



2025 Consumer Research Highlights

Plant-Based Products Have Become a Mainstream Expectation

- Consumer familiarity with plant-based products continues its multi-year rise, with 71% of Americans now familiar with plant-based products.
- Favorability remains extremely strong: 85% view plant-based products favorably.
- Plant-based innovation has firmly moved beyond niche status: 86% of consumers say they are likely to purchase or use plant-based products in the next three months.

Consumers See Clear Value in Plant-Based Materials

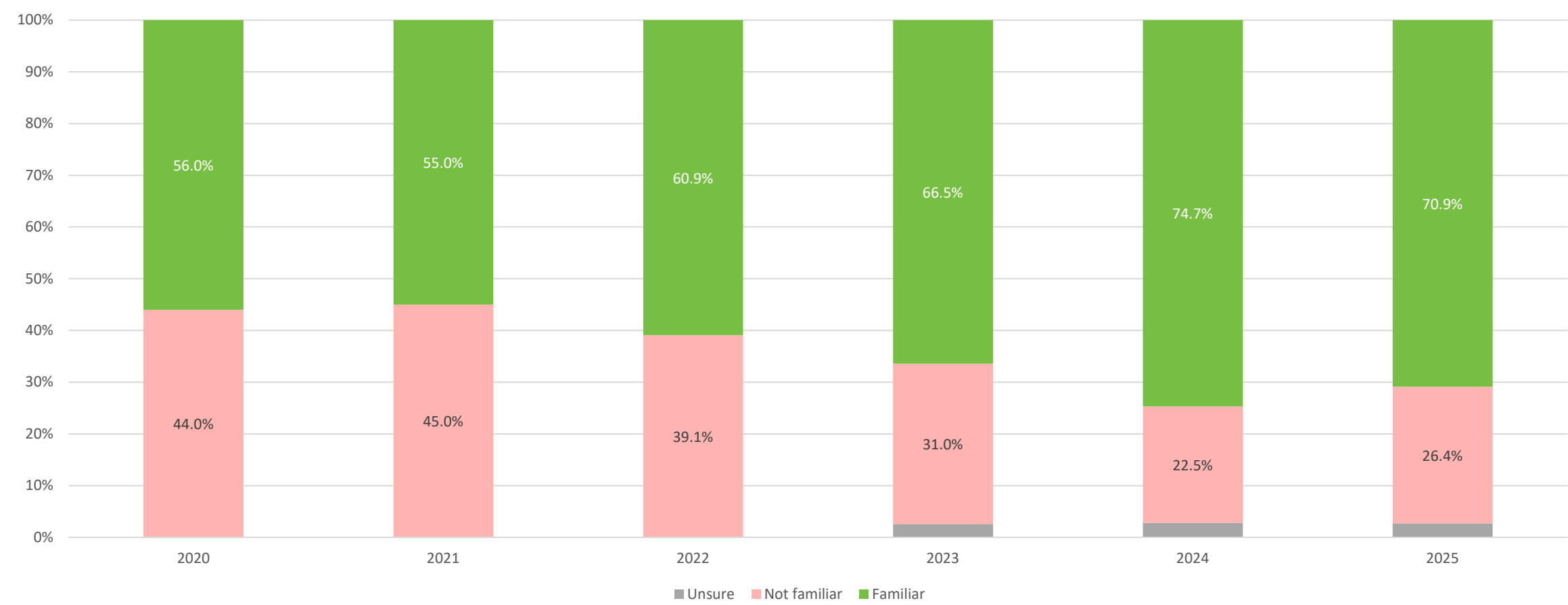
- High familiarity with agricultural feedstocks (corn, bamboo, hemp, sugarcane, soybeans, seaweed, wood pulp) demonstrates that consumers understand plant-based products are tied to U.S. agriculture.
- 71% say the advantages of plant-based products outweigh the disadvantages, indicating strong perceived value across environmental, economic, and practical dimensions.
- Americans increasingly connect plant-based innovation with support for farmers, manufacturing jobs, and rural economies.

Broad Public Support for Policies That Grow the U.S. Bioeconomy

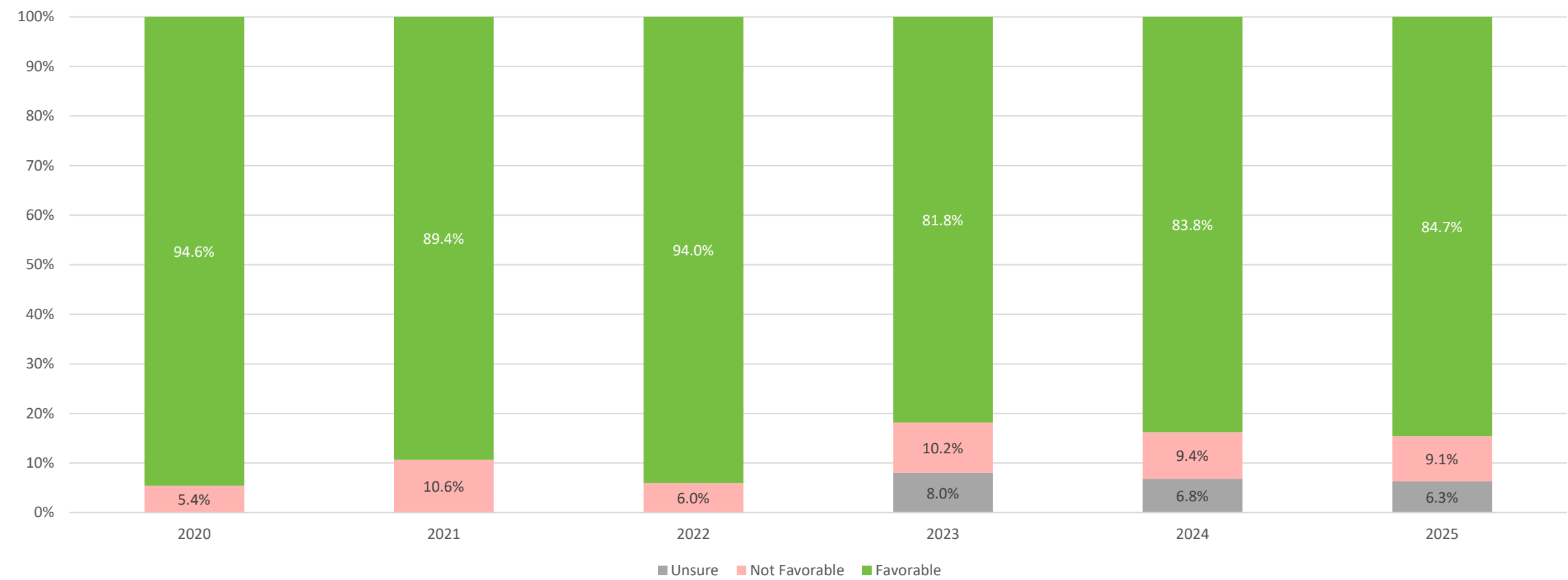
- 73% of Americans support federal incentives to expand U.S. manufacturing of plant-based products, with strong support across Republicans, Independents, and Democrats.
- Consumers believe plant-based materials help reduce reliance on fossil-based products while strengthening domestic supply chains.
- Public sentiment provides a strong foundation for policies that accelerate investment, commercialization, and market adoption of renewable materials.

Consumers are ready for a faster transition to plant-based materials and they expect both industry and policymakers to lead. The 2025 findings point to a national market primed for growth, with broad, stable demand and a public eager to support companies and policies that strengthen America's bioeconomy.

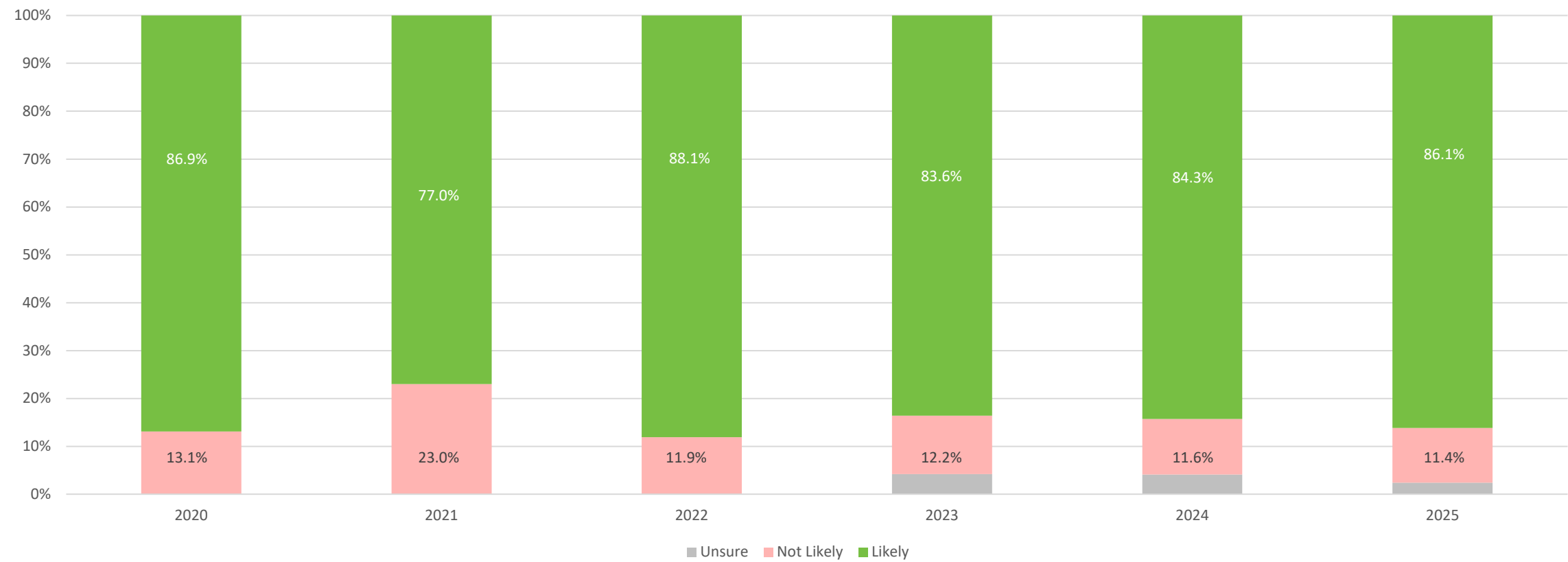
Familiarity With Plant-Based Products



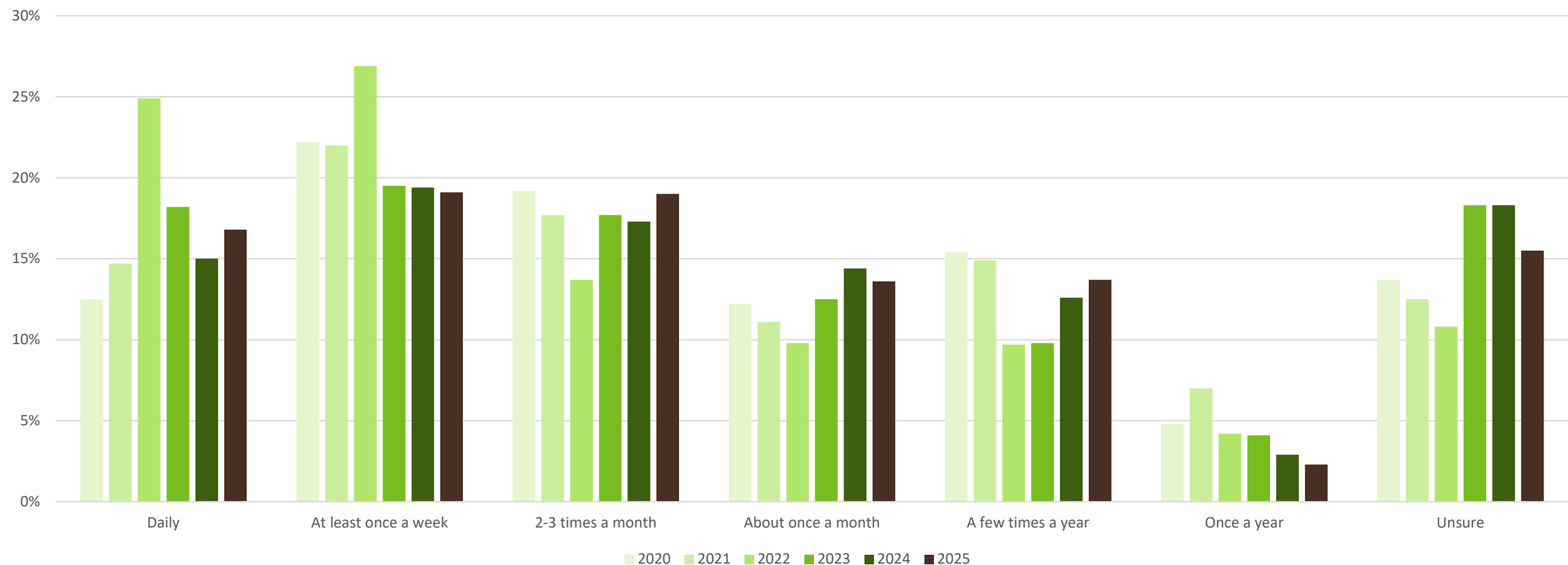
Favorability Of Plant-Based Products



Likelihood to Purchase Plant-Based Products in the Next 3 Months

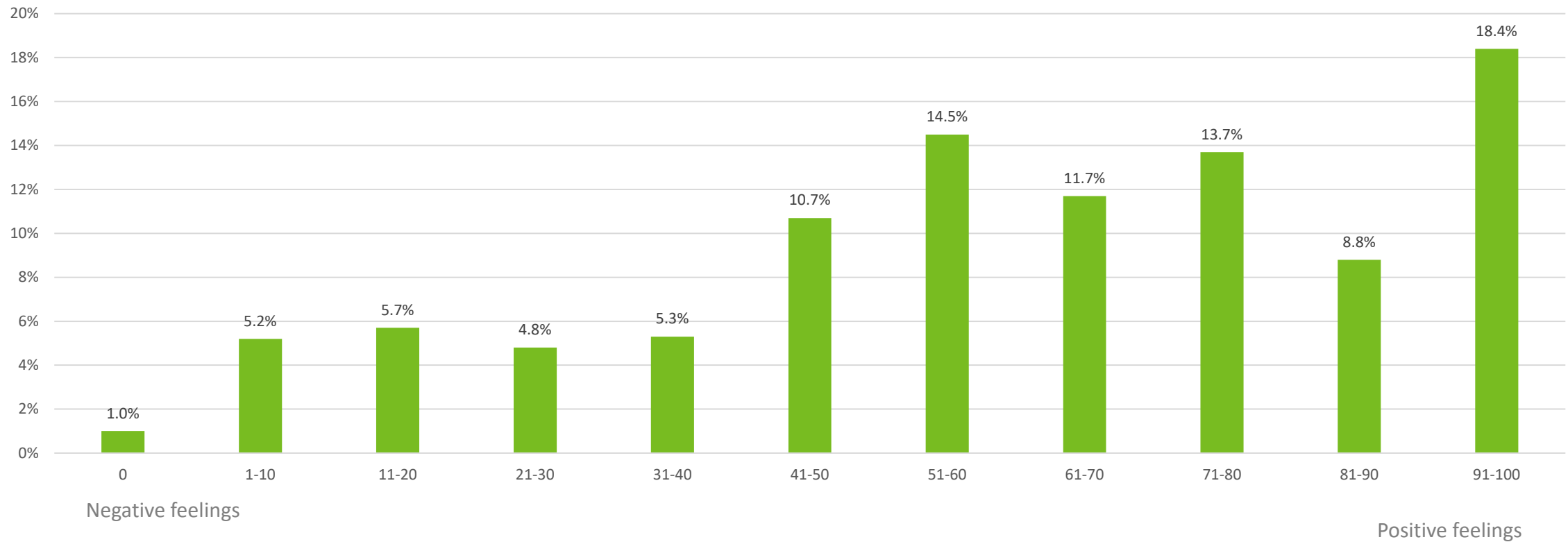


Plant-Based Products Usage Frequency

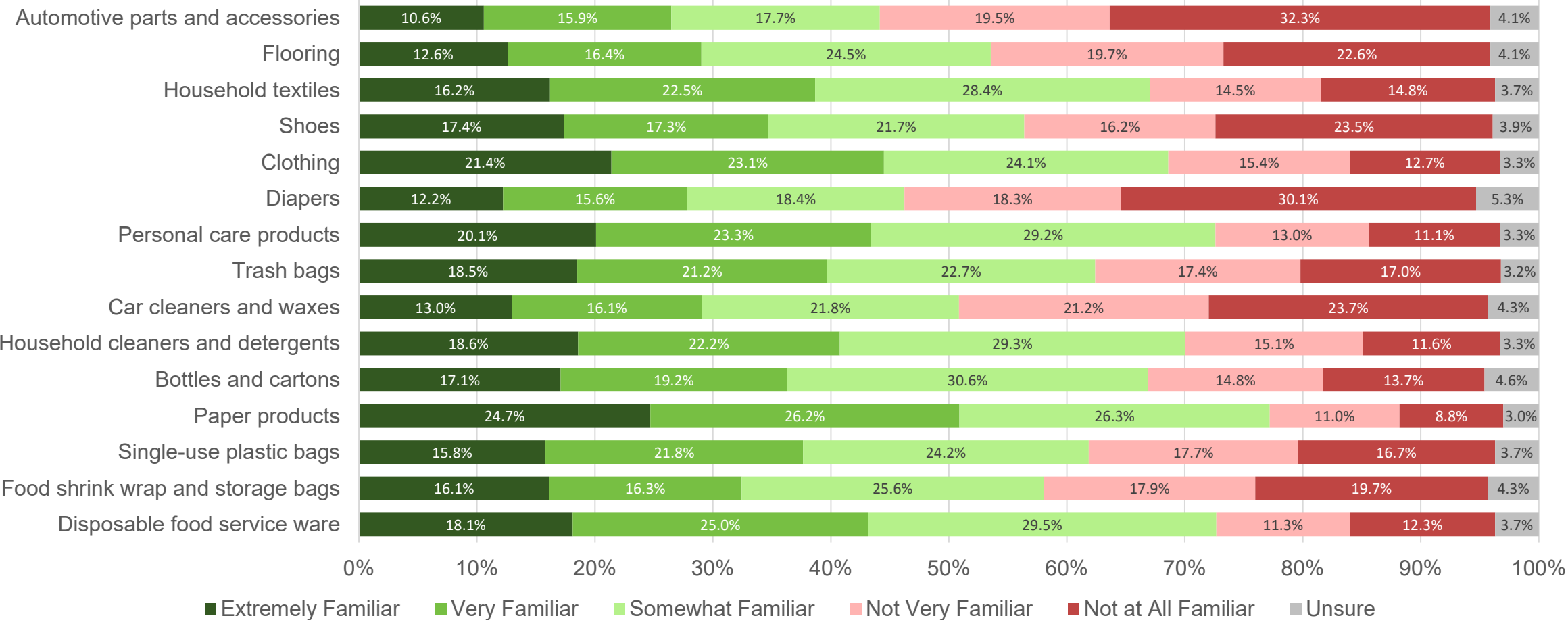


General Feeling: Plastic Created from Plants

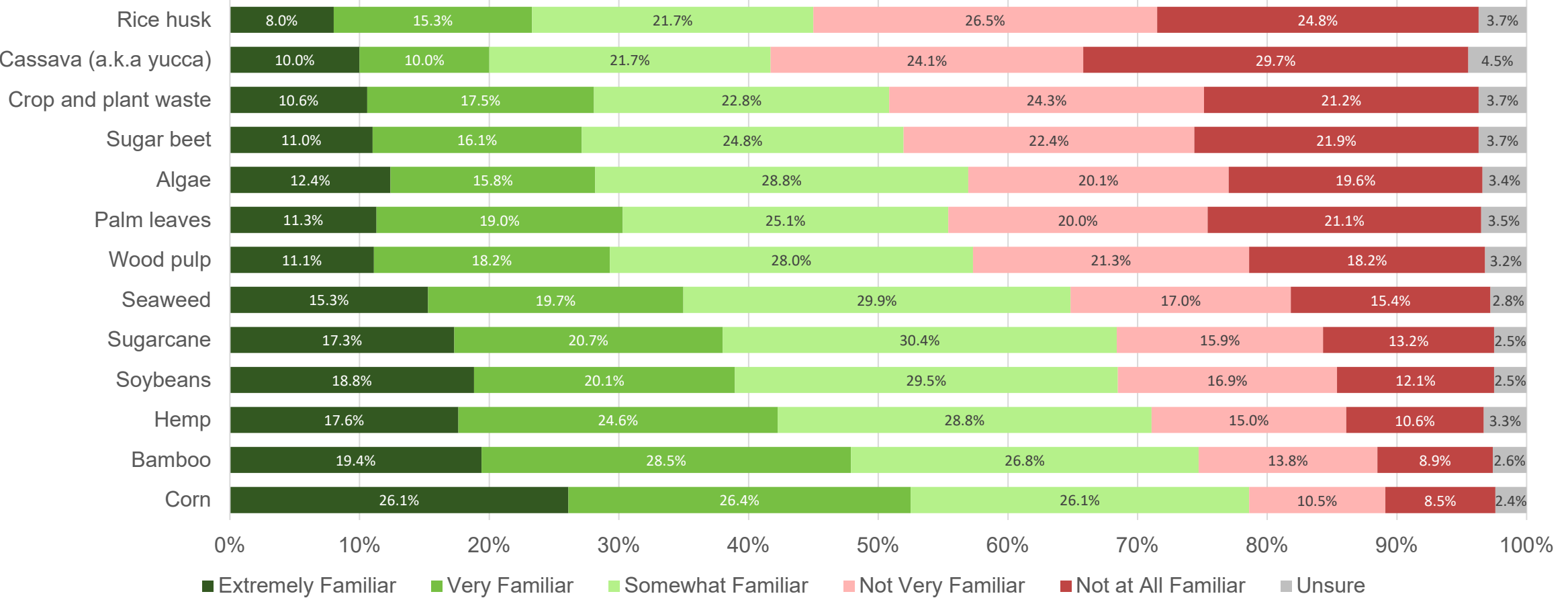
1-100 scale, 100 most favorable



Product Familiarity



Feedstock Familiarity



7-in-10 Support Federal Laws, Including Tax Breaks, to Incentivize Plant-Based Products

