

#WhatBrandsWant

Food for Thought and Action

World Bio Markets
21 March 2018



**SUSTAINABILITY
CONSULT**

Bioeconomy Clients





BRAND PERSPECTIVES ON BIOMATERIALS

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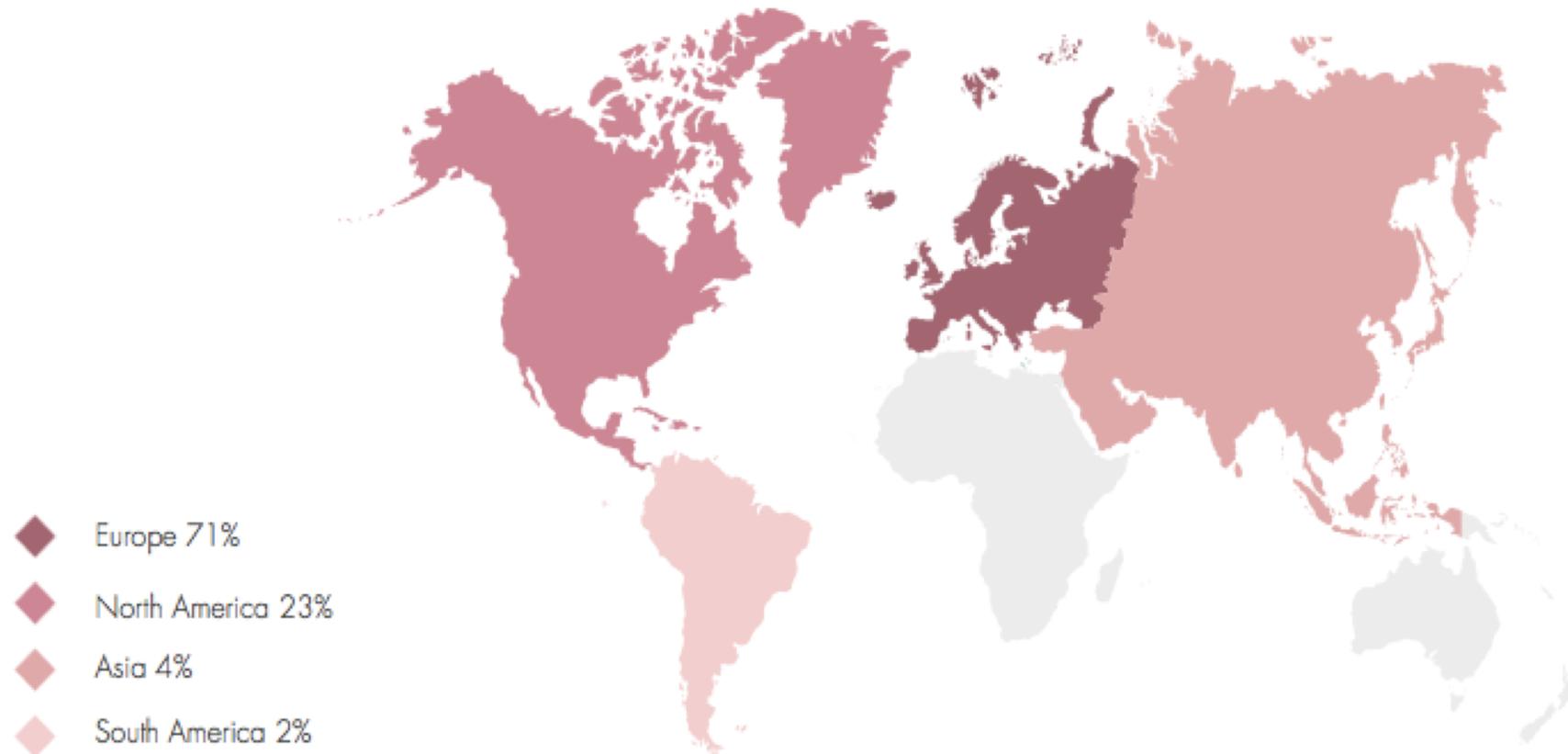
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Methodology

- Online survey (February-August 2017)
- 13 multiple choice questions on market trends, barriers and opportunities for bio-based products
- Sent to 637 brand contacts
- Received responses from 55 individuals working at 42 different brands and market sectors

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Geographical Spread



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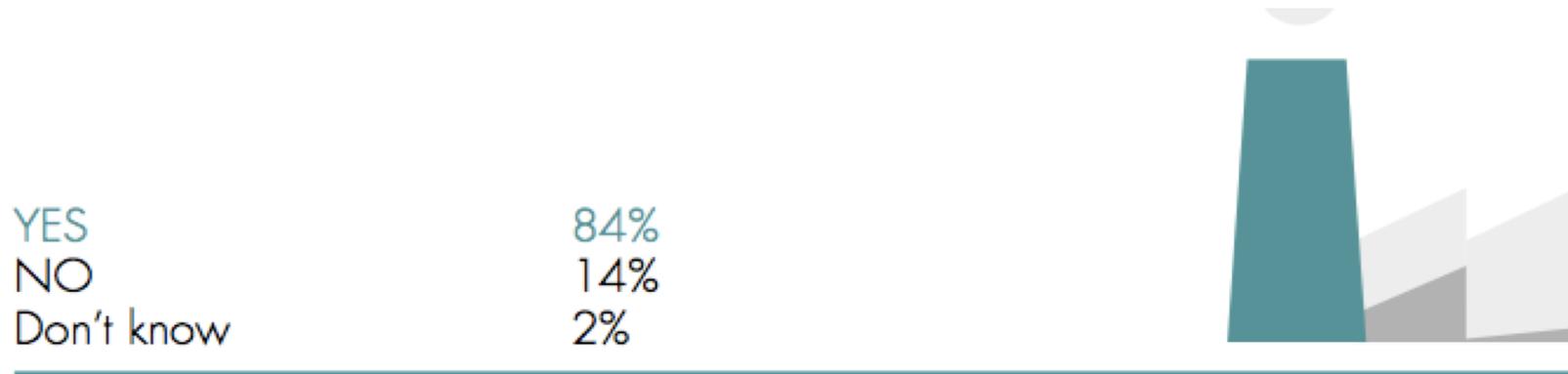
Bioeconomy Knowledge

Respondents were informed about bio-based materials, with 59% claiming they were informed, 39% well-informed and only 2% not informed about bio-based materials

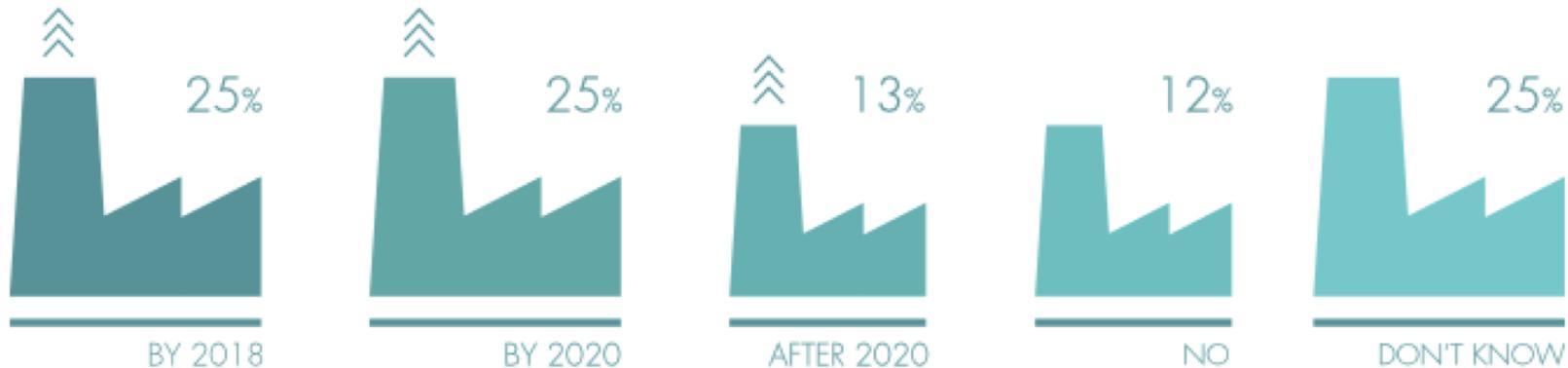


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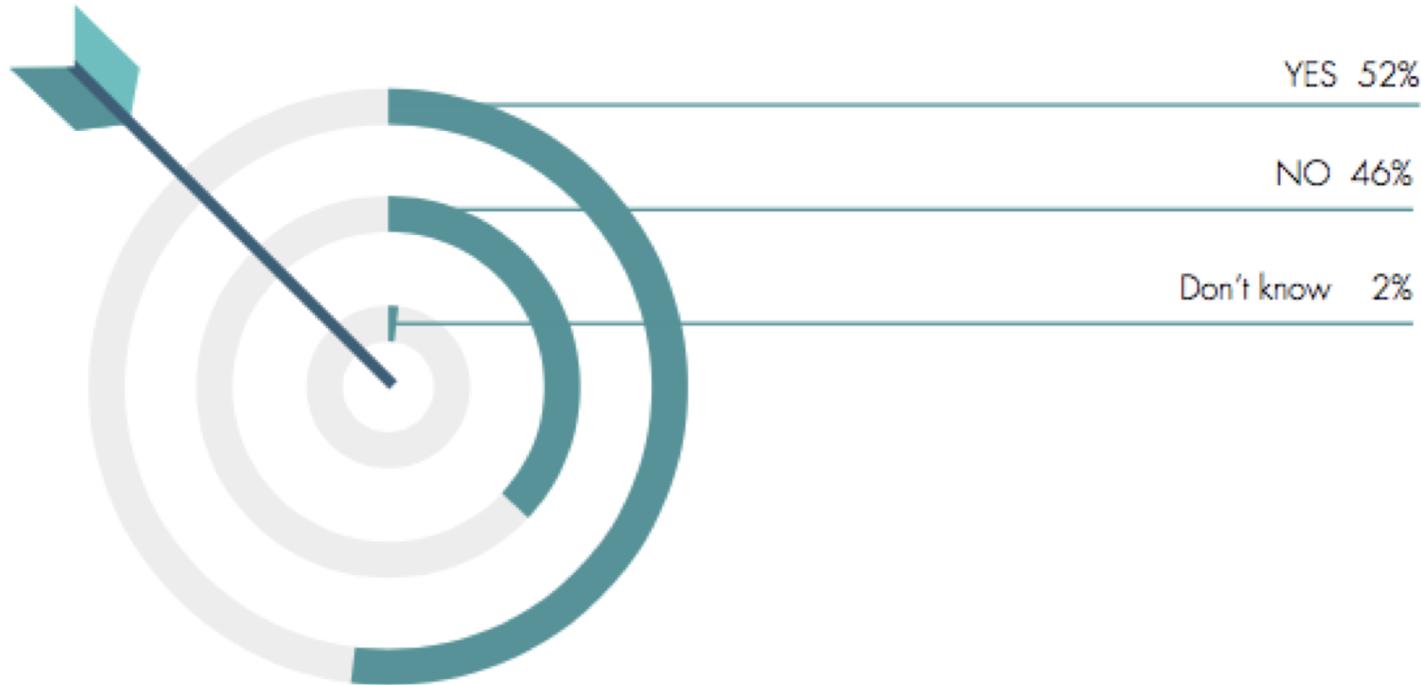
Does your company use bio-based materials in its products?



Does your company plan to use bio-based materials in its products?



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Has your company set targets for sourcing bio-based materials for its products?

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What do you think is driving growth in bio-based materials?



Consumer demand for environmentally-friendly products



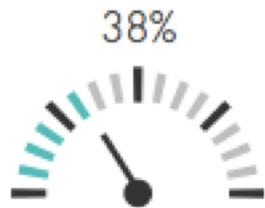
Improving public image



Competitive advantage



Consumer demand for environmentally-friendly packaging



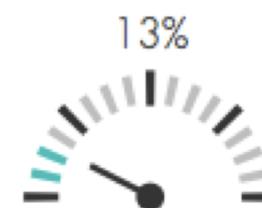
Anticipated regulatory changes



Access to new markets



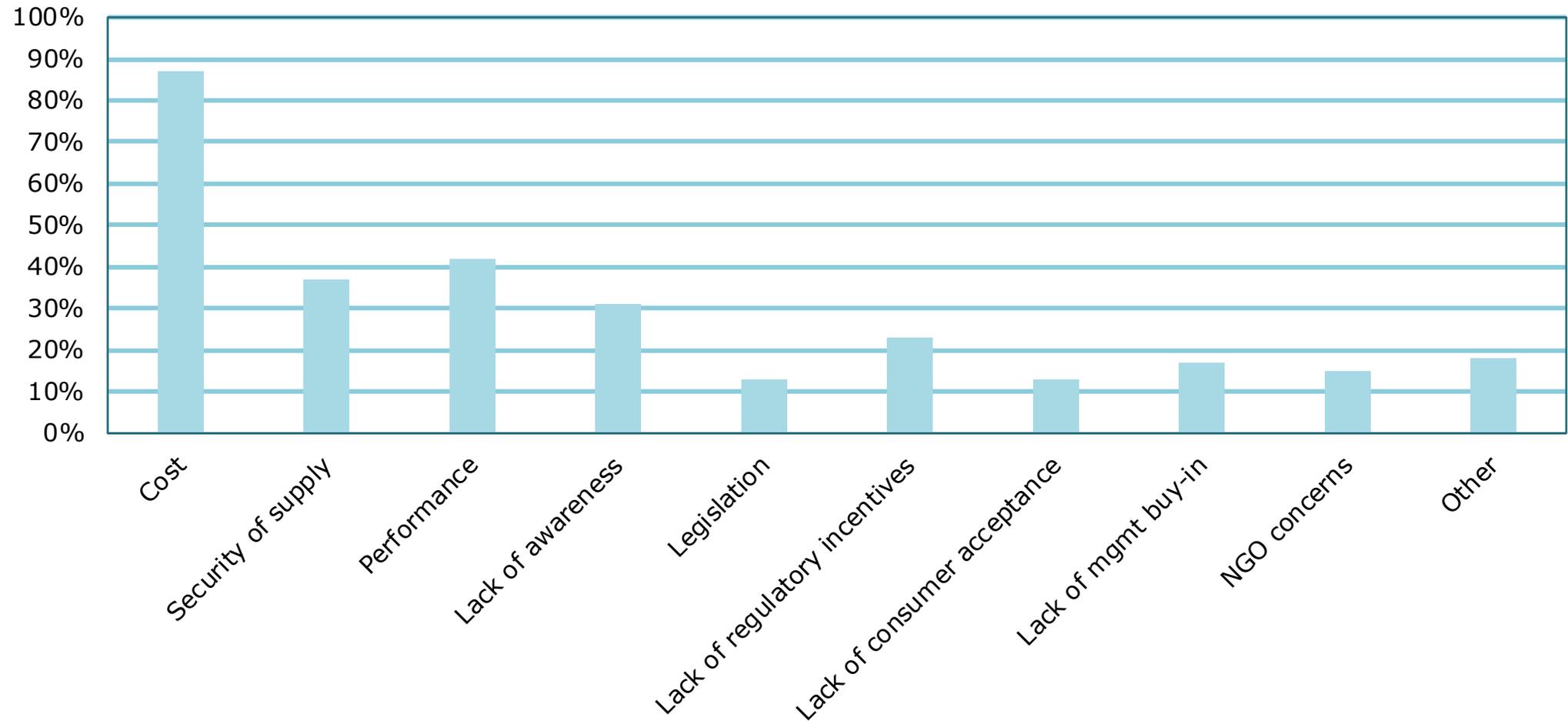
Access to government funding



Pressure from NGOs

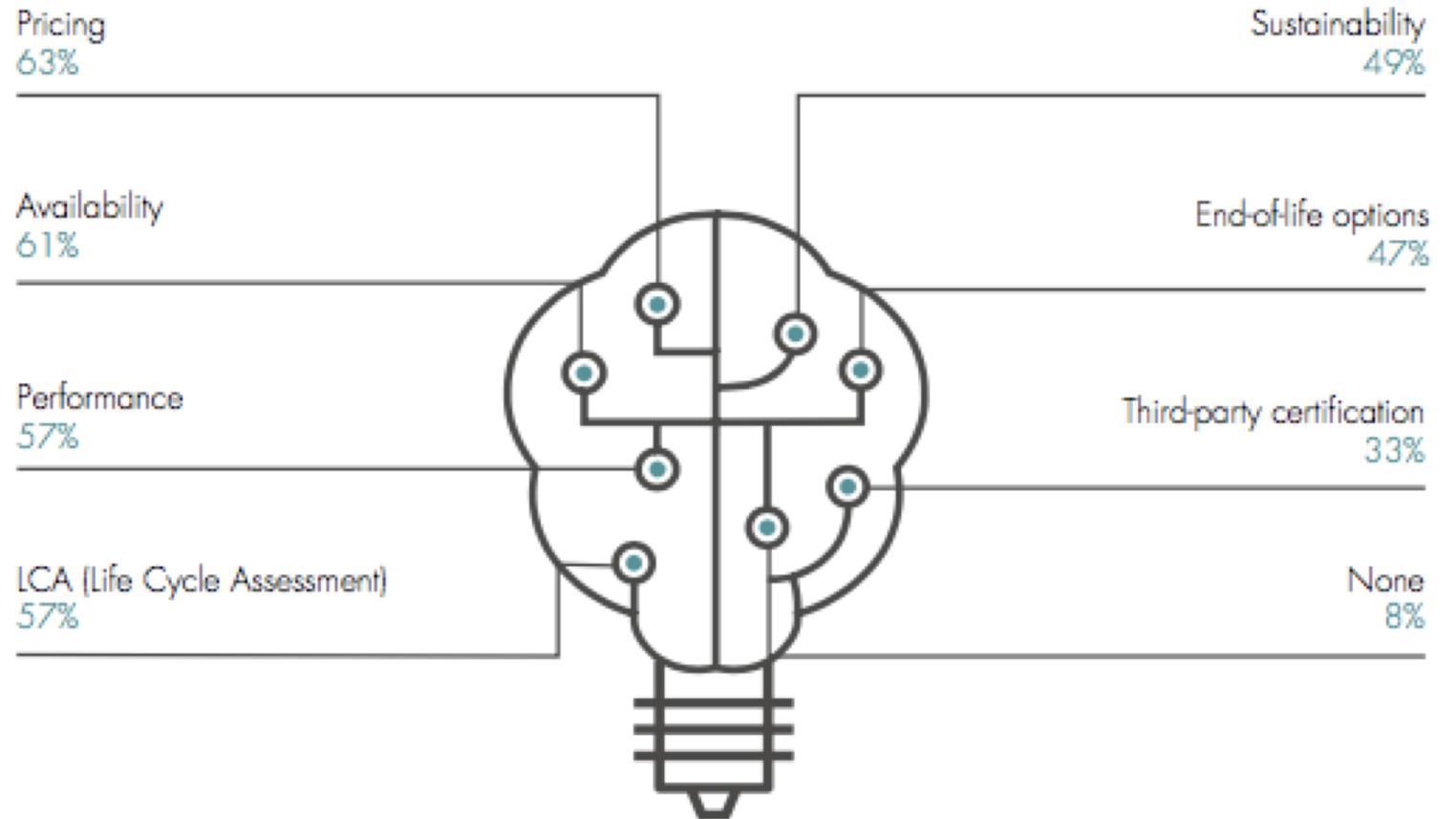
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What do you think are the barriers to widespread adoption of bio-based materials?



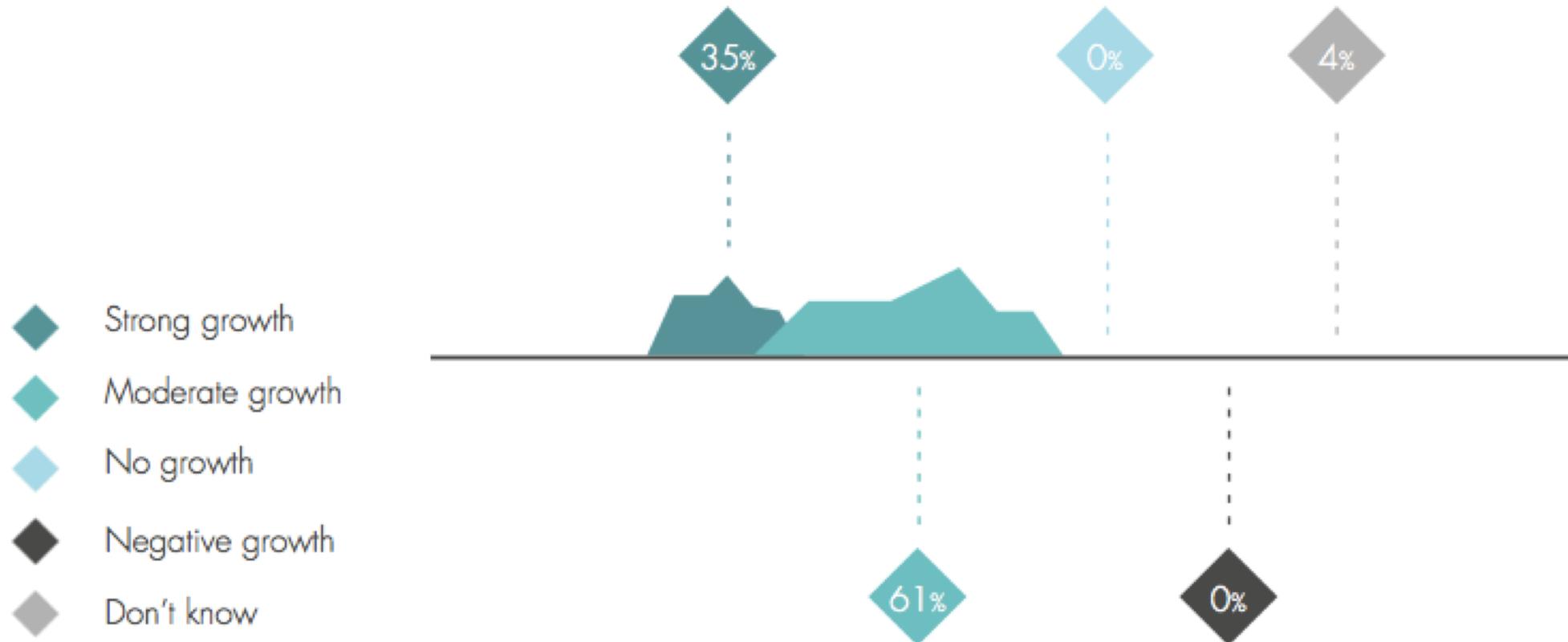
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What information do you need to promote bio-based materials within your company?

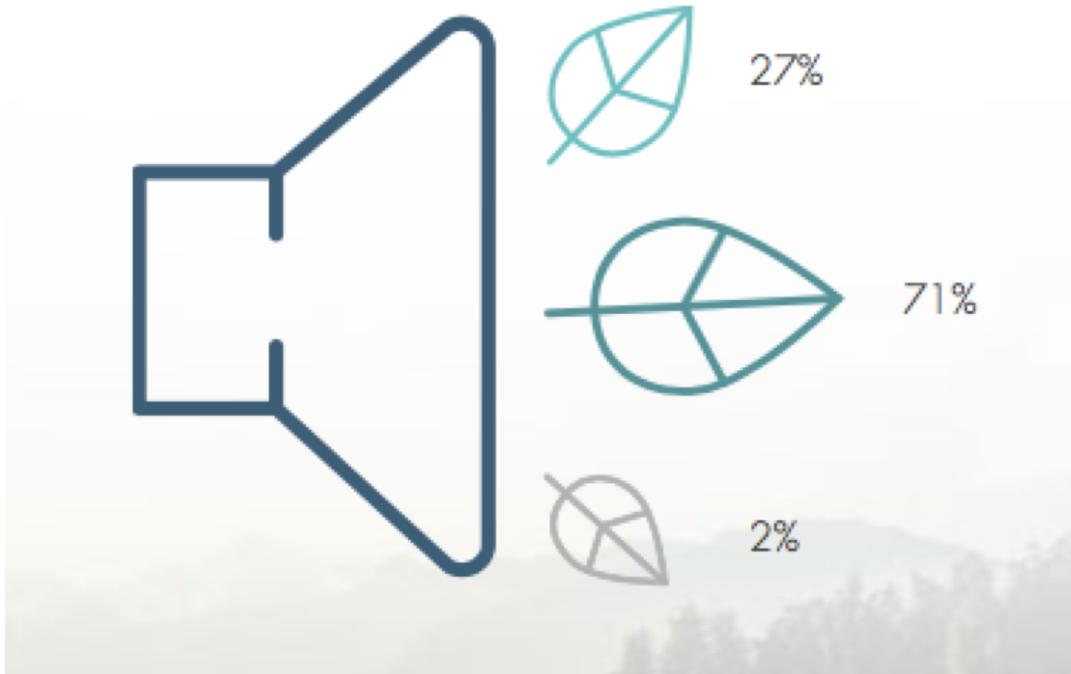


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How do you think the market for bio-based materials will evolve by 2025?



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Does your company communicate externally on its use of bio-based materials?

Opportunities for Action

1. Communicate credibly on sustainability
2. Educate brands on performance
3. Improve transparency on biomass sourcing
4. Address end-of-life concerns
5. Teach consumers about biomaterials

Thank you for your attention!

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