

# **#WhatBrandsWant**

## **Food for Thought and Action**

World Bio Markets  
21 March 2018



**SUSTAINABILITY  
CONSULT**

# Bioeconomy Clients

AVABIOCHEM





# **BRAND PERSPECTIVES ON BIOMATERIALS**

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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

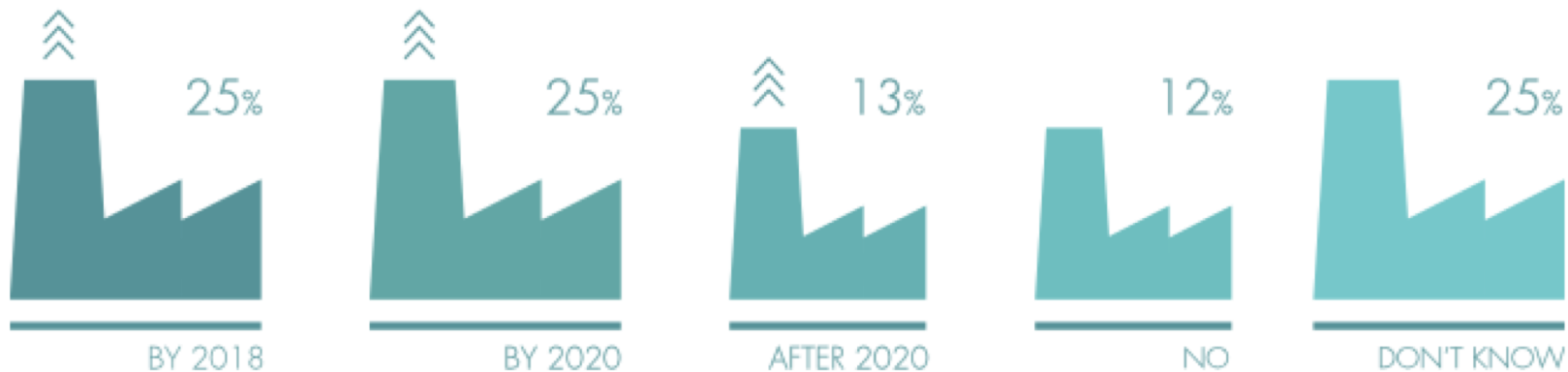


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Does your company use bio-based materials in its products?



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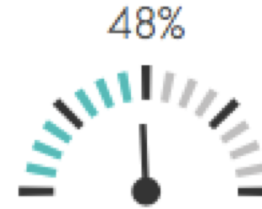
What do you think is driving growth in bio-based materials?



Consumer demand for environmentally-friendly products



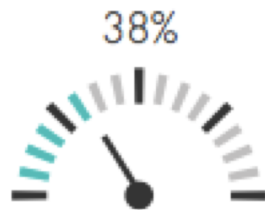
Improving public image



Competitive advantage



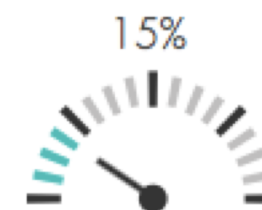
Consumer demand for environmentally-friendly packaging



Anticipated regulatory changes



Access to new markets



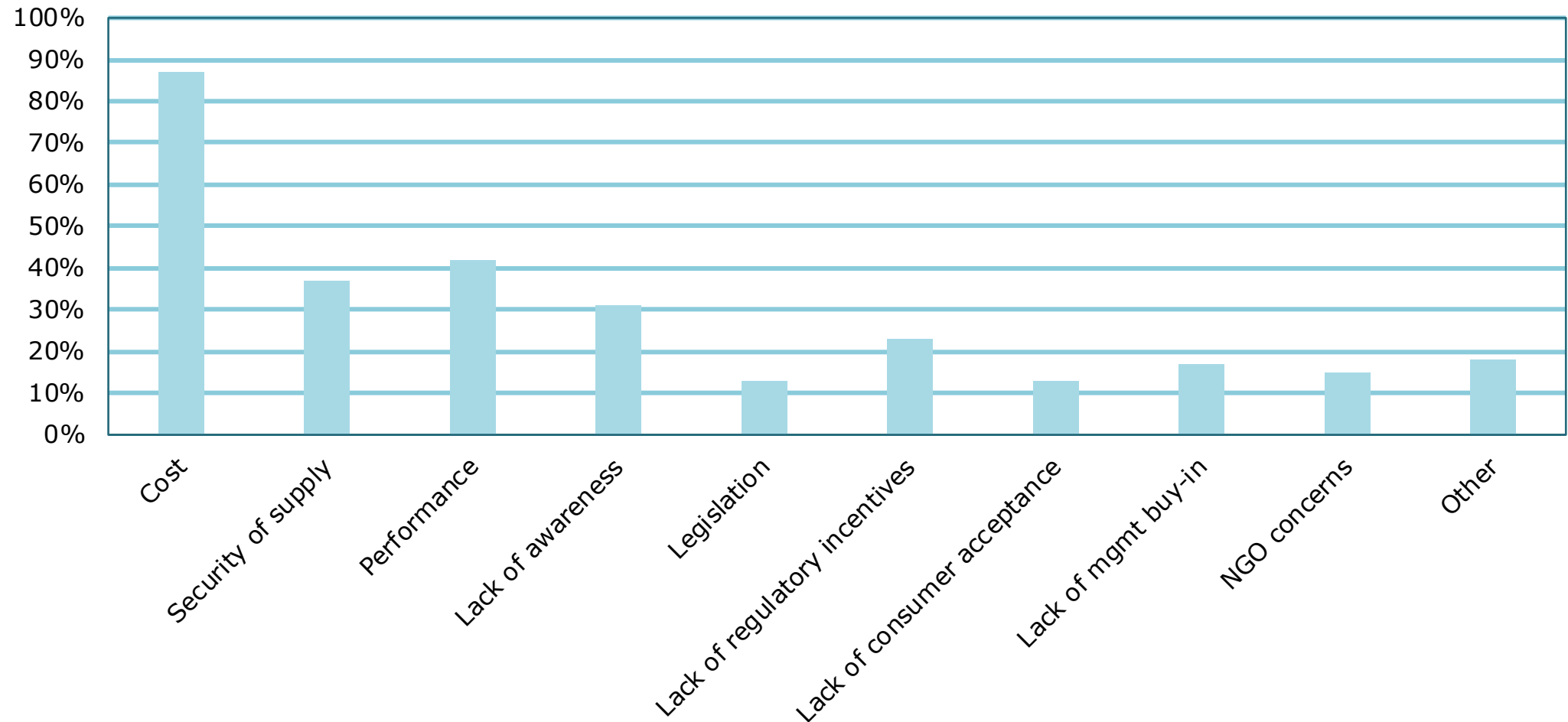
Access to government funding



Pressure from NGOs

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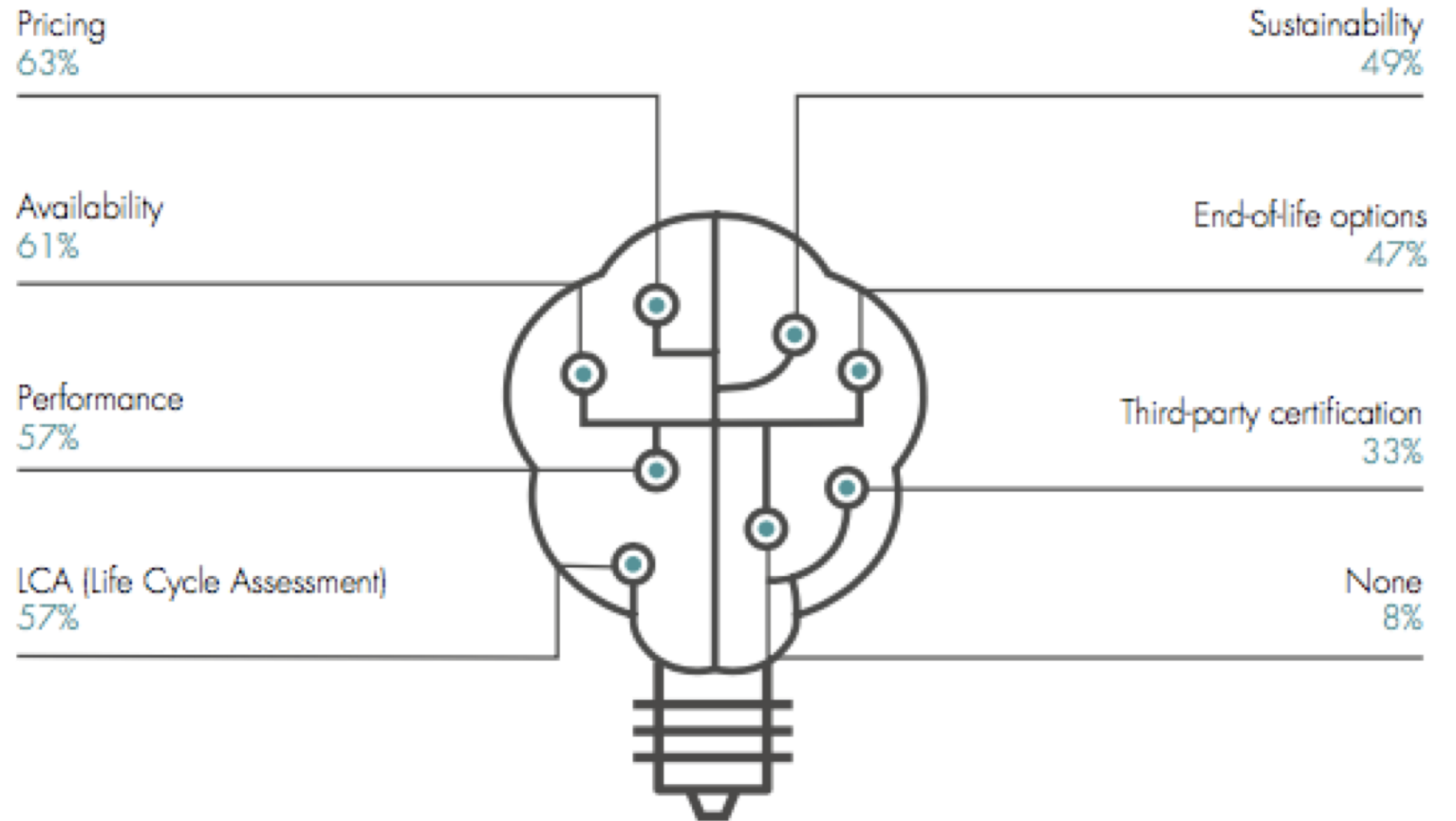
What do you think are the barriers to widespread adoption of bio-based materials?





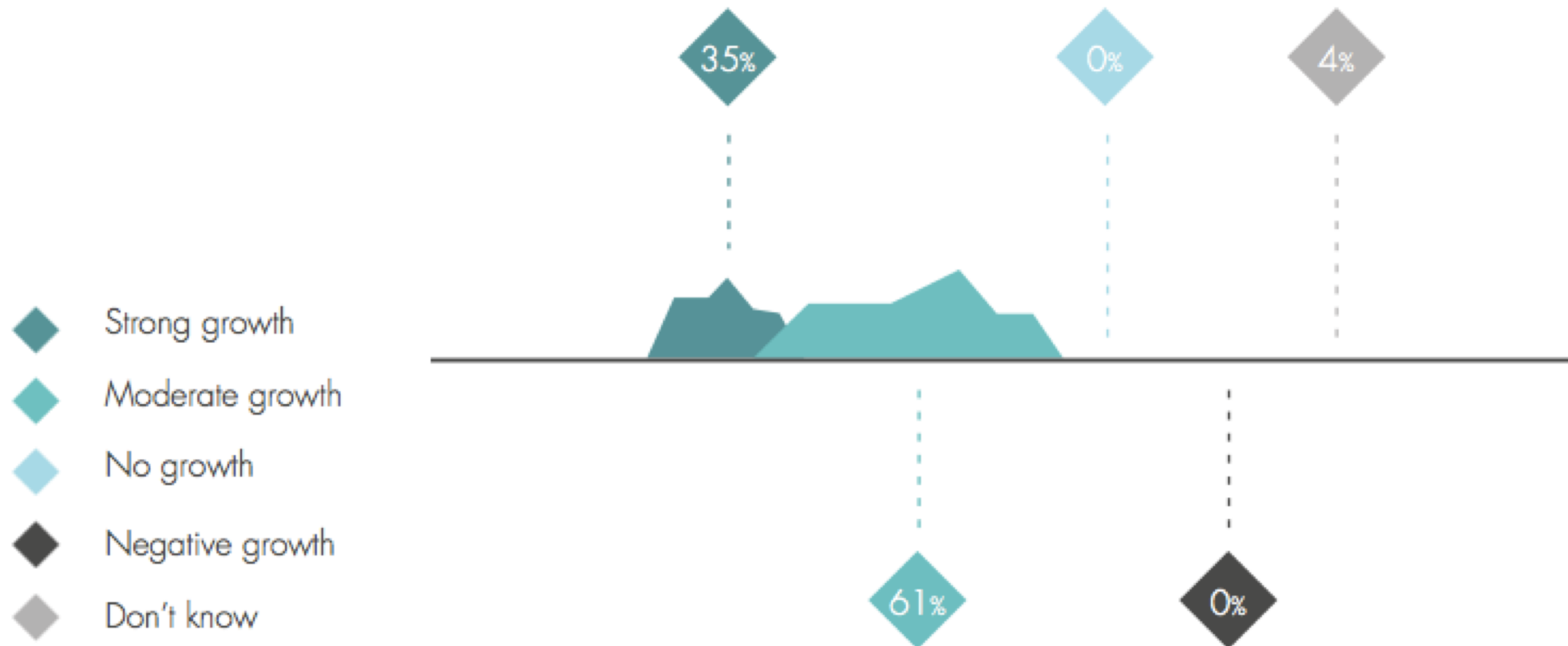
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What information do you need to promote bio-based materials within your company?

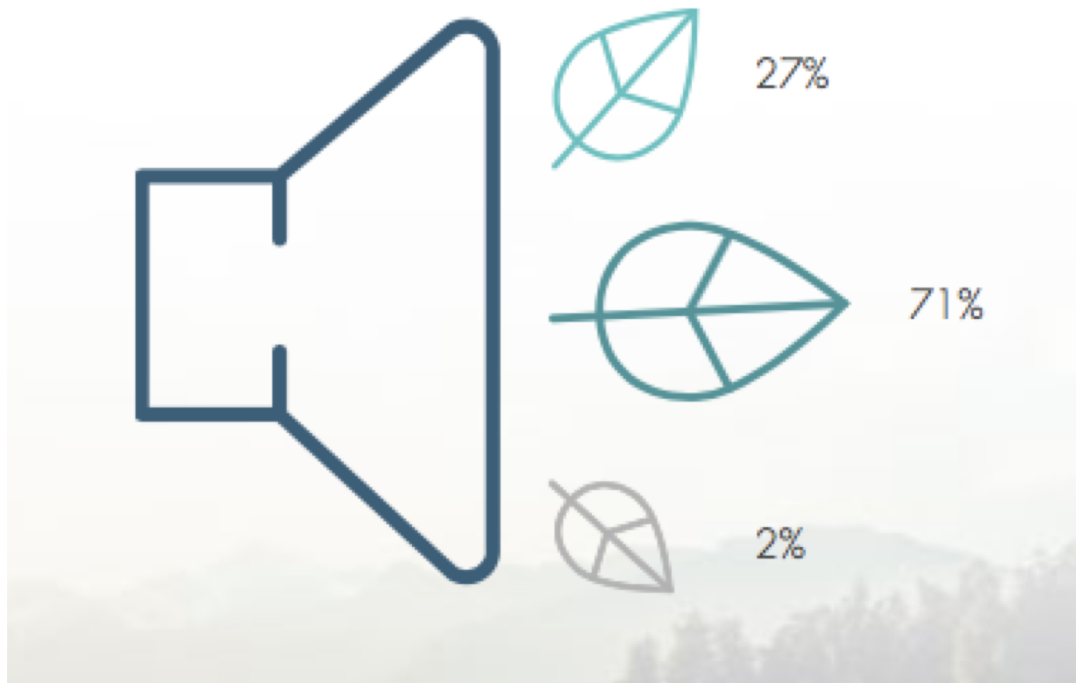


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How do you think the market for bio-based materials will evolve by 2025?



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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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