

# BIOBRIDGES CONSULTATION

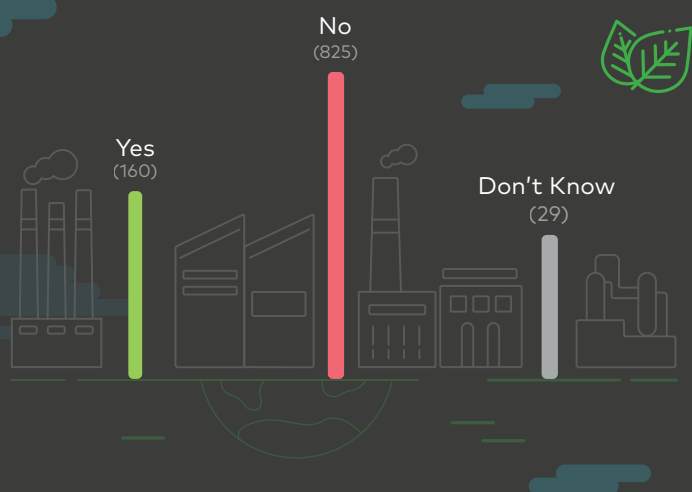


## Consumers' Awareness on Bio-Based Products

Biobridges launched a survey from 1st July 2020 to 31st October 2020 with the objective of learning about the consumers' awareness of and familiarity with bio-based products and collect their opinions and concerns about them. This consultation had 1.014 responses from 39 countries.

### Low Familiarity with Bioeconomy

#### Working in the Bioeconomy



### 39 Countries Covered

#### Top 10 Countries

- |                    |                    |
|--------------------|--------------------|
| 1. Italy           | 6. Germany         |
| 2. Spain           | 7. Greece          |
| 3. Portugal        | 8. Estonia         |
| 4. Croatia         | 9. Slovakia        |
| 5. The Netherlands | 10. United Kingdom |

### Replies Per Age

- |             |             |
|-------------|-------------|
| <18 - 37    | 45-54 - 204 |
| 18-24 - 118 | 55-65 - 136 |
| 25-34 - 269 | >65 - 27    |
| 35-44 - 223 |             |

### Awareness

- 50% responders have few or no information on bioeconomy.
- Lower awareness among the youngest and oldest respondents.
- 45% responders NOT working in the bioeconomy sector or never heard about bio-based products or just have few information.
- Confusion between bio-based products and biodegradable product.

### Use of Labels in Bio-Based Products

- What Information Should Appear in the Labels?



#### Young Respondents

- More interested in info about bio-based products end-of-life.



#### Older Respondents

- More interested in info about bio-based products biodegradability.

### Preferred Channels for Receiving Information About Bio-Based Products



&



&



### From whom Consumers would like to Receive Information

