consumers for the Green Transition](#) is under way. It will ban several common greenwashing practices. For example, broad claims such as 'eco' or 'green' will only be allowed if the product demonstrates top environmental performance through the EU Ecolabel or an equivalent official ecolabel. Another soon-to-be banned practice is suggesting that a product as a whole is environmentally friendly, when only one aspect of it – such as its packaging – has been improved. Moreover, all sustainability labels will need to be based on an independent and third-party verified certification scheme.

Member States are in the process of implementing the new EU requirements into national law which will enter into force in September 2026.

On top of this, negotiations on the Green Claims Directive are still ongoing which would introduce mandatory substantiation and verification rules for all green claims and environmental labels.

**This is why we asked ourselves: are retailers getting ready for the new rules? What do consumers find when they go to the supermarket? Is it possible to shop for products with the EU Ecolabel or equivalent ecolabels? Is it really more expensive? And is it easier for consumers to buy sustainably in some countries than in others? With this mystery shopping exercise in several European countries, we aim to shed some light on these questions.**



# WHAT IS MYSTERY SHOPPING?

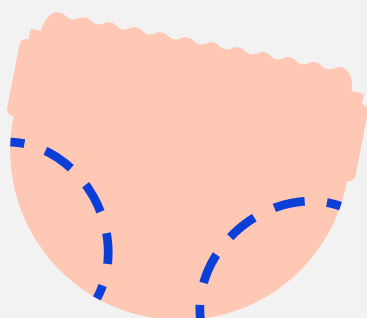
Mystery shopping is a supermarket check that relies on briefed individuals - so-called 'mystery shoppers' - who visit stores as if they were typical consumers. However, instead of doing their personal shopping, they assess the product offering according to a defined list of questions.

*While the EU Ecolabel is relevant on a wide range of consumer products and services, for this exercise, we focused on four product groups:*

- Toilet paper
- Body lotions
- Nappies
- All-purpose cleaners



The test was carried out in 13 countries. In each country, three large supermarket chains where many consumers will typically do their shopping were selected. In most cases, two stores per chain were visited: one large and one small; except for supermarket chains with largely identical offer in all stores.



Data collection was conducted by BEUC, the EEB, 12 of BEUC's members, national consumer organisations<sup>5</sup>, and the German ecolabel competent body<sup>6</sup>, between June and August 2025. In total, mystery shoppers visited 73 supermarkets from 31 different supermarket chains across Belgium, Cyprus, Denmark, France, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Portugal, Slovakia and Slovenia.

During their visits, mystery shoppers recorded all available products in each category, noting whether they were certified with the EU Ecolabel or an equivalent national or regional ecolabel<sup>7</sup>, the price, and any observations on how products were offered or marketed - e.g., whether ecolabelled products were given extra visibility. Based on these findings, we calculated the share of ecolabelled products available, as well as their average price compared to that of non-ecolabelled alternatives.

This approach provides a snapshot of what consumers encounter in supermarkets across Europe. It is not a fully representative analysis. Instead, it offers the perspective of a typical consumer visiting a store on a given day looking for products carrying the EU Ecolabel or equivalent ecolabels and reveals what they might find.

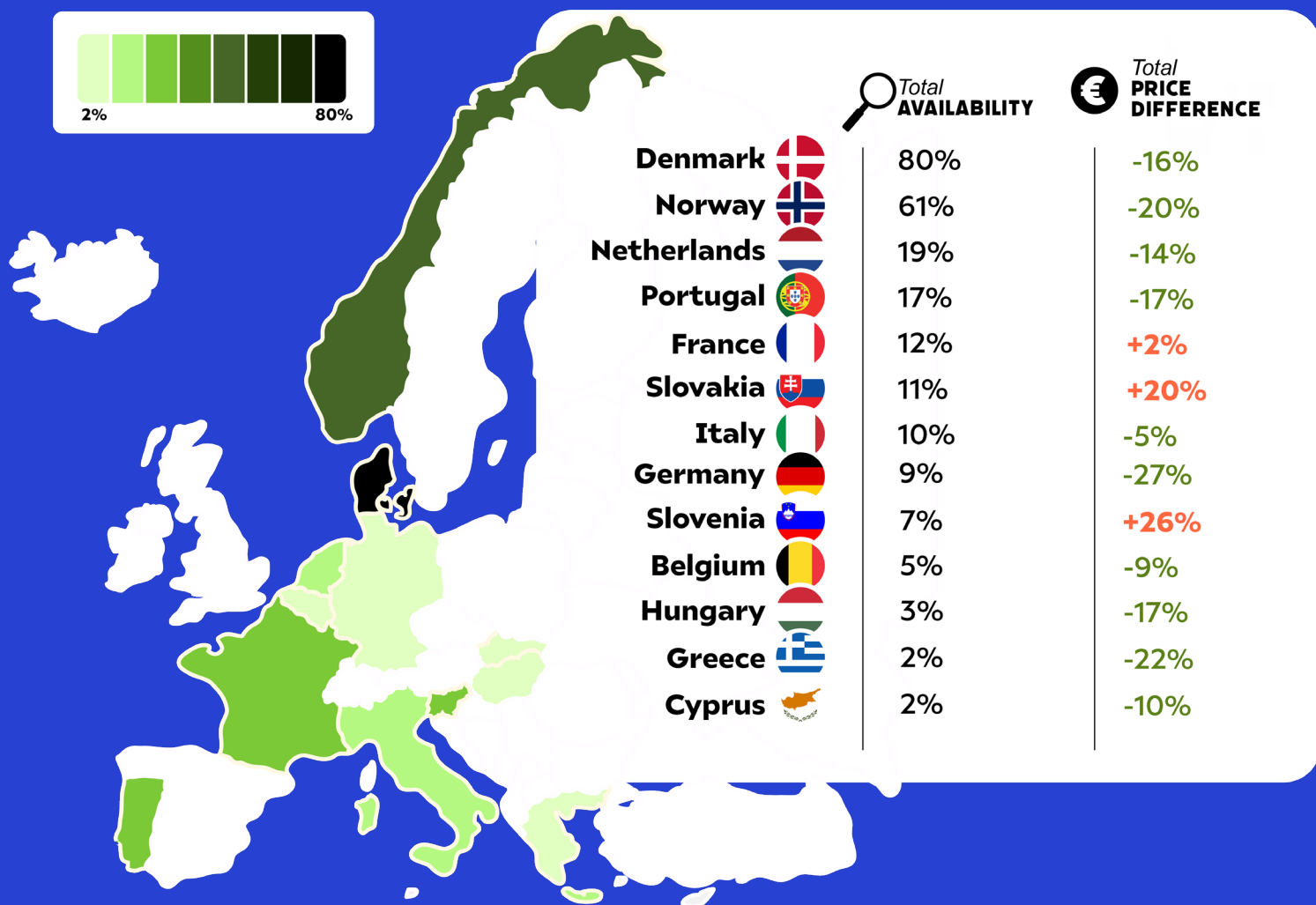
<sup>5</sup> Consumatori Italiani per l'Europa, Consumentenbond, Cyprus' Consumers' Association, DECO, EKPIZO, Tudatos Vásárlók Egyesülete, Forbrugerrådet Tænk, Forbrukerrådet, KEPKA, UFC Que Choisir, Spoločnosť ochrany spotrebiteľov, Zveza Potrošnikov Slovenije

<sup>6</sup> German Environment Agency and the RAL gGmbH

<sup>7</sup> A [study commissioned by the European Commission](#) in 2017 analysed further national and regional European ecolabels. In our mystery shopping, we included all ecolabels that this study found to be comparable to the EU Ecolabel in terms of criteria and governance.

# WHAT DID WE FIND?

*the results at a glance*



**AVAILABILITY:** the share of products with the EU Ecolabel or equivalent national ecolabels among all products found in the supermarkets in the product groups of interest.

**PRICE DIFFERENCE:** The average price of ecolabelled products compared to the average price of the non-ecolabelled products.

Whether it is easy or even possible to shop sustainably depends on the country. In Scandinavian countries, ecolabelled products are the norm, not an exception. In other countries, consumers have to search very hard to find any ecolabelled products at all. The share of products certified with the EU Ecolabel or an official national ecolabel ranges from 80% in Denmark to 2% in Cyprus. The low availability of ecolabelled products in countries like Cyprus in Greece stands in contrast to EU wide findings which show citizens in these countries care about the impact of their consumption too. In a 2024 survey<sup>8</sup>, Greek and Cypriot respondents were even more concerned than the EU average about the impact harmful chemicals in everyday products have on the environment and their health.

## The good news is: ecolabelled products are in fact comparably affordable.

In ten countries, they are on average between 9% and 27% cheaper than their non-ecolabelled counterparts.

In France, there is almost no difference. Only in Slovenia and Slovakia, consumers have to pay considerably more for the greener choice.

When prices are competitive it is often because the supermarket has certified its own-brand product with an ecolabel and offers it at a low price. The more expensive ecolabelled products, instead, are often offered by independent brands.

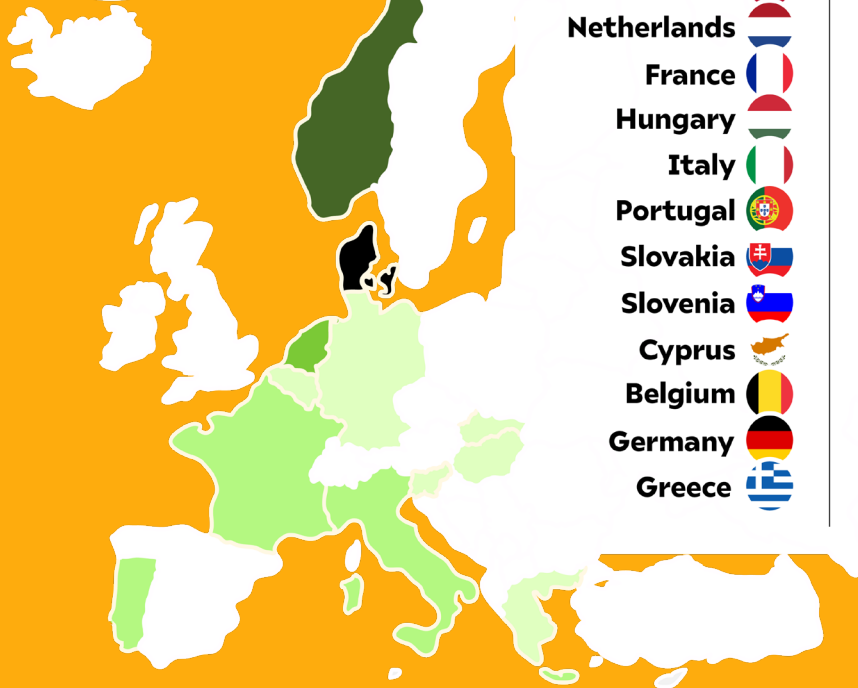
Within the same country, availability and price difference also vary by product group and by supermarket.

<sup>8</sup> [Eurobarometer, 2024, Attitudes of Europeans towards the environment](#)





## All Purpose Cleaner



Denmark	
Norway	
Netherlands	
France	
Hungary	
Italy	
Portugal	
Slovakia	
Slovenia	
Cyprus	
Belgium	
Germany	
Greece	

Total  
AVAILABILITY

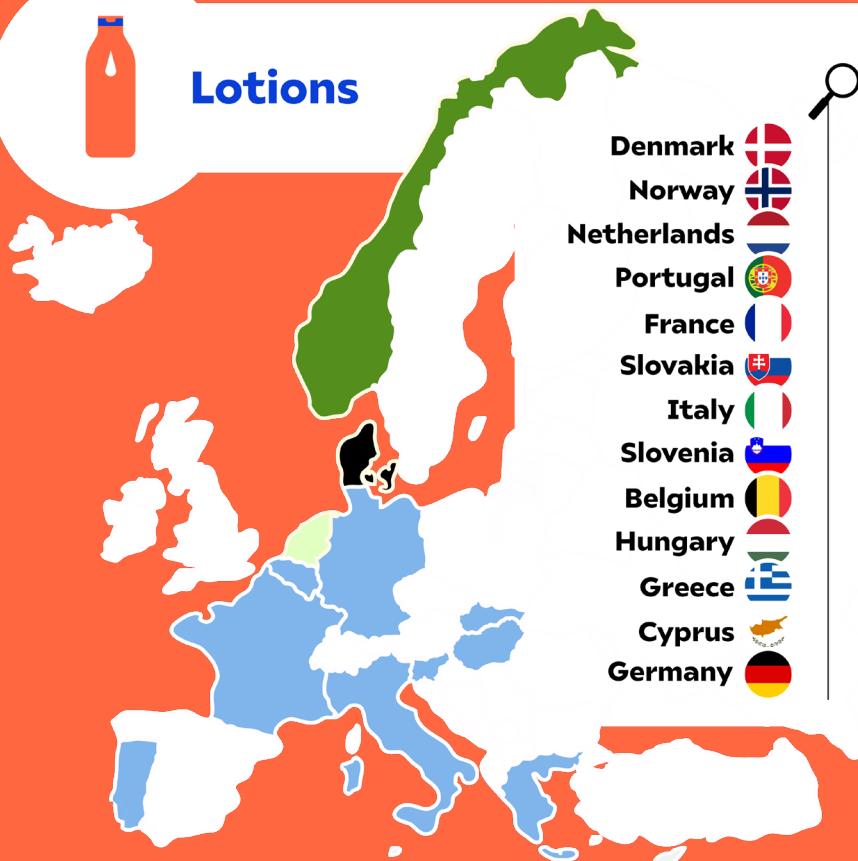
81%  
56%  
15%  
14%  
13%  
12%  
10%  
10%  
9%  
7%  
5%  
4%  
3%

Total  
PRICE  
DIFFERENCE

+13%  
-33%  
+1%  
-25%  
-12%  
-19%  
-23%  
-34%  
+84%  
-10%  
+10%  
-22%  
-34%



## Lotions



Denmark	
Norway	
Netherlands	
Portugal	
France	
Slovakia	
Italy	
Slovenia	
Belgium	
Hungary	
Greece	
Cyprus	
Germany	

Total  
AVAILABILITY

55%  
12%  
9%

Total  
PRICE  
DIFFERENCE

-34%  
+29%  
-5%



NONE  
FOUND

***In most countries, ecolabelled options are cheaper than conventional products in all product groups.*** In the few cases where they are more expensive, this reflects a comparison with the average price of non-ecolabelled products: the ecolabelled products fall in the upper price range, but they are still cheaper than non-ecolabelled alternatives from leading brands.

**All-purpose cleaners are the only product group in which ecolabelled options were found in all countries in at least one supermarket.** In contrast, body lotions are the category with the lowest availability of options certified with the EU Ecolabel and equivalent labels. Only in Denmark, Norway and the Netherlands did mystery shoppers find ecolabelled body lotions with the Nordic Swan. This shows that reliable ecolabels and particularly the EU Ecolabel are still lacking uptake on body lotions in many countries.

The lack of body lotions certified with the EU Ecolabel is unfortunate for two reasons. First, it limits consumers' ability to choose more environmentally friendly creams. Second, in addition to guaranteeing a lower ecological footprint, the EU Ecolabel restricts hazardous substances, ensuring that products carrying the label are also better for our health. For body lotions, which are absorbed through the skin, ecolabelled options would be particularly valuable, allowing consumers to choose greener while also protecting their health from exposure to hazardous chemicals.





# THE DO'S AND DON'TS

## *Good practices identified in supermarkets*

Many supermarket chains certify some of their own-label products with the EU Ecolabel or Nordic Swan. This provides consumers with at least one ecolabelled option.

However, some supermarkets go even further. Albert Heijn in the Netherlands and Pingo Doce and Auchan in Portugal certify almost all own-label toilet paper with the EU Ecolabel, not just one “eco version”. This is desirable from an environmental perspective, and offers consumers more ecolabelled options to choose from, e.g. in terms of the quality or size of the product.



In a few cases, the ecolabel is also indicated on the price tag, making it easier for consumers to find the certified option when scanning the shelves.



A special offer of EU Ecolabel toilet paper was found at the entrance of a Rema 1000 store in Denmark, giving consumers an extra incentive to buy ecolabelled products thanks to the high visibility and price promotion.



Some supermarkets have a section or aisle specifically dedicated to more eco-friendly products. This is a good practice when the section is given prominent visibility, so that the products are easier to find.

Ideally, the ecolabelled products should be featured among the conventional products too, to ensure consumers shopping only there can still find ecolabelled options and compare prices more easily.



## What could be improved

To meet the demand for more sustainable products and help consumers who care about the impact of what they buy, supermarkets should increase the offer of ecolabelled products and, most importantly, offer at least one option with an ambitious label like the EU Ecolabel. It is particularly disappointing for consumers when no single ecolabelled option is available.

Besides, ecolabels should be clearly visible: in a few cases, supermarkets did offer ecolabelled products, but the labels were not visible at first sight – because they were only printed on the side of the packaging or hidden by an extra box.







When a supermarket chain operates in more than one country, it should also ensure that the availability of ecolabelled products is consistent across markets where the same products are sold. Currently, some supermarkets active in several countries adjust their product offer per market.

While this is understandable in some respects, it is unfortunate that it also applies to ecolabelled products. For example, Carrefour offers an ecolabelled own-brand all-purpose cleaner in France, but not in Belgium. Similarly, the same brand and product do not always carry the EU Ecolabel across countries.

Finally, supermarkets should avoid exaggerated or unfounded green claims.

Our mystery shopping found many products marketed as 'green' even though the claim referred only to one single aspect, such as recycled content in the packaging.

We also observed generic green claims that were not supported by an ecolabel. Such practices of exaggerated or unsubstantiated green advertising will soon be prohibited by new EU rules.



# OUR RECOMMENDATIONS TO MAKE THE ECOLABELLED CHOICE THE EASY CHOICE

Our mystery shopping exercise highlights the uneven availability of ecolabelled products across Europe, as well as the power retailers hold to make a difference.

Supermarkets play a key role in ensuring the most sustainable products are available, visible, and affordable to consumers. In short, retailers can decide based on their assortment strategy which products to make available to consumers. They can create the conditions that make choosing the EU Ecolabel – or an equivalent scheme – the easy choice.

## *What supermarkets can do*

- Certify their own-brand products with the EU Ecolabel or an equivalent ambitious ecolabel and distinguish themselves as frontrunners in offering sustainable products.
- Require their suppliers of products to certify these with a reliable ecolabel too.
- Display ecolabelled products in a way that they are visible and easy to find.
- Increase consumers' recognition of the EU Ecolabel and equivalent ecolabels through price promotion (in agreement with manufacturers) and dedicated shelves for ecolabelled products.
- Offer ecolabelled products consistently across the national markets they operate in.

## *What's in it for supermarkets?*

Offering ecolabelled products is a [win-win](#) for both consumers and retailers. For supermarkets, this means they can:

- Provide consumers with trusted sustainable products.
- Bridge the gap between demand and supply of ecolabelled goods, especially in countries where availability is still low.
- Make sustainability reporting easier, for instance through reliable and comparable indicators addressing the offer of EU Ecolabel products.
- Rely on the EU Ecolabel as an ecolabel that is recognised and available in all European countries to easily offer their certified products across borders in the European single market.
- Ensure compliance with consumer law prohibiting unfair practices such as misleading green claims, and stay ahead of future green advertising rules. To ensure consumers' trust, EU decision makers are tightening the requirements for companies to communicate about the green credentials of their products. Bearing the EU Ecolabel is one option to support green claims. Now is the time for companies to scrutinise their green advertisement. By certifying products with the EU Ecolabel, they can be confident that they are on the safe side.

## How can public authorities and policymakers help?

Support the EU Ecolabel and regional ecolabelling schemes with sufficient resources to extend the labels to more product groups and promote their uptake. At EU level, the Commission should increase resources to develop the EU Ecolabel scheme further, in synergy with work on ecodesign requirements in the same product categories. The EU Ecolabel should also be linked to support further EU sustainability initiatives, e.g. in the upcoming Consumer Agenda and Circular Economy Act.

Stimulate demand for ecolabelled products through green public procurement. When public tenders set green requirements and accept the EU Ecolabel or equivalent schemes as a proof of compliance, they create strong incentives for producers to certify their products. This, in turn, increases the supply of ecolabelled products and improves availability for consumers.

Reinforce action against greenwashing, rewarding genuine sustainability efforts. Public authorities should dedicate more resources to market surveillance bodies so they can properly enforce existing anti-greenwashing rules in the EU Directives on Unfair Commercial Practices and Empowering Consumers for the Green Transition. To go further, policymakers should adopt the pending Green Claims Directive to ensure that only substantiated and pre-approved green claims and labels appear on the market.

# GOING INTO DETAIL

## About the approach

### Scope of products analysed

Besides the ecolabels included in our mystery shopping, there are more sustainability labels which can be valuable for consumers. For example, our analysis also found many products which have labels such as FSC, Ecocert, or OekoTex. But for this study, we focus on the EU Ecolabel and equivalent national or regional ecolabels which set holistic requirements, that are third-party verified and that involve multiple stakeholders in the setting of the underlying requirements. Thanks to this high level of transparency and rigour, consumers can trust that these ecolabels bring added value.

### The choice of ecolabels

The products under examination were limited to certain characteristics. All-purpose cleaners – as the name indicates – are cleaners that are used for multiple purposes. This excludes kitchen or bathroom cleaners and other detergents which were marketed for a specific function only. From the nappies section, we limited our analysis to nappies size 4 (typically for children of 13-17kg). Body lotions included products for general skin care, but excluded creams for specific body parts or with claimed additional effects like 'bronzing'.

### Calculations

The availability of ecolabelled products is calculated as the share of certified products in a product group among all analysed products in that product group. The total availability per country is the average of the product group specific averages.

The price difference between ecolabelled and non-ecolabelled products is calculated as the average price of the certified products in a product group compared to the average price of all non-ecolabelled products in the same group. The total price difference per country is the average of all product group specific price differences.

### A snapshot survey

Visiting six stores from three large supermarket chains provides an indication of what consumers may encounter when shopping in a given country. However, this is by no means representative. The results should be understood as a snapshot assessment. Many other supermarket chains and drugstores could not be covered within the scope of this project, and regional variations within each country may also exist. Drawing a country-wide score for the availability and price of ecolabelled products from such a small sample is therefore a simplification.



# BELGIUM

All products analysed: 377

All-purpose cleaners: 176

Body lotions: 70

Nappies: 45

Toilet paper: 86

## Leading organisation



*"We were glad to see that EU Ecolabelled products were available in all supermarkets we visited at a competitive price. But for body lotions, reliable ecolabels cannot be found yet – something that will change soon hopefully!"*

### Supermarkets visited:

Carrefour - Colruyt - Delhaize

### Ecolabels found:



**Total availability 5%**

**Total price difference -9%**

<b>5%</b>	<b>9%</b>	<b>+10%</b>	<b>-21%</b>
<b>none found</b>	<b>8%</b>	<b>none found</b>	<b>-13%</b>

## Main Findings

The high number of products offered overall decreases the share of the ecolabelled options. But all three supermarkets have certified their own-brand "eco" products with the EU Ecolabel in many product categories. Thanks to this practice, consumers can find at least one affordable ecolabelled option of all-purpose cleaners, nappies and toilet paper.





# CYPRUS

**All products analysed: 244**

All-purpose cleaners: 92

Body lotions: 34

Nappies: 60

Toilet paper: 58

## Leading organisation



*"It was disappointing to discover the low availability of reliably ecolabelled products in Cyprus. We call on supermarkets to increase their offer of EU Ecolabelled products!"*

### Supermarkets visited:

Alphamega - Metro - Sklavenitis

### Ecolabels found:



**Total availability 2%**

**Total price difference -10%**

 <b>7%</b>	 <b>none found</b>	 <b>-10%</b>	 <b>none found</b>
 <b>none found</b>	 <b>none found</b>	 <b>none found</b>	 <b>none found</b>

## Main Findings

The only product group with an EU Ecolabelled option are the all-purpose cleaners which were found in two of the supermarkets. For the other product groups, consumers cannot rely on a robust ecolabel.



# DENMARK

All products analysed: 92

All-purpose cleaners: 31

Body lotions: 22

Nappies: 9

Toilet paper: 30

## Leading organisation



*"It is great to confirm the very high availability and affordability of products with the Nordic Swan or EU Ecolabel in Danish supermarkets. We highly appreciate that consumers have easy access to products that take extra care of the environment and health, even without costing more."*

### Supermarkets visited:

Brugsen - Netto - Rema 1000

### Ecolabels found:



**Total availability 80%**

**Total price difference -16%**

<b>81%</b>	<b>100%</b>	<b>+13%</b>	<b>0%</b>
<b>55%</b>	<b>93%</b>	<b>-34%</b>	<b>-36%</b>

## Main Findings

In many of the chosen stores and product categories, almost all products are ecolabelled and most of them are cheaper than the average price of the non-ecolabelled options.

In the case of nappies, all products found in the three supermarkets are certified. The Nordic Swan is very present, but the EU Ecolabel is

also well represented. Netto and COOP (which includes Brugsen) sell their own private labels, such as Hello Sensitive and Änglamark, where all products in the series carry the Nordic Swan.

In Rema 1000 stores, the presence of an ecolabel is indicated on the price tag, making it easier for consumers to find certified products quickly.



# FRANCE

All products analysed: 372

All-purpose cleaners: 131

Body lotions: 93

Nappies: 52

Toilet paper: 96

## Leading organisation



"We were pleased to find the EU Ecolabel in all stores we visited at a price that is comparable to conventional products. This means ecolabelled products are widely available and attractive for consumers."

### Supermarkets visited:

Carrefour - E. Leclerc - Intermarché

### Ecolabels found:



**Total availability 12%**

**Total price difference +2%**



14%



21%



-25%



+10%



none found



18%



none found



+20%

## Main Findings

The EU Ecolabel is available in the three supermarket chains visited, with body lotions being an exception. However, other environmental labels were found on body lotions, for example Ecocert and Cosmetique Bio. These labels set slightly different requirements than the EU Ecolabel and are not run by a public entity. But they still give assurance that the products are more environmentally friendly, e.g. regarding manufacturing process or the ingredients used<sup>9</sup>.

All-purpose cleaners were cheaper than the average non-ecolabelled counterparts in all stores, while the price difference was mixed for the other product groups. But in most cases, there were several EU Ecolabelled products available at different prices, including also cheaper options. Another study compiled by ADEME found that EU Ecolabel products are comparably priced or cheaper for many further product groups.<sup>10</sup>

<sup>9</sup> For an explanation and assessment of environmental labels, see the comparison by ADEME.

<sup>10</sup> Etude de prix des produits de l'Ecolabel européen, ADEME, 2025



# GERMANY

All products analysed: 190

All-purpose cleaners: 57

Body lotions: 45

Nappies: 15

Toilet paper: 73

## Leading organisations

Umwelt  
Bundesamt



**Supermarkets visited:**  
Edeka - Lidl - Rewe

**Ecolabels found:**



*"In general, it is good news that the analysed products with ecolabels are cheaper than products without ecolabels. This is very positive for communication with our consumers."*

*However, the bad news is that supermarkets only offer a few products with ecolabels. Supermarkets still have a lot of potential here. One reason for this could be that there are many drugstores in Germany where consumers buy toilet paper, detergents, nappies, etc. From our point of view, drugstores have a broader selection of products with ecolabels than supermarkets. Thus, a mystery shopping in drugstores could be a next topic."*

**Total availability 9%**

**Total price difference -27%**



4%



20%



-22%



-32%



none found



16%



none found



-26%

## Main Findings

The widest availability of ecolabelled products was found at Rewe where certified products were offered in all product groups except for body lotions. At Edeka, ecolabelled all-purpose cleaners and toilet paper were found, and at Lidl, only certified toilet paper was available.

In all supermarkets, ecolabelled products are considerably cheaper than their non-ecolabelled counterparts in all product groups.



# GREECE

All products analysed: 118

All-purpose cleaners: 30

Body lotions: 34

Nappies: 24

Toilet paper: 30

## Leading organisations



**EKPIZO:** "While the low offer of ambitiously certified products is regrettable, the good news is at least that these few options were cheaper and thereby more attractive for consumers. This confirms that EU Ecolabel certified products do not necessarily have to be more expensive than conventional products, as producers claim."



**ΚΕΠΚΑ:** "It is disappointing that consumers find extremely few ecolabelled products on the supermarket shelves. We are concerned that consumers who want to make conscious purchasing choices are hindered by this lack of more sustainable options."

### Supermarkets visited:

AB Vassilopoulos - Sklavenitis - Lidl

### Ecolabels found:



**Total availability 2%**

**Total price difference -22%**



3%



none found



-34%



none found



none found



3%



none found



-10%

## Main Findings

The availability of officially ecolabelled products is very low. Only one supermarket, AB Vassilopoulos, offered one all-purpose cleaner with the EU Ecolabel, and one toilet paper with the Nordic Swans. Those were only offered in a big, central store, but not in the remote, smaller store also visited. At least those two ecolabelled products were cheaper than the average price of the conventional products.



# HUNGARY

All products analysed: 139

All-purpose cleaners: 23

Body lotions: 45

Nappies: 12

Toilet paper: 59

## Leading organisation



*"It is disappointing that very few ecolabelled products are available in the supermarkets, and that they are not noticeable at all. Consumers will likely have more luck finding ecolabelled options in drugstores."*

## Supermarkets visited:

Aldi - Lidl - Spar

## Ecolabels found:



**Total availability 3%**

**Total price difference -17%**



13%



8%



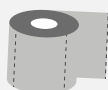
-12%



-28%



none found



none found



none found



none found

## Main Findings

Very few products with official ecolabels were found in the supermarkets visited. Only Spar offered ecolabelled all-purpose cleaners and one nappie, Aldi had one ecolabelled all-purpose cleaner, while at Lidl, no certified products could be found. At least those few ecolabelled products were cheaper than the average price of the conventional products, making them more attractive for consumers.



# ITALY

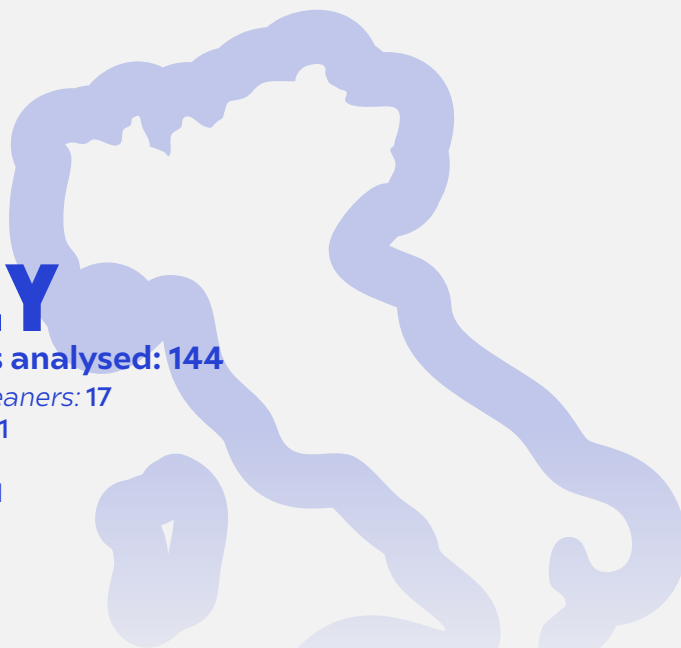
**All products analysed: 144**

All-purpose cleaners: 17

Body lotions: 51

Nappies: 25

Toilet paper: 51



## Leading organisation



*"The offer of EU Ecolabel products in Italian supermarkets is mixed, but at least the ecolabelled products we found were offered at a competitive price. We call on supermarkets to start offering reliably ecolabelled body lotions and nappies too."*

## Supermarkets visited:

CTS - Esselunga - Lidl

## Ecolabels found:



**Total availability 10%**

**Total price difference -5%**

 <b>12%</b>	 <b>none found</b>	 <b>-19%</b>	 <b>none found</b>
 <b>none found</b>	 <b>25%</b>	 <b>none found</b>	 <b>+1%</b>

## Main Findings

The visited stores in Italy featured EU ecolabelled all-purpose cleaners and toilet paper. However, no nappies or body lotions with the EU Ecolabel or an equivalent label were found. Esselunga stands out as the supermarket which has certified its own-brand all-purpose cleaners and toilet paper with the EU Ecolabel. Lidl also has an own-brand

toilet paper with the EU Ecolabel, but it was only offered in one of the two stores visited. The ecolabelled all-purpose cleaners were offered at a significantly cheaper price than their non-ecolabelled counterparts, thereby making them more attractive for consumers.





# THE NETHERLANDS

**All products analysed: 146**

All-purpose cleaners: 41

Body lotions: 22

Nappies: 14

Toilet paper: 69

## Leading organisation

**Consumenten  
bond**

*"The products with the EU Ecolabel or Nordic Swan were overall placed visibly and accessibly on the shelves, making it easy for consumers to find the more sustainable options."*

**Supermarkets visited:**  
Albert Heijn - Dirk - Lidl

**Ecolabels  
found:**



**Total availability 19%**

**Total price difference -14%**



**15%**



**29%**



**+1%**



**-63%**



**9%**



**23%**



**-5%**



**-10%**

## Main Findings

Albert Heijn stands out as the only supermarket that offers ecolabelled products in all four product groups which are also all cheaper than the non-certified counterparts. The Dirk stores only feature EU Ecolabelled toilet paper while at Lidl, one EU Ecolabel option was available among

the all-purpose cleaners and toilet papers. The ecolabelled products were more expensive than the average of the non-ecolabelled products at Lidl, but at Dirk and Albert Heijn, they were considerably cheaper.



# NORWAY

All products analysed: 120

All-purpose cleaners: 32

Body lotions: 17

Nappies: 35

Toilet paper: 30

## Leading organisation



"We welcome the high availability of reliably certified products with the Nordic Swan and EU Ecolabel in Norwegian supermarkets. It is encouraging that the certified products are offered at an affordable price too. We also observe that there is room for improvement within several other product."

### Supermarkets visited:

Extra - Kiwi - Rema

### Ecolabels found:



**Total availability 61%**

**Total price difference -20%**



56%



80%



-33%



-30%



12%



100%



+29%



0%

## Main Findings

There is high availability of products with the EU Ecolabel or Nordic Swan in all three supermarket chains. Extra is the only chain that offers ecolabelled options in all four product groups, including body lotions. The price of the certified products is below the average price of the non-ecolabelled products in all supermarkets and product groups, except for body lotions. For

toilet paper, there is no price difference since all offered toilet paper was certified with an ecolabel. Ecolabelled products were placed among other products in the same category. No particular visibility was given to ecolabelled products, but they were easy to find in categories that have many certified options.



# PORTUGAL

All products analysed: 256

All-purpose cleaners: 49

Body lotions: 76

Nappies: 37

Toilet paper: 94

## Leading organisation



"Our findings show that consumers can find reliable ecolabels in many product groups in the supermarkets if they search for them – and that they are even cheaper than the conventional products! We hope that supermarkets will make ecolabelled options available also for body lotions."

**Supermarkets visited:**  
Auchan - Lidl - Pingo Doce

**Ecolabels found:**



**Total availability 17%**

**Total price difference -17%**



10%



14%



-23%



-11%



none found



35%



none found



-17%

## Main Findings

Auchan stood out from the three supermarkets with the highest offer of EU Ecolabel products. These are available in each product category, except for body lotions. Auchan also has a prominent "ECO" shelf with an assortment of greener options in several product categories,

which makes it easier for conscious consumers to find more sustainable products. Pingo Doce and Lidl only offer EU Ecolabelled toilet paper. The EU Ecolabelled products were cheaper than the non-ecolabelled alternatives in all three product groups.



# SLOVAKIA

All products analysed: 55

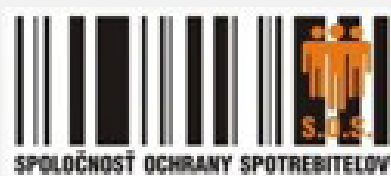
All-purpose cleaners: 10

Body lotions: 15

Nappies: 11

Toilet paper: 19

## Leading organisation



"Unfortunately, we could only find a few products with the EU Ecolabel. Ecolabelled products were not given any extra-visibility – they were placed on the shelves among the other products."

### Supermarkets visited:

Billa - Kaufland - Tesco

### Ecolabels found:



**Total availability 11%**

**Total price difference +20%**

<b>10%</b>	<b>none found</b>	<b>-34%</b>	<b>none found</b>
<b>none found</b>	<b>26%</b>	<b>none found</b>	<b>+47%</b>

## Main Findings

Billa and Tesco offer EU Ecolabel toilet paper and at Kaufland, one EU Ecolabel all-purpose cleaner was found. No ecolabelled options were available among the body lotions and nappies. The EU Ecolabelled toilet paper is more expensive than the non-certified options.



# SLOVENIA

All products analysed: 116

All-purpose cleaners: 22

Body lotions: 26

Nappies: 20

Toilet paper: 48

## Leading organisation



"Slovenian supermarkets currently offer very few ecolabelled products. Availability is inconsistent across chains, and ecolabelled goods are not well-promoted, limiting consumer awareness and uptake. The comparatively high price of ecolabelled all-purpose cleaners is due to one particularly expensive ecolabelled cleaner offered in one small Spar market. Whereas the bigger Spar Hipermarket offers EU Ecolabelled all-purpose cleaners at a price similar to the non-ecolabelled ones store."

**Supermarkets visited:**  
Hofer - Mercator - Spar

**Ecolabels found:**



**Total availability 7%**

**Total price difference +26%**

<b>9%</b>	<b>15%</b>	<b>+84%</b>	<b>+22%</b>
<b>none found</b>	<b>6%</b>	<b>none found</b>	<b>-28%</b>

## Main Findings

At Mercator and Hofer, no single product with the EU Ecolabel or comparable label was found. Only Spar offers products with the EU Ecolabel and Austrian ecolabel in three out of the four product groups analysed.

The comparatively high price of ecolabelled all-purpose cleaners is due to one particularly expensive ecolabelled cleaner offered in one store.

