

DUPONT GREEN LIVING SURVEY: INDIA 2014

Consumer Awareness and Adoption of Biobased Products

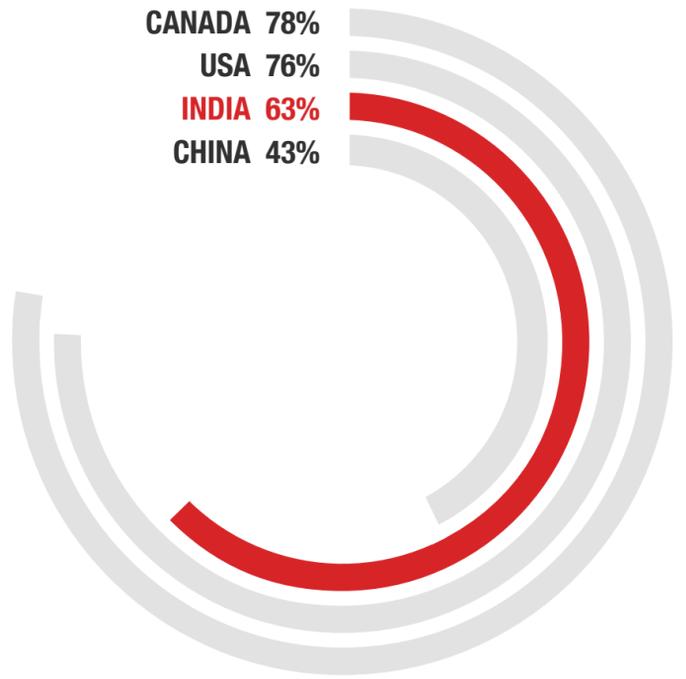
A Comparative Study of India, China, USA and Canada

CONSUMER AWARENESS OF GREEN PRODUCTS

India is ahead of China in awareness of green products but lags behind Canada & USA



CANADA 78%
USA 76%
INDIA 63%
CHINA 43%

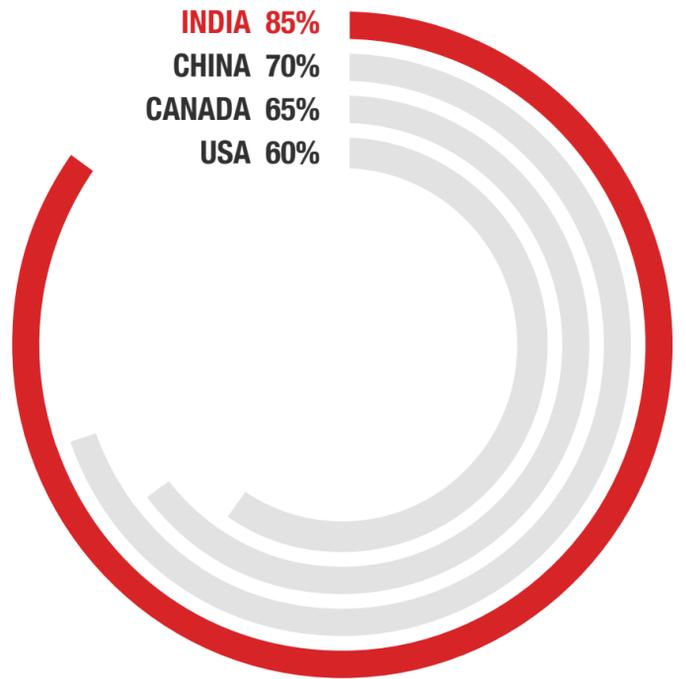


CONFIDENCE IN GREEN PRODUCTS AS BETTER FOR THE ENVIRONMENT

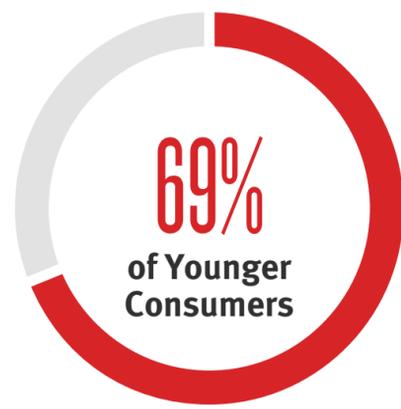
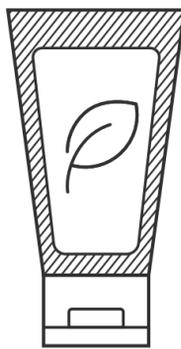
Among those aware, Indian consumers showed the highest confidence in green products followed by China



INDIA 85%
CHINA 70%
CANADA 65%
USA 60%

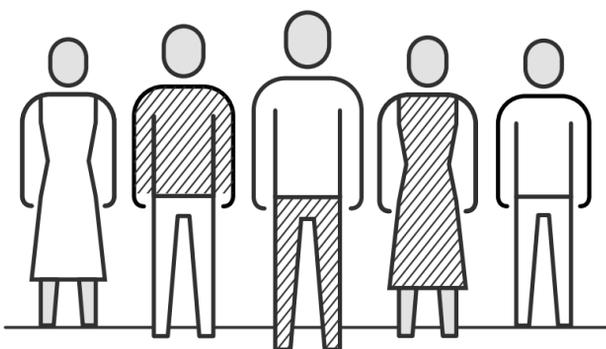


PURCHASING TRENDS



are likely to purchase apparel, personal care, hygiene and household products made from biobased ingredients that offer environmental benefits

(30 years old and below) have shown a higher level of familiarity with green products compared to their counterparts



There is a huge potential for biobased products since

NEARLY 50%

of India's current population is below the age of 25. This showcases that the new generation is even more committed to the environmental sustainability and conservation of our natural resources

