

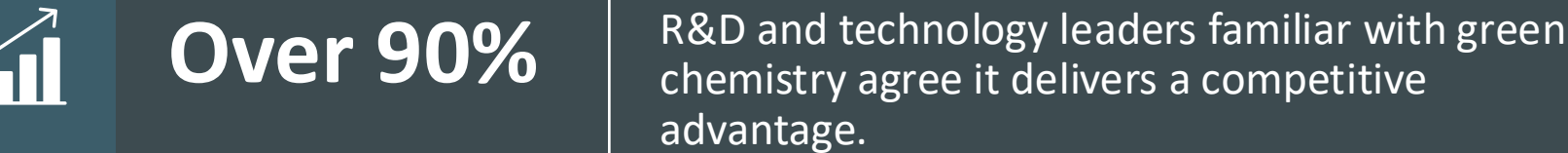
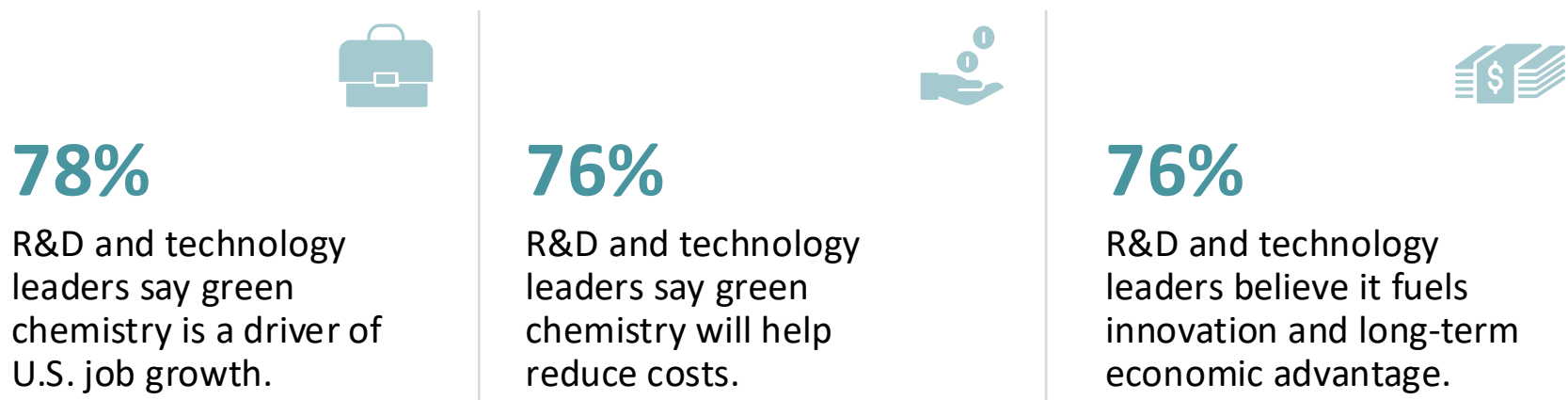
Green chemistry in America 2026: Industry views on the opportunity for high-performance molecules and processes

New data shows that U.S. consumers and industry leaders agree green chemistry strengthens American economic competitiveness by creating quality jobs, reducing costs and spurring innovation. While green chemistry remains largely under the radar among consumers, it is emerging as a powerful innovation lever, with 71% of R&D and technology leaders poised to invest in it to gain both competitive edge and operational efficiency.

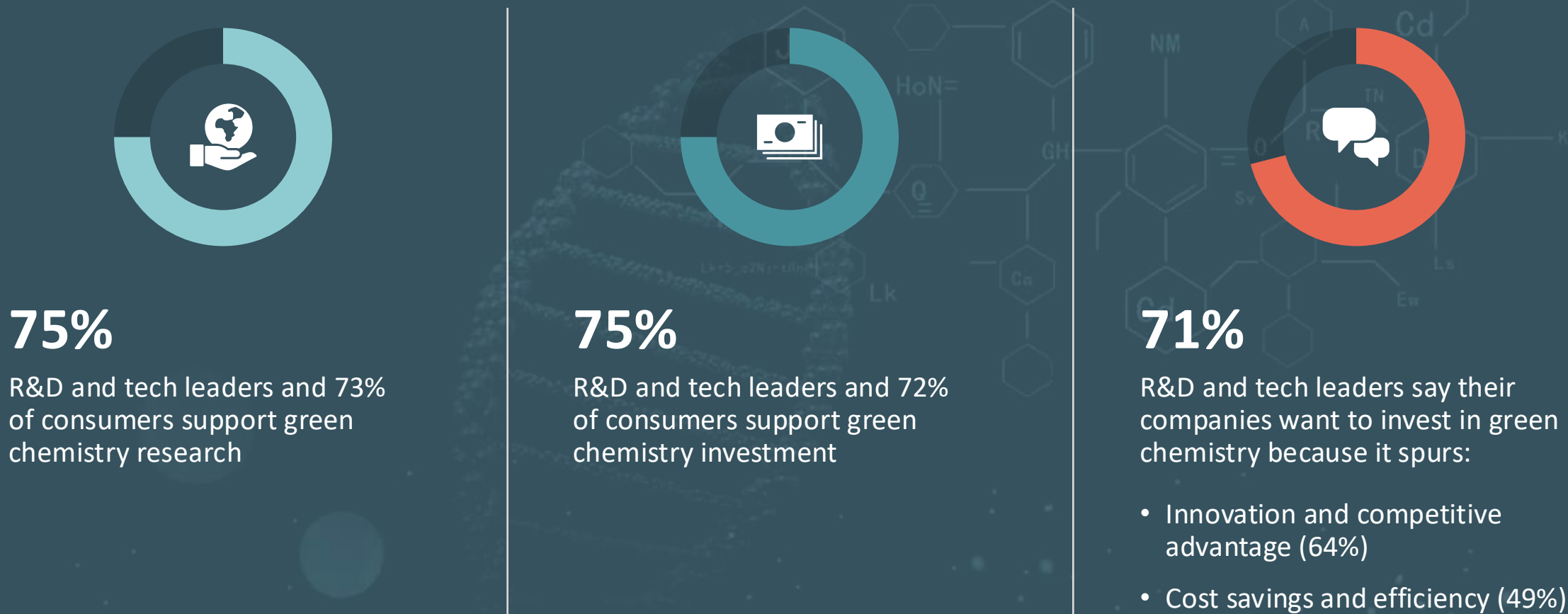
WHAT IS GREEN CHEMISTRY?

Green chemistry is the science of redesigning hazardous chemical products and materials to make them safer, more efficient, and more cost-effective, without releasing toxic substances that harm people and the environment. It can lead to innovative new ways for manufacturing products and more efficient processes while minimizing negative consequences.

Green chemistry benefits American business.



Consumers and industry leaders want more research and investment in green chemistry.



Visit [Moore.org](https://moore.org) to read the report.

Methodology: This poll was conducted between November 13-27, 2025, among a sample of 3,007 adults and 300 R&D and technology leaders. The interviews were conducted online and the adults' data were weighted to approximate a target sample of adults based on gender, age, race, educational attainment, region, gender by age, and race by educational attainment. Results from the national adults' sample have a margin of error of plus or minus 2 percentage points. The results from the national R&D and technology leaders' sample have a margin of error of plus or minus 6 percentage points.