



# BIOSWITCH

Brand owner  
survey – EU v/s  
Finland



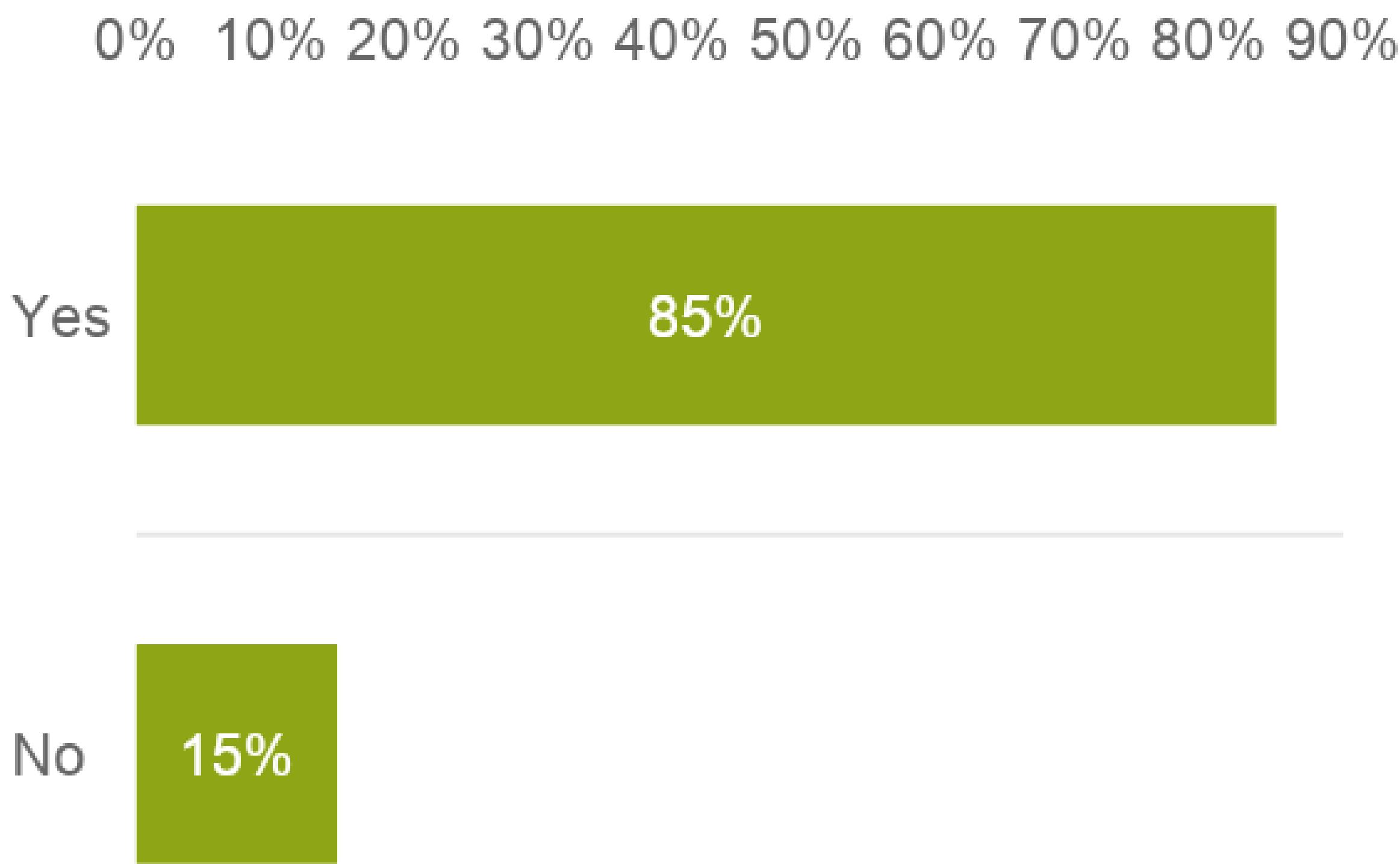
# Pan-EU survey and interview with regional brand owners to understand their perceptions on biobased products

- ✓ 60 participants
- ✓ 8 Countries



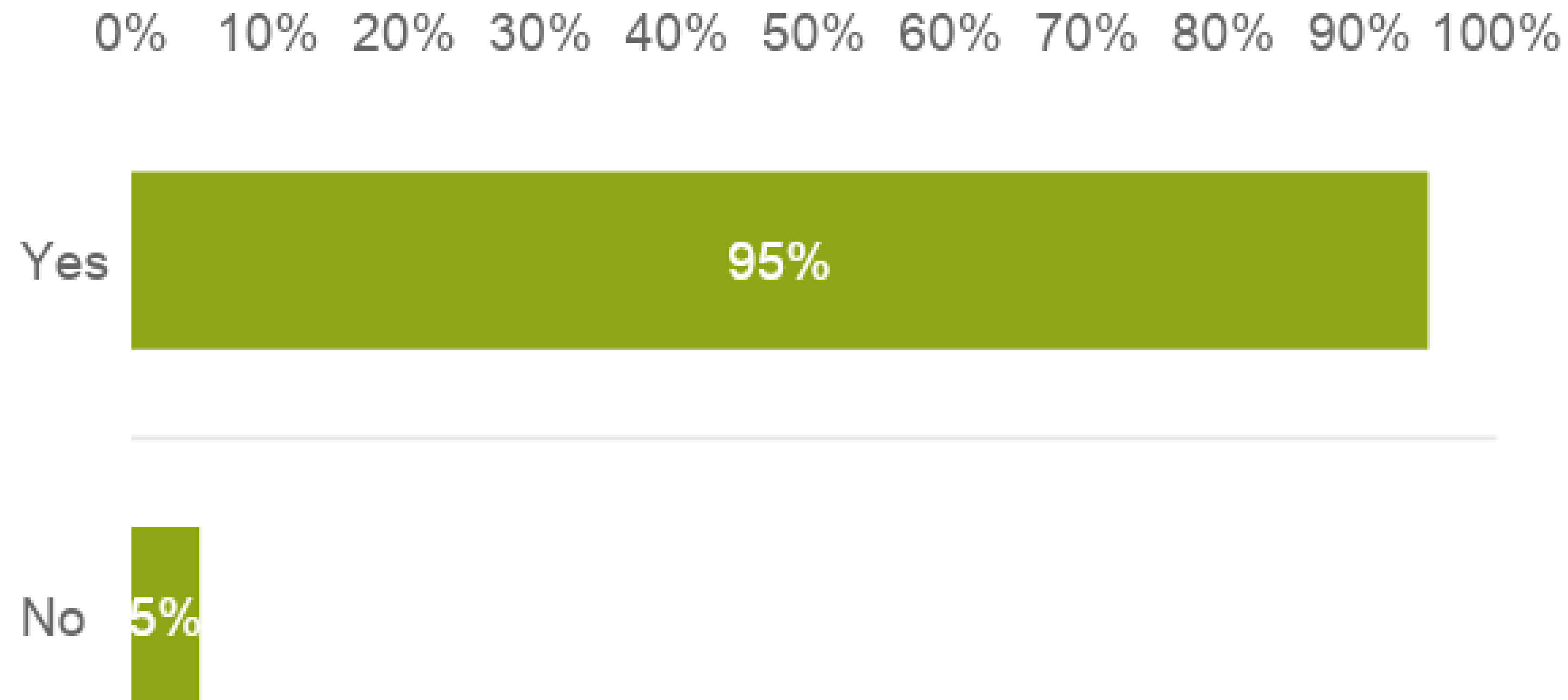


Would you consider including **biobased materials** within some of your branded products if you do not currently?



✓ 100% of Finnish brands interviews indicated that they would consider including biobased materials within their brands in future

If your brands do not currently use **biobased packaging** would you consider using biobased packaging in future?

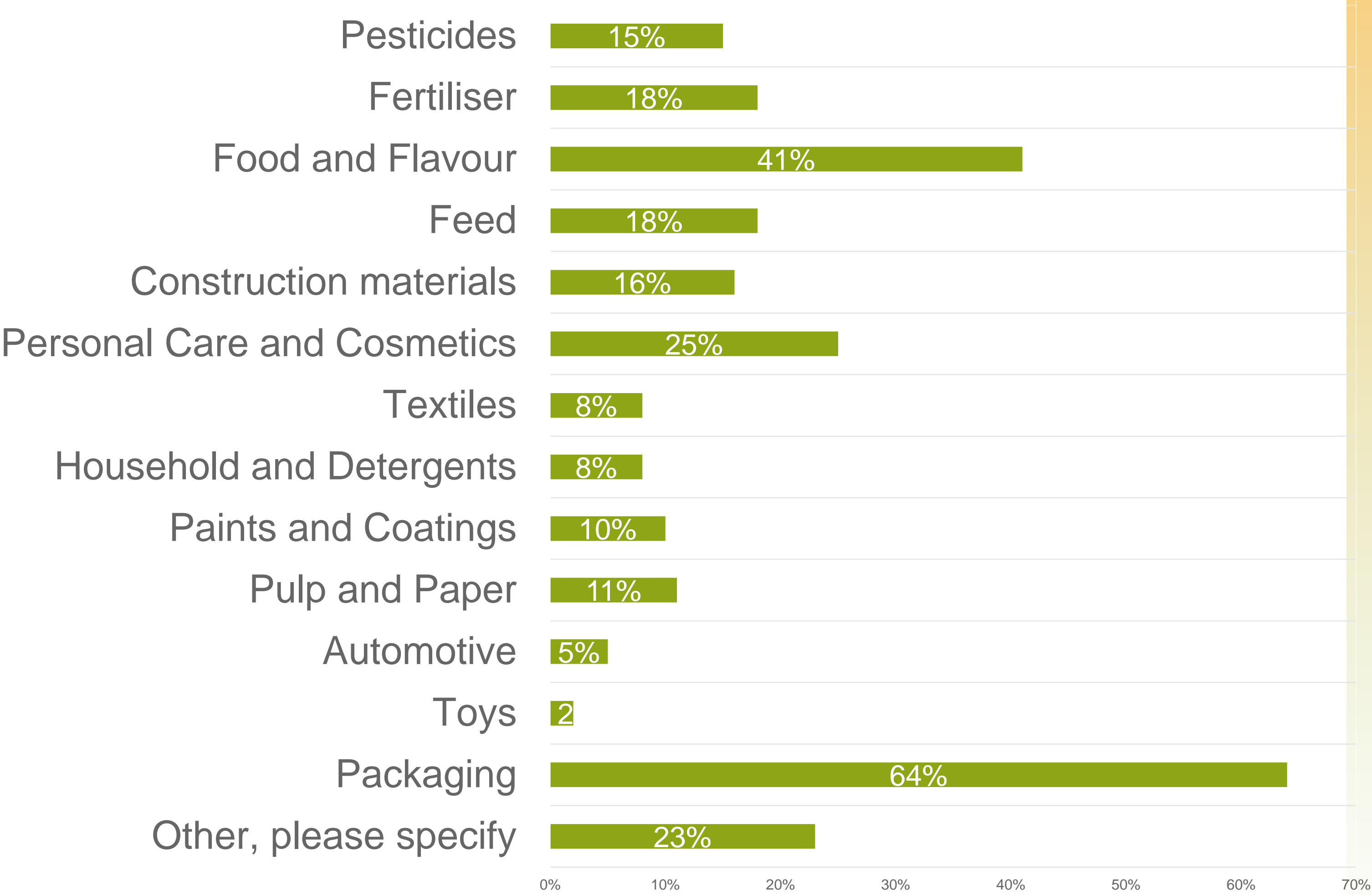


✓ 75% of Finnish brands who do not currently use biobased packaging would consider including biobased packaging in future



This project has received funding from the Bio-Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887727.

What are the **main categories of products** that your organisation would consider integrating biobased ingredients?



- ✓ Main product categories of interest for Finnish brands
- ✓ Biobased packaging (75%)
- ✓ Construction (50%)
- ✓ Personal Care and cosmetics (50%)
- ✓ Paints and coatings (50%)
- ✓ Food and Flavour (25%)
- ✓ Pulp and Paper (25%)
- ✓ Textiles (25%)
- ✓ Automotive (25%)

# What are the **main barriers** to biobased ingredient/product uptake within your organisation?

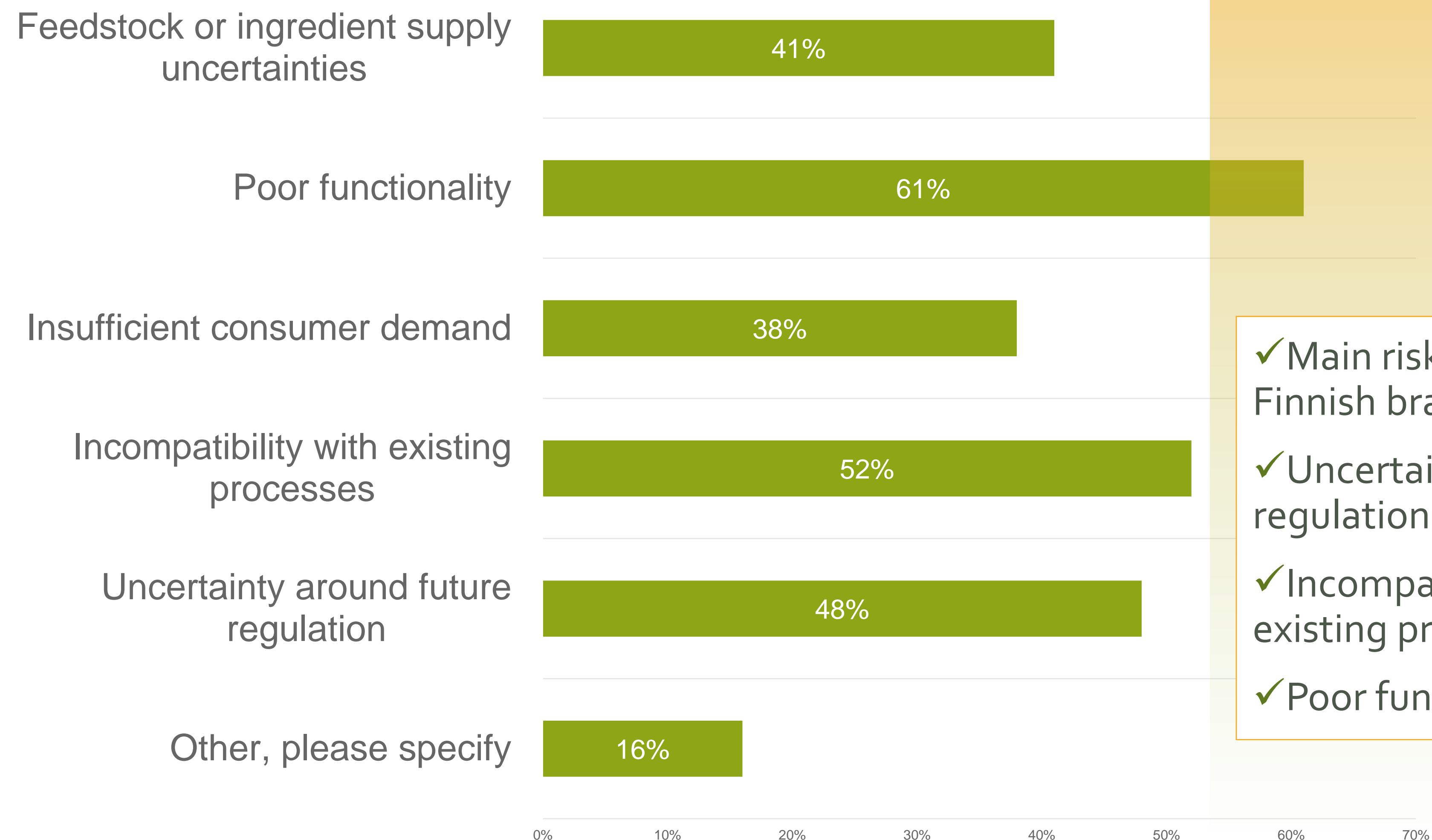


- ✓ Main barriers for Finnish brands
- ✓ Too expensive (50%)
- ✓ Uncertainty around functional performance (50%)
- ✓ Incompatibility with existing process (50%)



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What do you see as the **main risks** associated with bio-based product uptake?



- ✓ Main risks according to Finnish brands
- ✓ Uncertainty over future regulations (100%)
- ✓ Incompatibility with existing process (75%)
- ✓ Poor functionality (50%)



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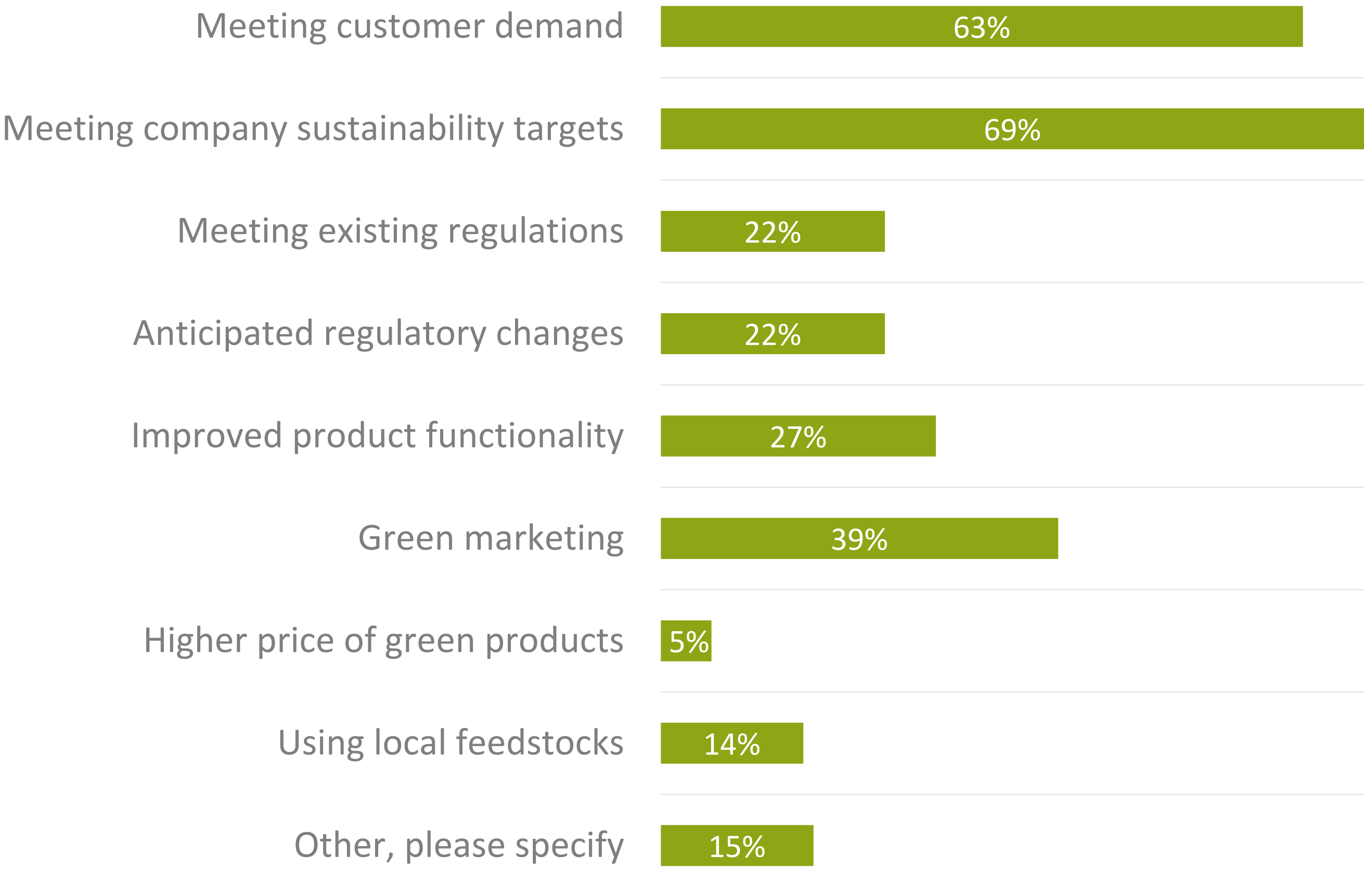
What are your **specific needs** when it comes to choosing an alternative bio-based ingredient/product?



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# What would be your **main motivation** for switching to bio-based products?



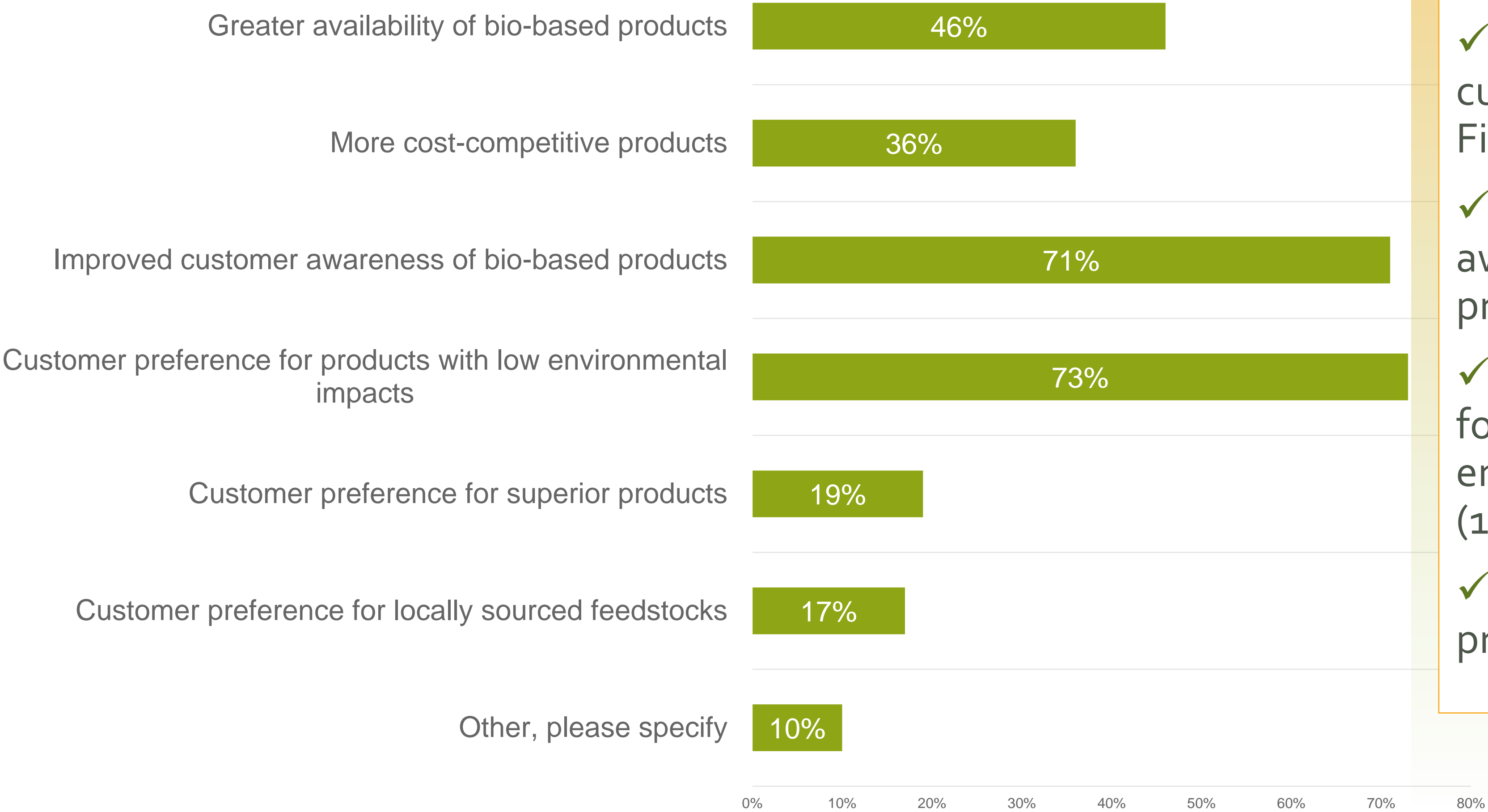
- ✓ Main motivations for Finnish brands
- ✓ Meeting customer demands (100%)
- ✓ Meeting company sustainability targets (75%)
- ✓ Anticipated regulatory changes (50%)

80%



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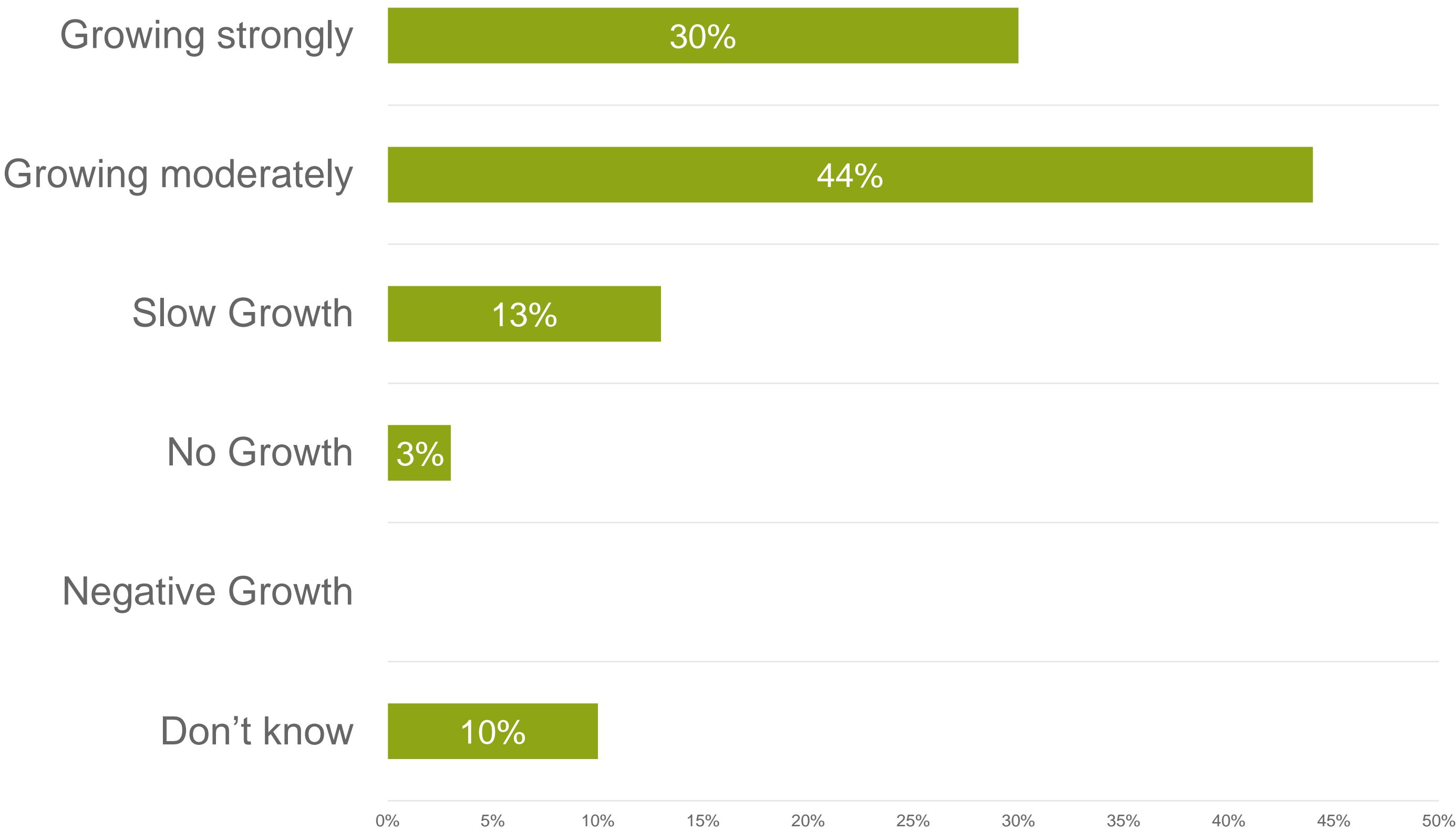
In your opinion/experience, what factors are the **main drivers for growth of customer demand** for bio-based products?



- ✓ Main drivers of customer growth in Finland
- ✓ Improved customer awareness of biobased products (100%)
- ✓ Customer preference for products with low environmental impact (100%)
- ✓ More cost competitive products (50%)



# How do you foresee your customer demand for bio-based products over the next 5 years?



- ✓ Finnish brands are optimistic about growth in demand for biobased products
- ✓ 75% project strong growth over the next 5 years
- ✓ 25% project moderate growth



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