



New Consumer Research Shows Broad U.S. Demand for Next-Gen Materials

Over a third of consumers say they will pay more for sustainable, animal-free leather, wool, down, silk, fur, and exotic skins

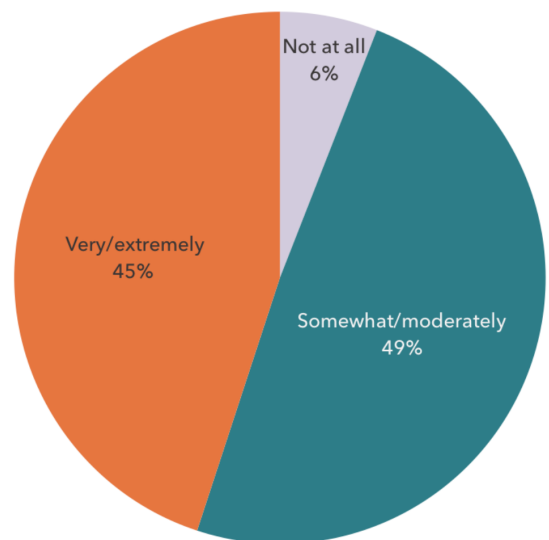
September 8, 2021 – A new study from the [Material Innovation Initiative](#) and [North Mountain Consulting Group](#) found that almost all respondents in the United States – 94% – were open to purchasing next-gen materials. Nearly half – 45% – were highly likely to purchase (see graphic below) and 39% said they would actually pay more for sustainable, animal-free versions of leather, wool, down, silk, fur, and exotic skins.

“The findings reveal that cost-competitive next-gen materials could command the majority of many markets,” notes **Nicole Rawling**, co-founder and Chief Executive Officer of the Material Innovation Initiative. “The potential market share ranges from 54% for leather to 66% for fur.”

The report also details the attitudes of early adopters, who are key to the long-term success of new products. “Environmental benefits, animal welfare, and quality were the top reasons early adopters were interested in next-gen materials,” explains principal investigator **Dr. Keri Szejda**.

These early adopters are similar to the general population in terms of age, gender, region, and race/ethnicity, suggesting that next-gen materials are likely to be widely adopted by consumers. Indeed, interest in next-gen materials was high across generations and geographic regions.

Early adopters indicated greatest interest in products made with recycled materials, biodegradable materials, and materials sourced from plants, algae, or fungi. However, purchase likelihood for materials made through novel technologies like cell cultivation may increase with awareness and education, as has been found in the case of cultivated meat.



Likelihood of purchasing next-gen materials

The findings highlight opportunities and challenges for material scientists, startups, and brands working to market next-gen materials. To read the full study and find more information on methodology and participant demographics, please access the study below. All of MII's reports can be found in our [report library](#).

About the Material Innovation Initiative

The Material Innovation Initiative is a nonprofit accelerating the development of high-performance, eco-friendly, and animal-free materials for the fashion, automotive, and home goods industries. MII serves as a critical connector along the path to market adoption for new materials, partnering with scientists, startups, brands, and retailers to direct the industry toward areas of maximum impact. Learn more at materialinnovation.org and see our previous news releases [here](#).

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About North Mountain Consulting Group

The study was conducted by North Mountain Consulting Group, a research firm that specializes in understanding the consumer landscapes of emerging technologies. For more information, please visit northmountainconsulting.com.

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