



BRAND PERSPECTIVES ON BIOMATERIALS

#WhatBrandsWant





01 *Executive Summary*

As advocates for responsible development of the bioeconomy, Sustainability Consult has a deep insight into the challenges facing the industry. We speak and moderate at leading industry events where we often hear the same questions asked by peers:

- How can biomaterials manufacturers make it easier for brands to engage?
- What can the bio-based industry do to encourage brands to invest in bio-based materials?
- How do bio-based solutions fit in with brand sustainability goals?
- How can brands help the bio-based industry to grow?

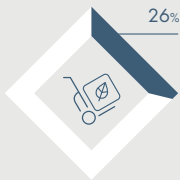
To find out the answers, we decided to ask the brands directly. We tapped into our network to put our finger on the pulse of the bioeconomy movement. With a focus on better understanding the end-user perspective, we launched the [#WhatBrandsWant](#) survey in 2017.

Over a six-month period, we gathered responses from [over 40 brands](#) across different sectors ranging from apparel, footwear & textiles, to food & beverages and personal care. The results offer an insight on the drivers and barriers affecting market growth in the bio-based materials sector.

This report looks at the key factors shaping the brand-biomaterials relationship, with the goal of helping the bio-based industry better understand #WhatBrandsWant

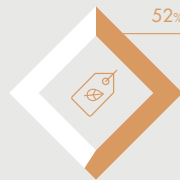
1.1 HEADLINE FINDINGS

Bio-based content is gaining recognition in ‘Green Preferred Supplier Lists’.



26% of brands said bio-based content is one of the selection criteria used when choosing a supplier based on sustainability performance.

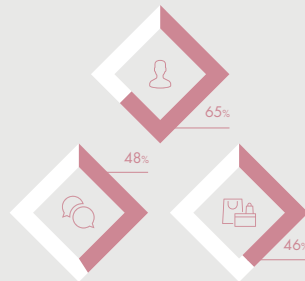
Brands are setting targets for bio-based products.



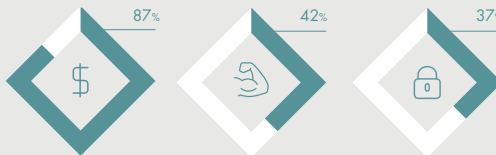
52% said they have clear objectives for sourcing bio-based materials.

Consumer demand and public image are driving investment in bio-based materials.

Respondents said growth factors for bio-based materials include consumer demand for environmentally-friendly products (65%) and packaging (46%), as well as brands wanting to improve public image (48%).



Cost is the biggest barrier to widespread adoption of bio-based materials.

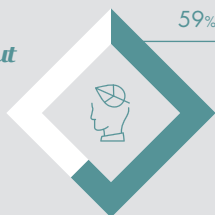


Among the brands, 87% indicated cost as the biggest barrier to widespread uptake of bio-based materials. Performance (42%) and security of supply (37%) were identified as the next biggest barriers.



Brands are informed about bio-based materials.

59% said they felt informed about bio-based materials.

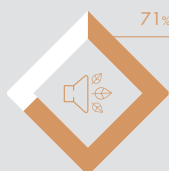


Brands are looking for information on how bio-based materials meet performance and availability demands at a competitive price.



To evaluate whether to adopt bio-based materials, 63% said they need more information from suppliers on pricing, 61% on availability and 57% on performance.

Brands are vocal about their use of bio-based materials.



71% said their brand communicated externally on its use of bio-based materials.

Moderate to strong growth expected for bio-based materials.



96% of the brands surveyed expect the bio-based materials market to experience moderate to strong growth by 2025.

About Us

Sustainability Consult was founded in 2008 on the principle that businesses – companies, start-ups, SMEs and brands – can make a positive contribution to solving some of today's major challenges like climate change, resource scarcity and pollution.

Since 2011, Sustainability Consult has worked closely with companies invested in the **bioeconomy**, an industrial sector which uses biomass as a feedstock to produce different materials, chemicals and plastics for various applications. We believe that shifting from fossil-based to bio-based is one important way to decarbonise the economy.



**SUSTAINABILITY
CONSULT**

Sustainability Consult is the leading bioeconomy communications and PR consultancy, working with organisations to build their Credibility & Visibility. We work across the biomaterials sector, with start-ups, multinationals, certification bodies, investors and trade associations. We are based in Brussels and operate internationally.

A trusted partner and recognised source for the media, Sustainability Consult has a proven track record in brand building and corporate communications. We offer a full range of high-level consultancy services, from PR to marketing communications and online strategy, social media account management and training, events organisation, reports and media monitoring through to issues management and crisis communications.

***Do you want to find out more about #WhatBrandsWant?
Do you have a project we can work on together?
If so, get in touch!***

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