

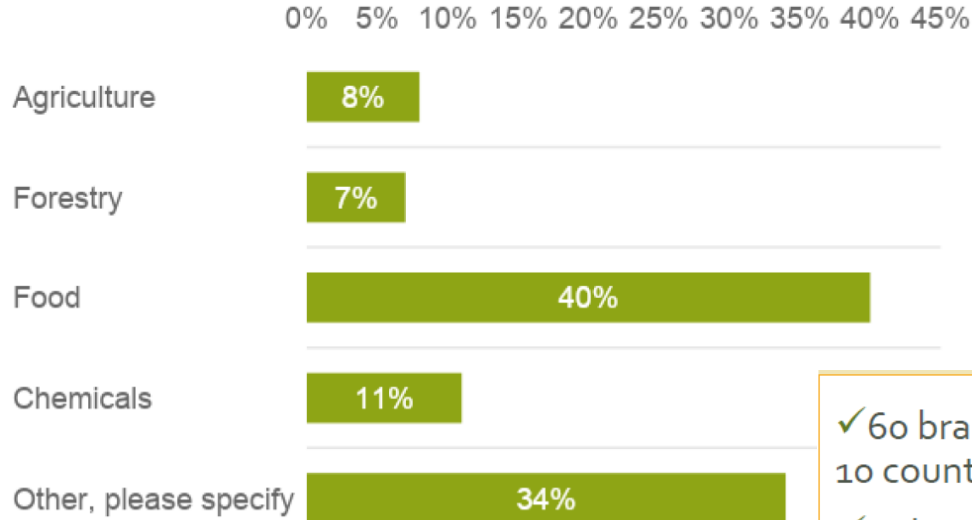


BIO SWITCH

SURVEY ON BRAND OWNERS'
PERCEPTIONS WHEN SWITCHING TO
BIOBASED:
RISKS, NEEDS AND INCENTIVES



What kinds of brand owners participated in our survey?

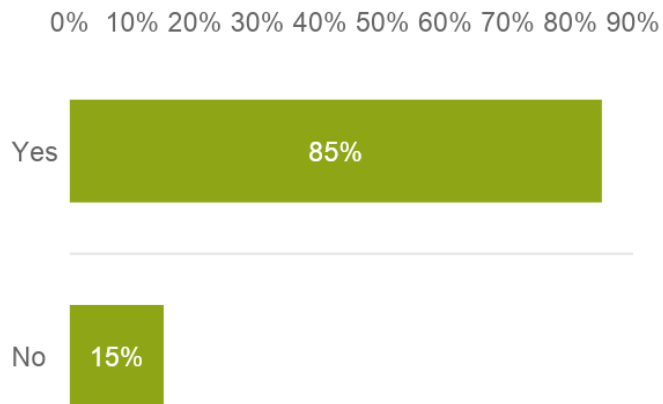


- ✓ 60 brand owners across 10 countries
- ✓ Other sectors included; biopharma, nutraceutical, construction and energy





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

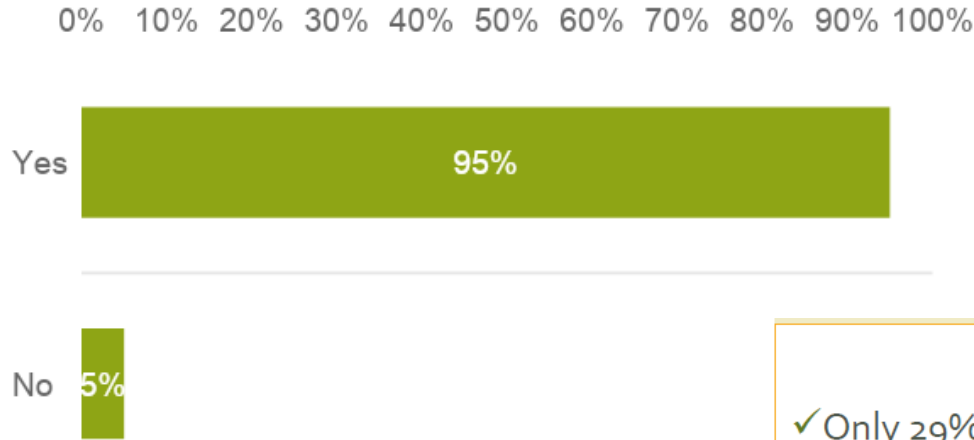


✓ 72% of surveyed companies already include some biobased content within their brands

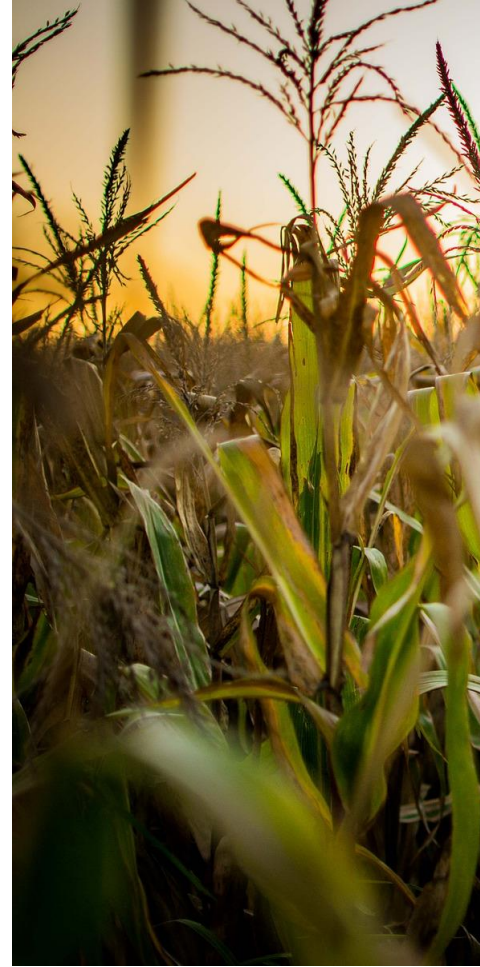




If your brands do not currently use biobased packaging would you consider using biobased packaging in future?

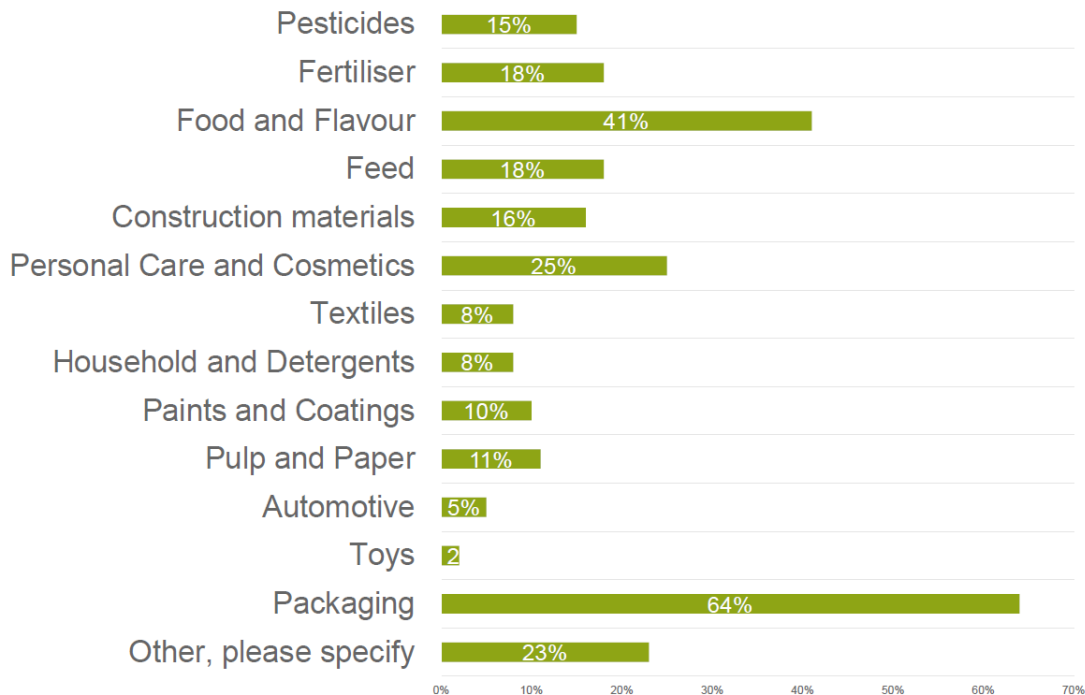


✓ Only 29% of companies surveyed utilized biobased packaging on their branded products





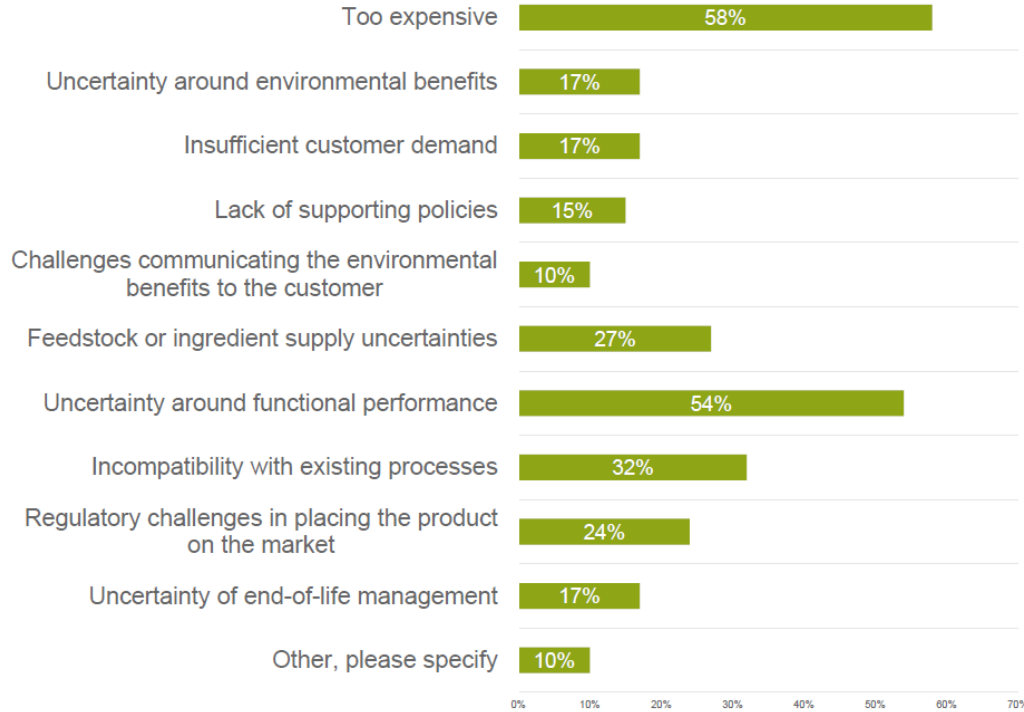
What are the main categories of products that your organisation would consider integrating biobased ingredients?



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.

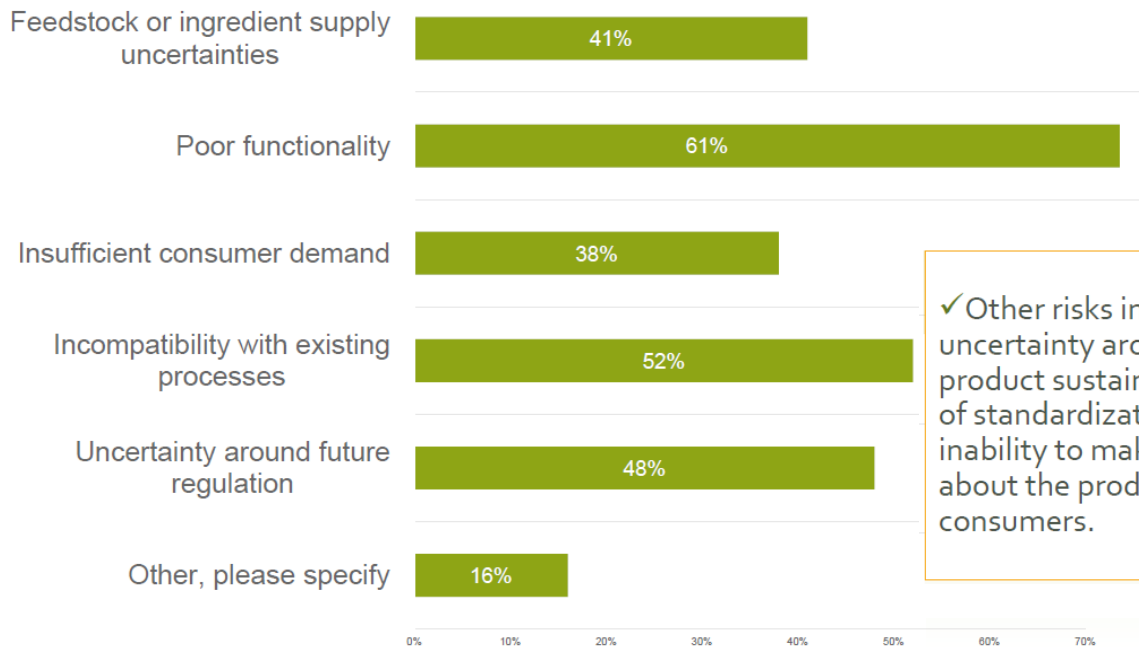


What are the main barriers to biobased ingredient/product uptake within your organisation?





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

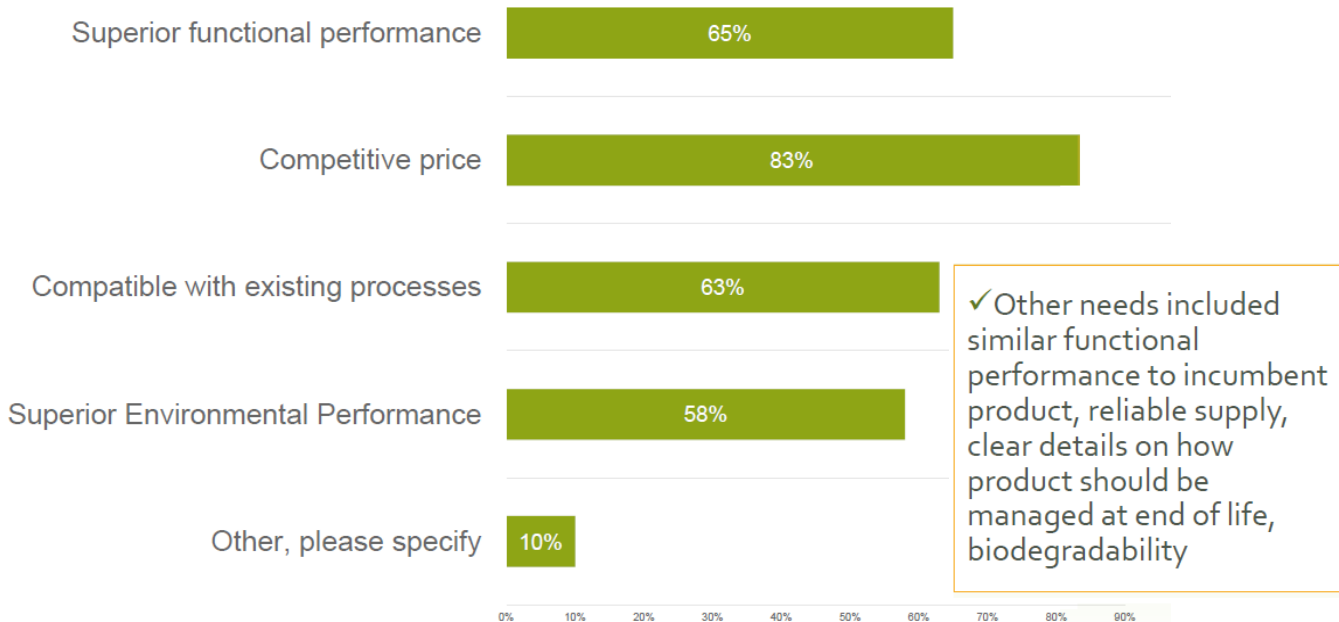


✓ Other risks included uncertainty around the product sustainability, lack of standardization, the inability to make claims about the products to the consumers.



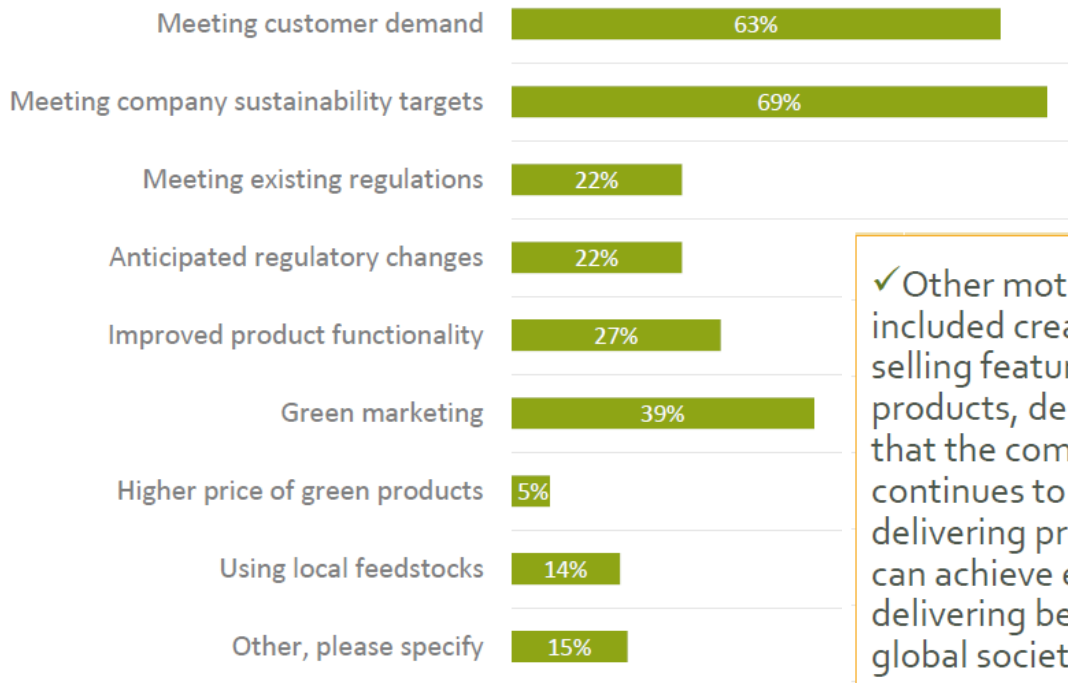


What are your specific needs when it comes to choosing an alternative bio based ingredient/product?

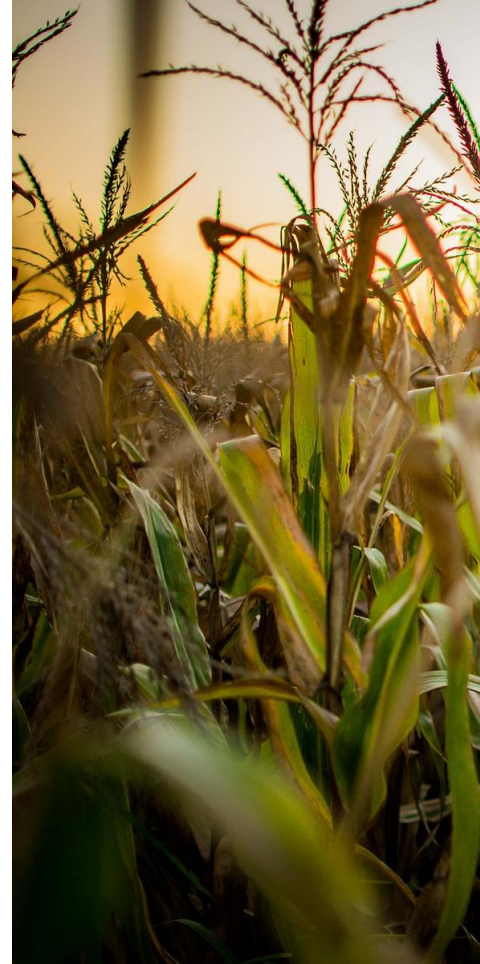




What would be your main motivation for switching to bio-based products?

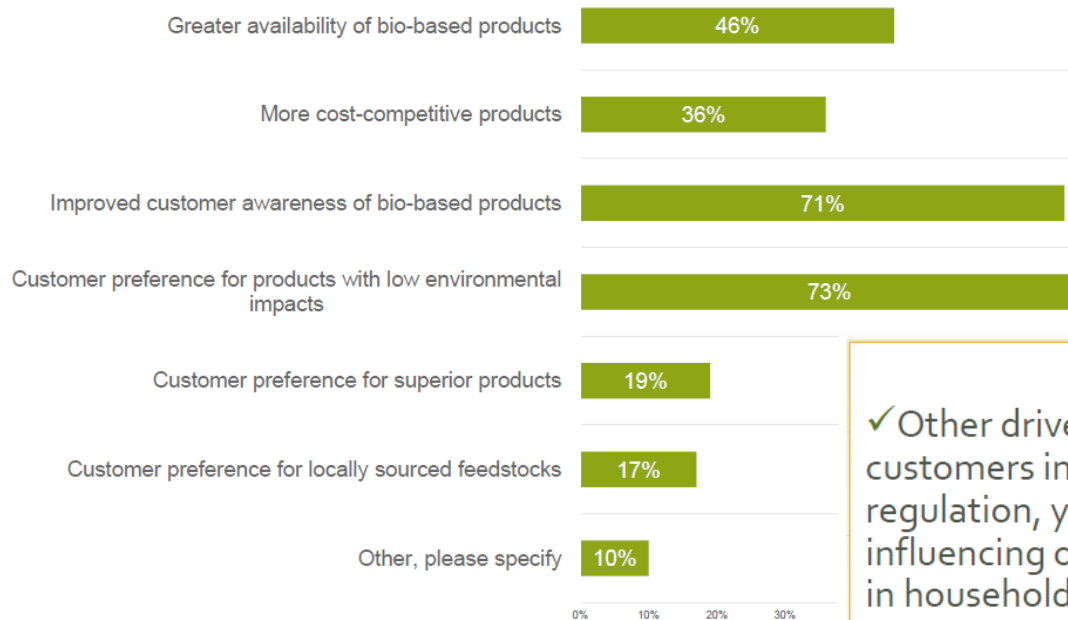


✓ Other motivations included creating key selling features in products, demonstrating that the company continues to innovate, delivering products that can achieve ecolabels, delivering benefits for a global society





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

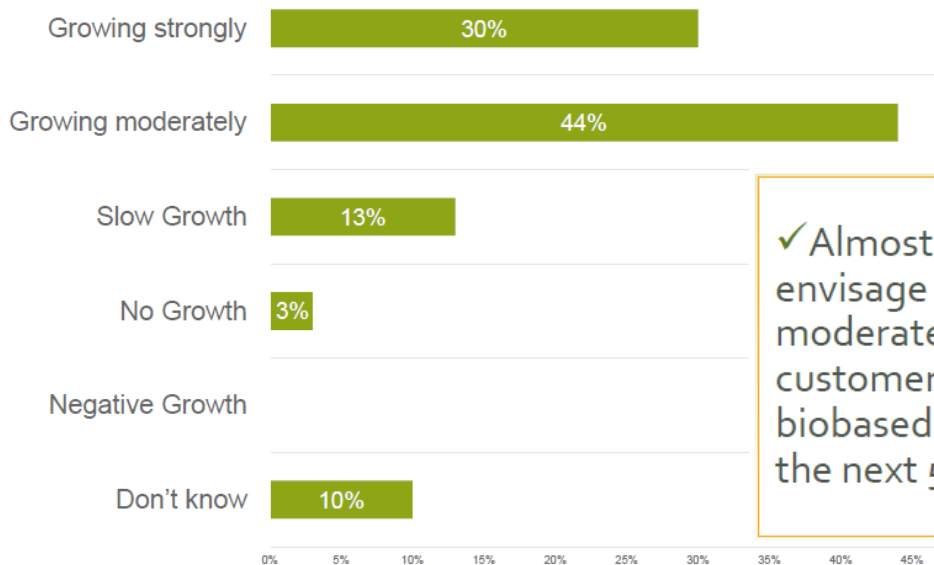


✓ Other driver among customers include regulation, young people influencing older people in households.





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



✓ Almost 75% of brands envisage strong or moderate growth of their customer demand for biobased products over the next 5 years.





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info@bioswitch.eu

www.bioswitch.eu



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