

## MSU Product Center

*For Agriculture and Natural Resources*

[Use of this material is subject to caution.](#)

### **Major forces driving biobased products – Other factors**

- **Technological advances and basic research:** Advances in basic research and technologies are not only creating novel biobased products, they are also beginning to make biobased products more competitive with petroleum-based products.
- **Government policy and regulatory forces:** There are a wide range of government policies and regulations that encourage and motivate companies to produce biobased products from biomass materials.
- **Market demand:** Besides the economic and environmental concerns related to the use of petroleum based fossil fuels, consumers are constantly demanding new products and new ways of living.
- A number of consumers seem to be increasingly interested in products that are natural and with low chemical substance.
- Convenience and performance are also becoming important factors for consumers when buying products.
- Household composition and structure in terms of age, gender, and family size may also have impacts on future biobased product markets.
- Therefore, a combination of factors such as wellness, convenience, and demographic changes, acting interdependently or independently, may influence consumption patterns and demand for commercial and industrial biobased products.