

## BIOSWITCH research analyses Irish and Dutch consumer perspectives of bio-based products

- The results show that Irish consumers have a slightly more positive perception of bio-based products than their Dutch counterpart, with 93% of the respondents from Ireland and 81% of the ones from The Netherlands indicating that they prefer to buy bio-based products instead of fossil-based ones.
- Price was identified as the main deterrent, but around half of the participants in the study were willing to pay a bit more for bio-based products.

Madrid (Spain), 29 June, 2020. – BIOSWITCH, a European project that seeks to raise awareness among brand owners and to encourage them to use bio-based instead of fossil-based ingredients in their products, has carried out research to understand consumer behaviour and perspectives of bio-based products. The study consisted of a quantitative survey among 18–75-year-old consumers in Ireland and the Netherlands to gain an understanding of consumer perspectives in relation to bio-based products. All the results were analysed, compared, and compiled in a peer-reviewed paper that can be consulted [in this link](#).

“Having a better understanding of consumers perception of bio-based products is crucial to help to boost the transformation from a fossil-based to a bio-based industry, support Europe’s transition to a low-carbon economy and help to meet key sustainability targets,” said James Gaffey, Co-director of the Circular Bioeconomy Research Group at Munster Technological University.

Some of the main findings in the study indicate that consumers in both countries have a relatively positive outlook regarding bio-based products, with Irish consumers, and especially Irish females, showing a slightly more positive position. Moreover, Irish consumers also have a slightly more positive perception that their consumer choice can be beneficial for the environment, and overall, are more willing to pay extra for bio-based products.

Price was indicated by consumers in both countries as a key factor influencing the purchase of bio-based products, and around half of the interviewees are unwilling to pay more for bio-based products. Likewise, consumers in both countries are most likely to buy bio-based products from the same product categories, the main ones being packaging products, disposable products, and cleaning, hygiene, and sanitary products. A green premium is most likely to be paid for categories such as disposable products, cosmetics and personal care.

Consumers in both countries appointed at environmental sustainability as a significant factor when choosing between products; however, terms such as biodegradable and compostable carry more weight than the term bio-based among consumers, indicating that more work needs to be done to improve consumer knowledge and understanding of bio-based products. Despite this, the overall indication of consumer preference for bio-based over fossil-based products was clear, as 93% of the Irish respondents and 81% of the Dutch ones said that they would prefer buying bio-based products





rather than fossil-based products. Nearly half of them were even willing to pay a bit more for the bio-based alternatives.

“It was great to notice positive attitudes among consumers towards bio-based products”, appointed John Vos, Senior Consultant and European Projects Manager at BTG Biomass Technology Group. “We hope that the results of this study will serve as basis for further exploration of this topic and will stimulate the market for bio-based products by addressing uncertainties around consumer demand in Ireland and the Netherlands.”

### About BIOSWITCH

BIOSWITCH is an initiative funded by the Bio-Based Industries Joint Undertaking (BBI JU) under the European Union's Horizon 2020 research and innovation programme with a total budget of €1 million.

The project is coordinated by the Finnish entity CLIC Innovation and formed by a multi-disciplinary consortium of eight partners from six different countries. The partners' profiles include four industrial clusters: CLIC Innovation, Corporación Tecnológica de Andalucía, Flanders' FOOD and Food & Bio Cluster Denmark; two Research and Technological Organizations: Munster Technological Institute and VTT Technical Research Centre of Finland; and two SMEs: BTG Biomass Technology Group and Sustainable Innovations.

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