



2026 Consumer Research Highlights

Plant-Based Products Have Become a Mainstream Expectation

- Consumer familiarity with plant-based products continues to grow, with 75% of Americans now familiar with products made from plants, up from 56% in 2020.
- Consumer favorability has increased for four consecutive years, with 87% viewing plant-based products favorably and strong favorability reaching its highest level since tracking began in 2020.
- With 87% of Americans likely to purchase or use plant-based products in the next three months, the research reinforces the lasting appeal of renewable materials in everyday products.

Strong Demand and Purchase Intent Across Categories

- 87% of consumers are likely to purchase or use plant-based products in the next three months, demonstrating sustained consumer demand.
- Consumer interest extends across everyday products, including paper goods, household cleaners, personal care products, clothing, and packaging.
- Consumers increasingly value quality, performance, and environmental benefits when considering plant-based products, highlighting opportunities for companies to meet evolving purchasing priorities.

Consumer Demand Creates Opportunities for American Agriculture and Manufacturing

- Consumer demand for plant-based products creates opportunities for American farmers and manufacturers to develop new markets for U.S.-grown crops and expand domestic production.
 - 75% of Americans agree that producing more plant-based products domestically strengthens national security by reducing reliance on foreign supply chains, including China.
 - Americans recognize the broader benefits of plant-based innovation, from supporting domestic manufacturing and rural economies to strengthening U.S. supply chains.
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Broad Public Support for Policies That Grow the U.S. Bioeconomy

- 73% of Americans support federal incentives to encourage domestic production of plant-based materials, up from 63% in 2022, with support across political affiliations.
- 71% support the bipartisan *Biobased Materials Investment and Production Act*, which would incentivize U.S. manufacturing of plant-based materials and investment in domestic production facilities.
- Strong consumer demand and bipartisan policy support reinforce the opportunity to expand American manufacturing, create new markets for farmers, and strengthen domestic supply chains.

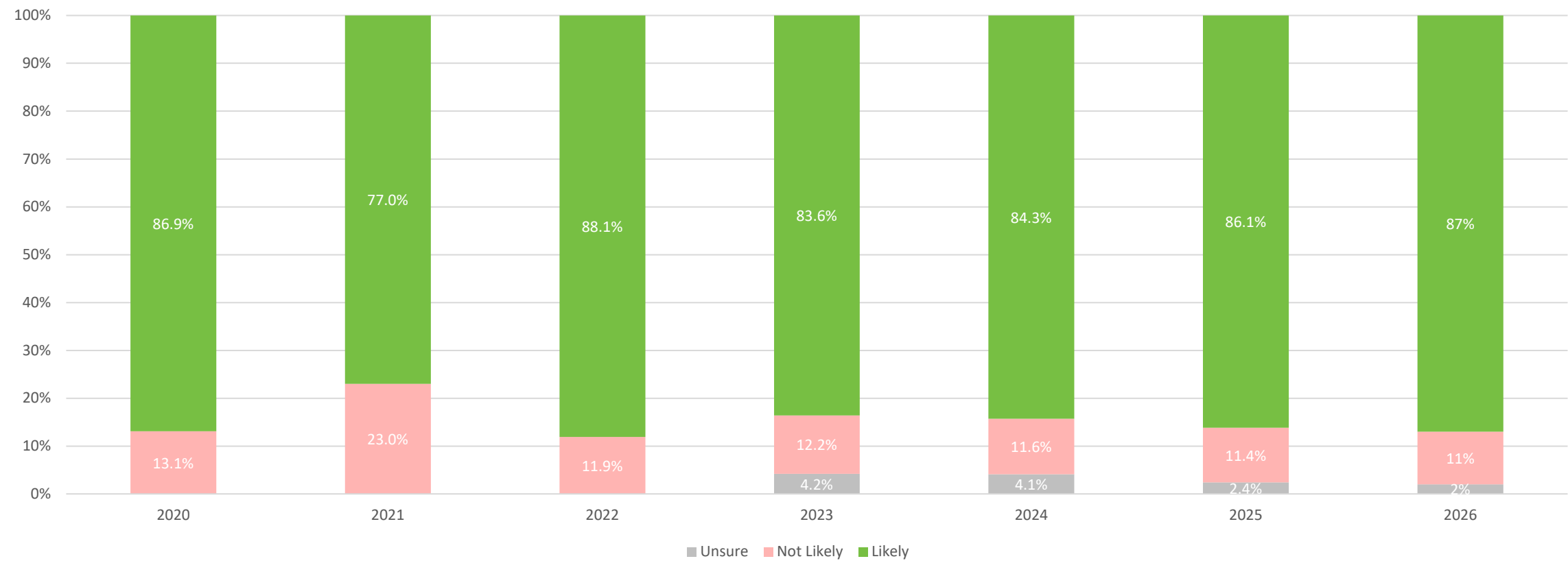
Americans' enthusiasm for plant-based products continues to grow, and they recognize the value of making more of these products here at home. The 2026 findings demonstrate lasting consumer demand and strong support for policies that create new opportunities for American agriculture, manufacturing, and innovation.

Familiarity With Plant Based Products



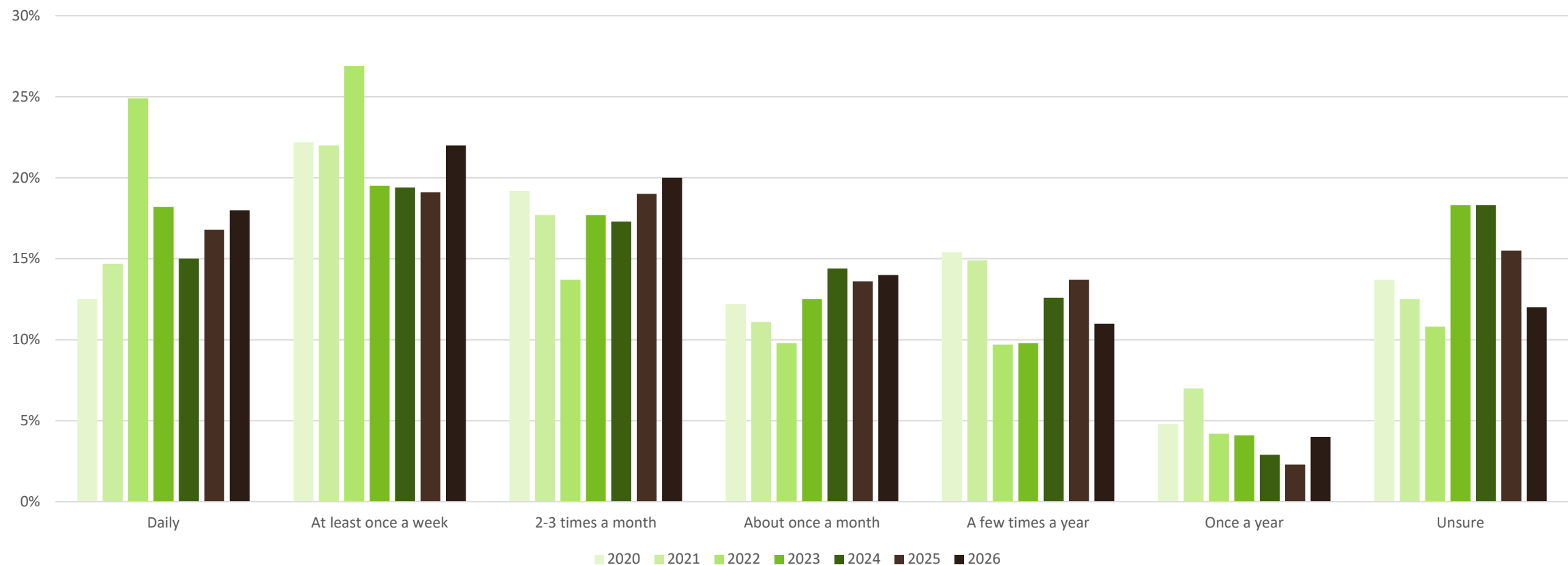
Not counting food products, how familiar are you with products and materials made from plants?

Likelihood to Purchase Plant Based Products in the Next 3 Months



How likely are you to consider purchasing or using products and materials made from plants in the next three months?

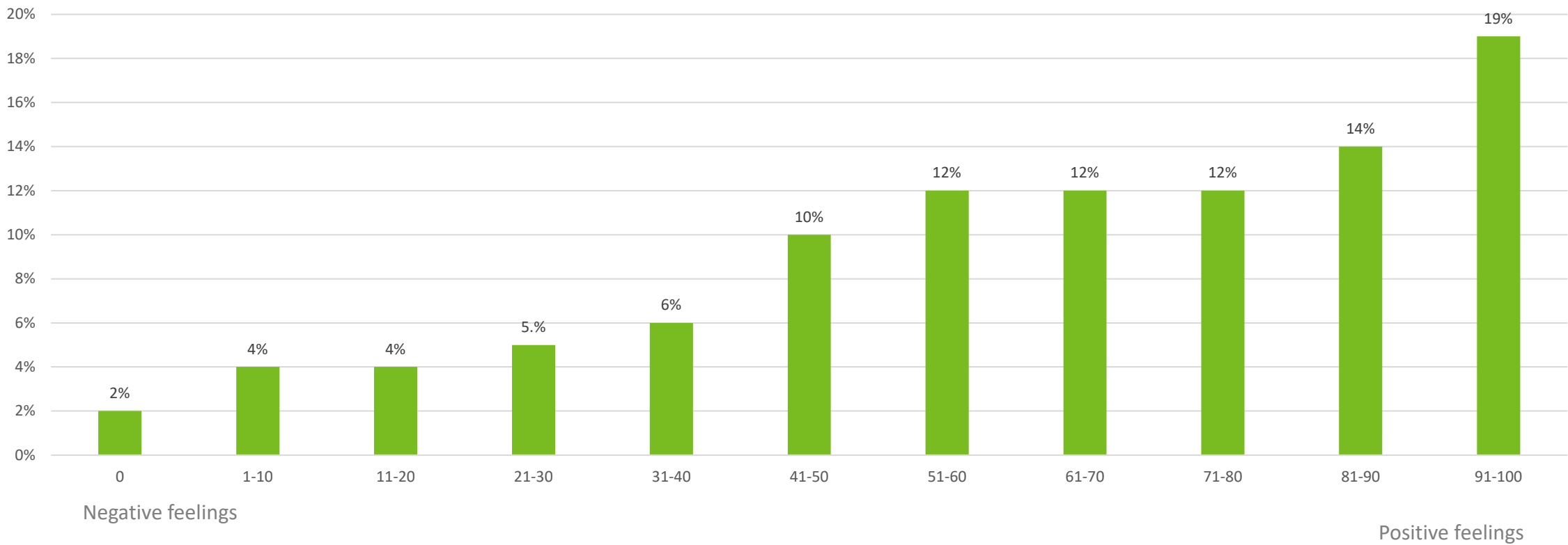
Plant-Based Products Usage Frequency



Now that you have a better idea of what products and materials made from plants are and consist of, how often would you say you use products and materials made from plants?

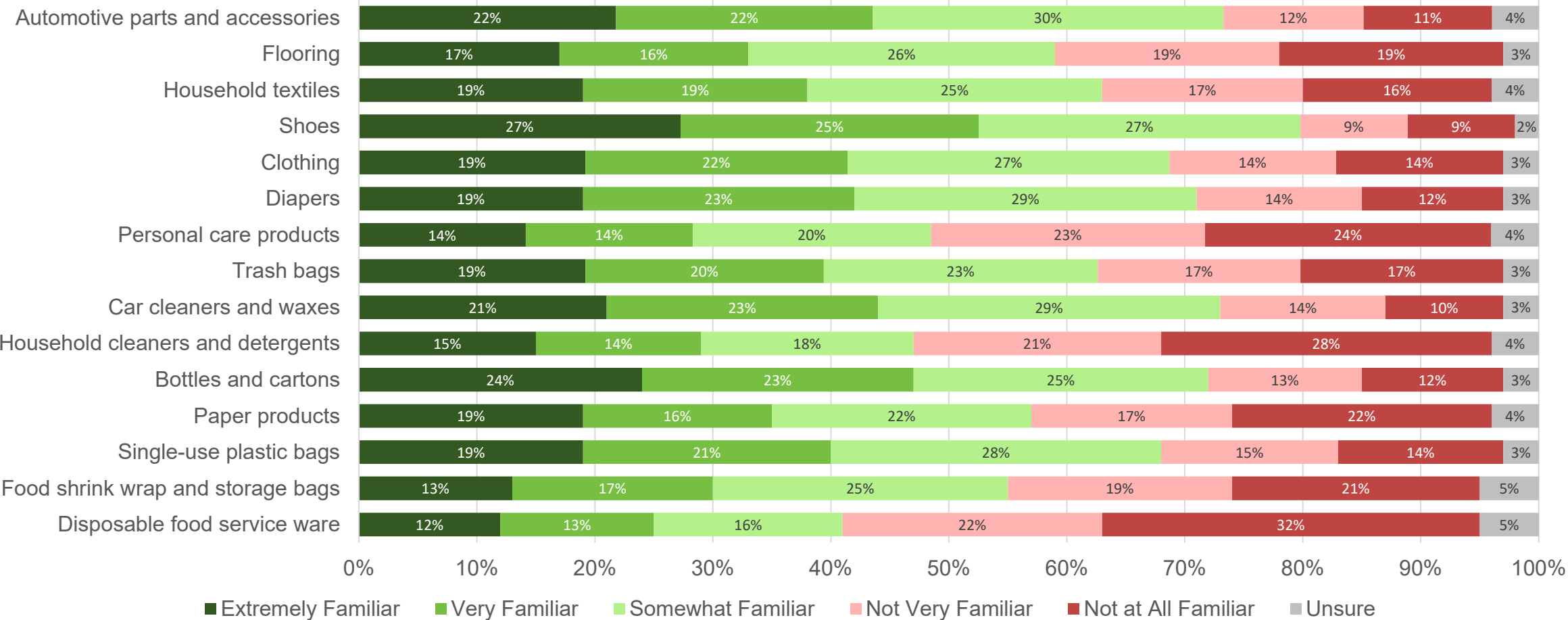
Plastic Created from Plants

0-100 scale, 100 most favorable



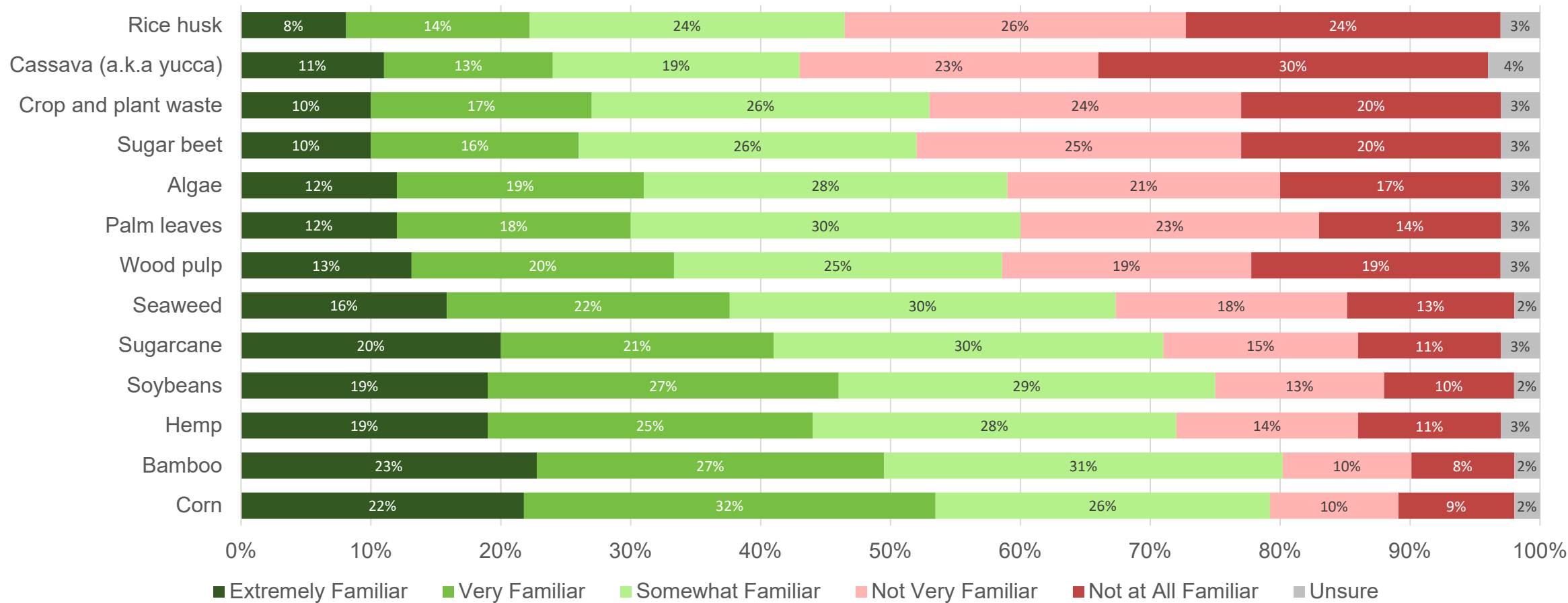
On a 100-point sliding scale, how do you feel, in general, about products made from each of the following materials? A 0 means you have a very cold/negative feeling and a 100 means extremely warm/positive feeling. You can use any number between 0 and 100.

Product Familiarity



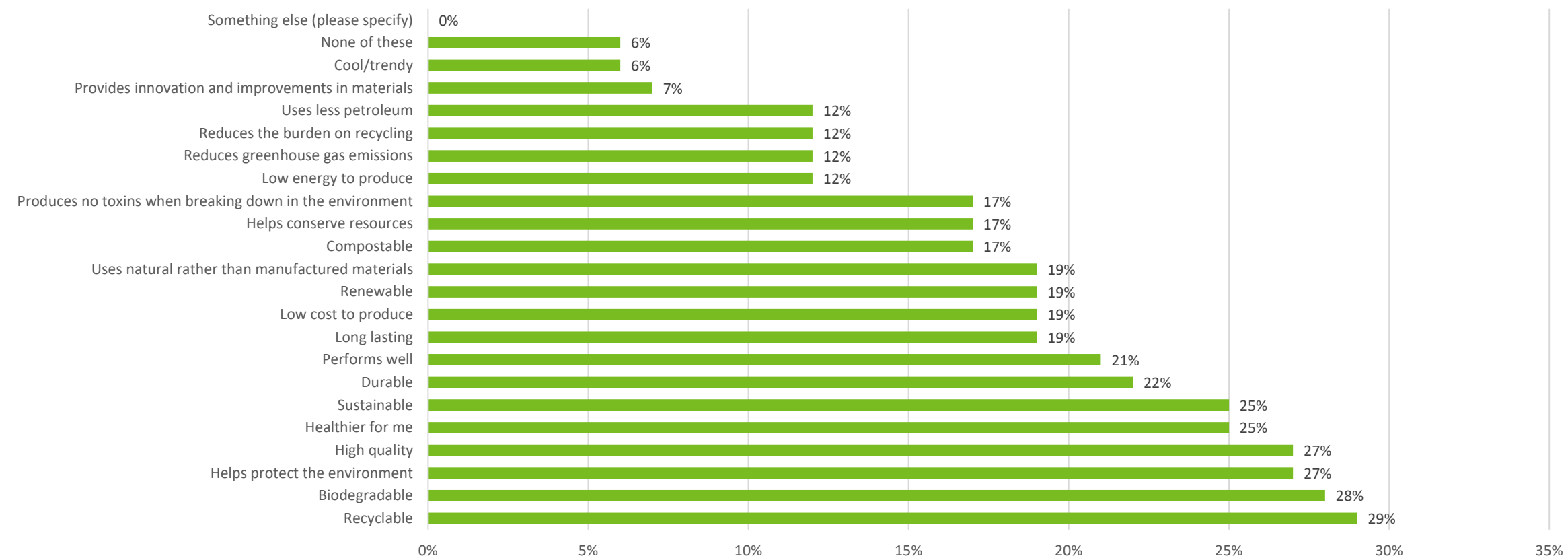
How familiar are you with each of the following types of products and materials made from plants?

Feedstock Familiarity



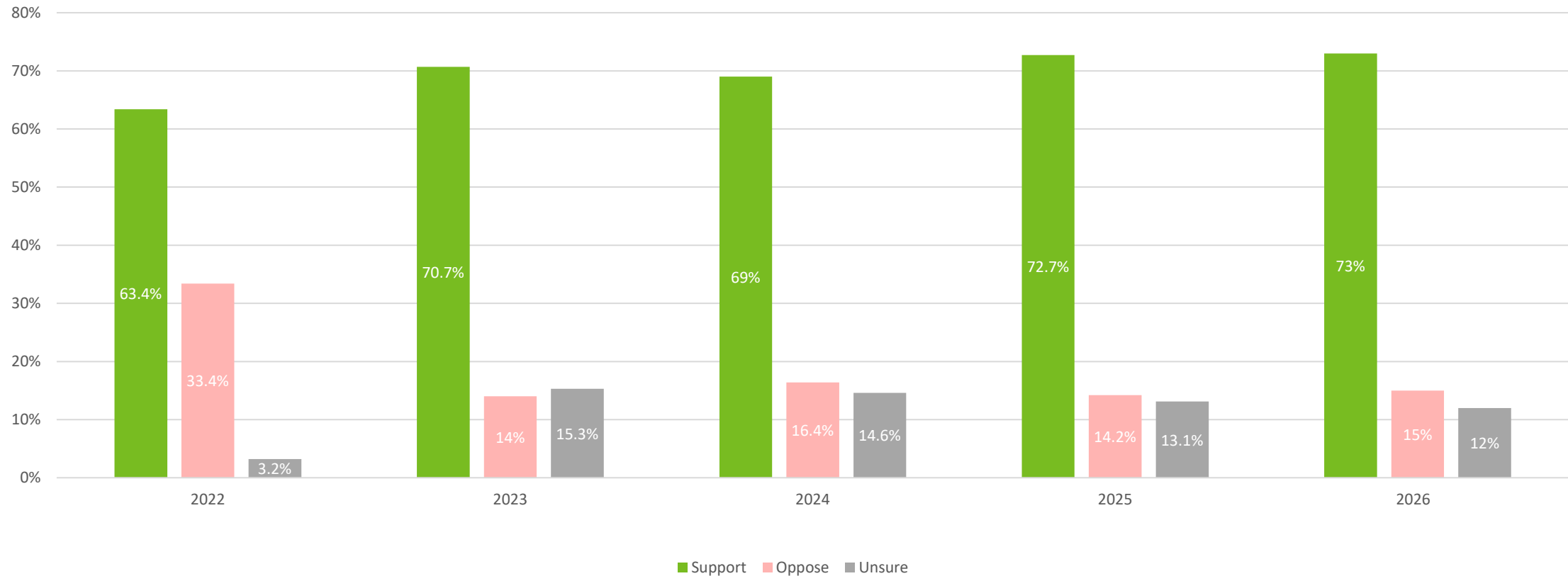
The following raw materials or ingredients are currently being used to make plant products. Please rate how familiar you with each raw material or ingredient being used to make plant-based products.

Most Important Plant-Based Product Characteristics



There are a variety of characteristics that can describe some products made from plants. Out of the list below, please select up to five things about these types of products that are most important to you, personally, when it comes to your decision to purchase products made from plants.

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



Do you support or oppose federal laws and/or tax breaks that would incentivize companies to create more plant-based products and materials?

