

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.



78%

R&D and technology leaders say green chemistry is a driver of U.S. job growth.



76%

R&D and technology leaders say green chemistry will help reduce costs.



76%

R&D and technology leaders believe it fuels innovation and long-term economic advantage.



Over 90%

R&D and technology leaders familiar with green chemistry agree it delivers a competitive advantage.



75%

R&D and tech leaders and 73% of consumers support green chemistry research



75%

R&D and tech leaders and 72% of consumers support green chemistry investment



71%

R&D and tech leaders say their companies want to invest in green chemistry because it spurs:

- Innovation and competitive advantage (64%)
- Cost savings and efficiency (49%)



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