

Title: Consumer acceptance of bio-based materials is key to the shift to a circular bio-economy. A USA footwear consumer research case provides more insights.

Several bio-based materials are becoming available and/or are in development for launch the coming years but still there is hesitance at consumer goods producers to fast forward. Since the question is still out if the consumer is ready for those environmental friendly products and if they are willing to pay a certain premium for it.

A market study in the USA researching the believe of consumers in bio-based footwear concerning quality aspects, the willingness to buy and pay a premium was executed by a 3th party online on behalf of Primient Covation LLC and Insite with more then 1000 respondents from across the USA and in different price levels.

This paper will highlight the results which are very encouraging for brands which are willing to make a brave stand in launching bio-based footwear products with proper communication informing the corn source of the plant based material and its renewable harvesting in the Midwest of USA.