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Green chemistry in America 2026

Industry views on the opportunity for high-performance molecules and processes

Methodology

Consumers

This poll was conducted between November 13-27, 2025, among a sample of 3,007 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

R&D and tech leaders

This poll was conducted between November 13-27, 2025, among a sample of 300 R&D and tech leaders working in a variety of industries and business size who have a role in decision-making about R&D, technology adoption, sustainability, or innovation within their organization. The interviews were conducted online, and the results from the full survey have a margin of error of plus or minus 6 percentage points.

What the data show

1 Awareness is low, but support grows once people understand green chemistry

Only 19% of consumers have heard the term “green chemistry,” compared with 79% of R&D and technology leaders. Once people learn what it is, most view it favorably, support research and back more investment — especially when the benefits to safer, more efficient manufacturing are clear.

2 Green chemistry is seen as a business advantage that can drive innovation and competitiveness

Majorities of both R&D and technology leaders (73%) and consumers (69%) say green chemistry can enable long-term innovation through efficiency and safety. Strong majorities also say investment will yield economic and competitive advantages. Many companies say they are willing to invest, especially for innovation and competitive advantage (64%) and cost savings and efficiency (49%).

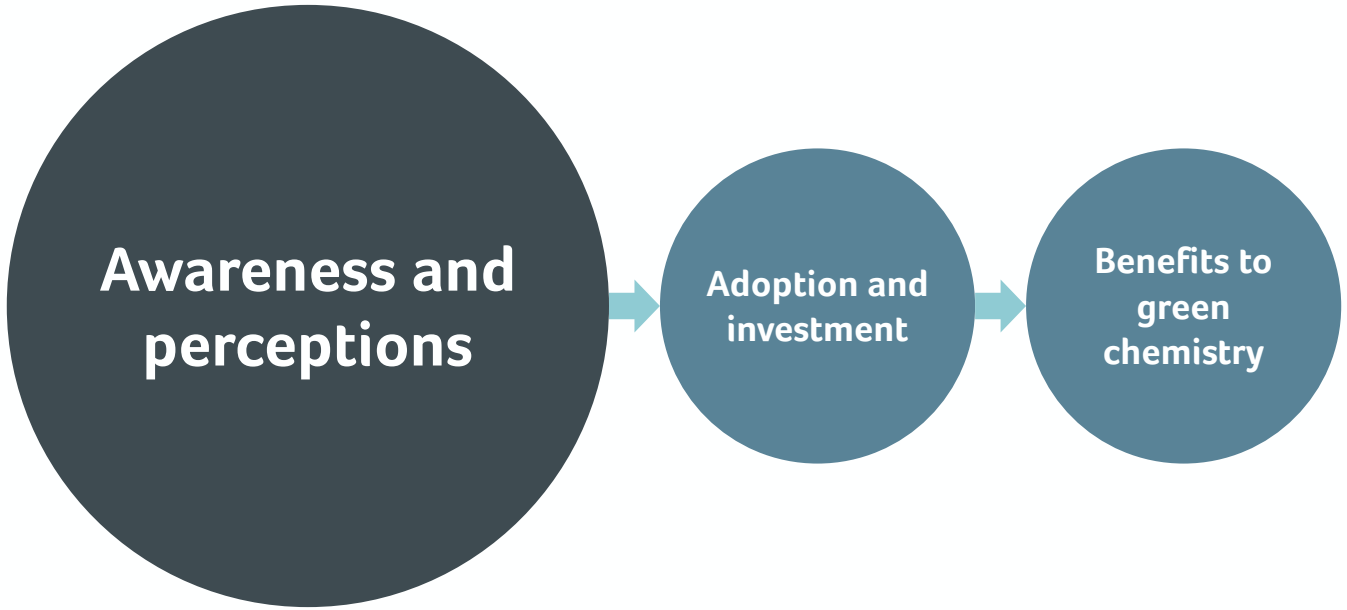
3 Adoption is the hurdle, especially for smaller companies

Interest is high, but use remains limited: 27% of R&D and technology leaders say green chemistry is part of their company’s R&D strategy. Perceived upfront costs, budget constraints and challenges integrating new approaches into existing infrastructure are key barriers.

4 The message that resonates: practical benefits, explained plainly

Messages focused on efficiency, safety, cost savings and innovation resonate across audiences. To build broader support, communications should define green chemistry in plain language and connect it to everyday benefits — safer products, less waste and more efficient manufacturing.

Agenda

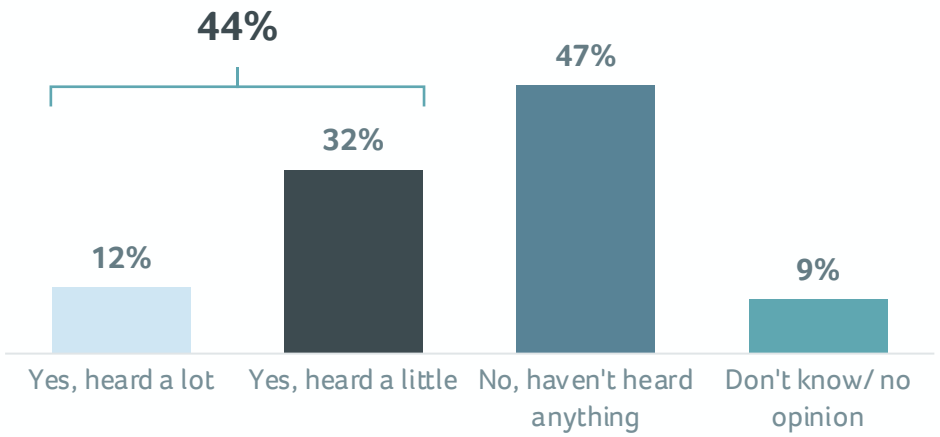

Awareness and perceptions
Adoption and investment
Benefits to green chemistry

Awareness and perceptions

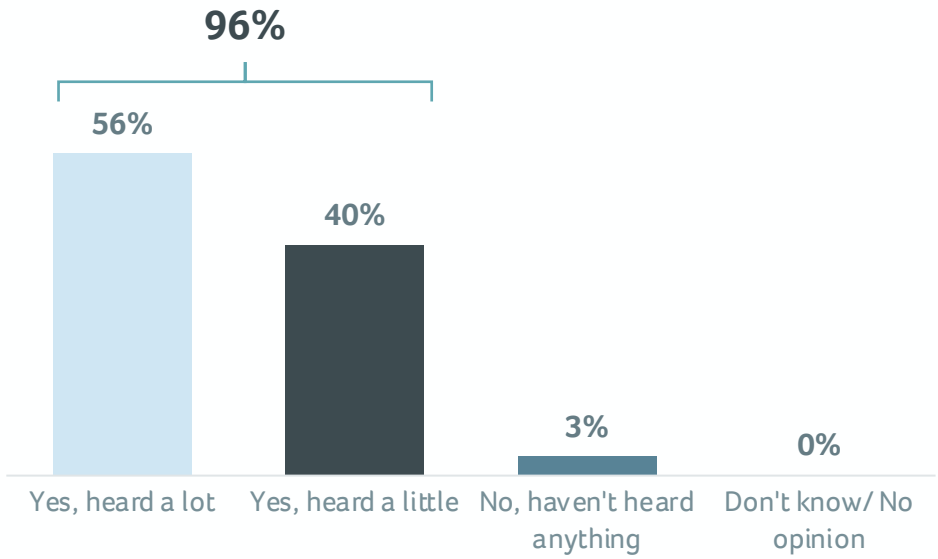
Consumers are not very aware of efforts by scientists and companies to make products safer and more efficient.

As you may know, scientists and companies are working on new ways to design chemicals, chemical reactions, and chemically produced materials so that they are safer for people and the environment, more efficient and simpler, all while still being effective and affordable. Before today, had you heard about efforts like this?

Consumers



R&D and tech leaders

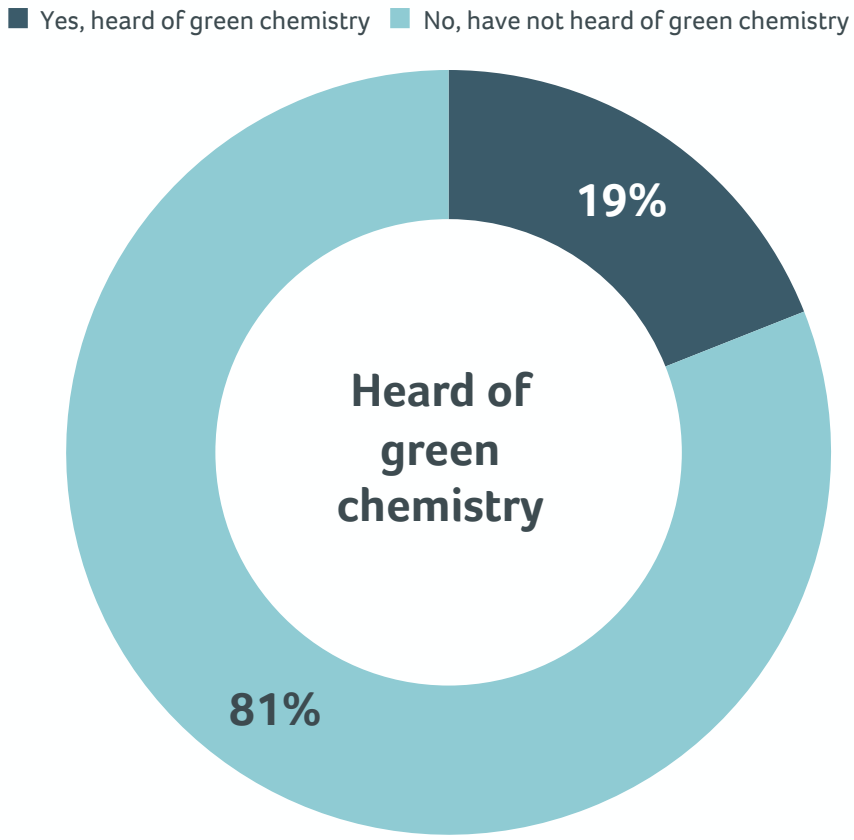


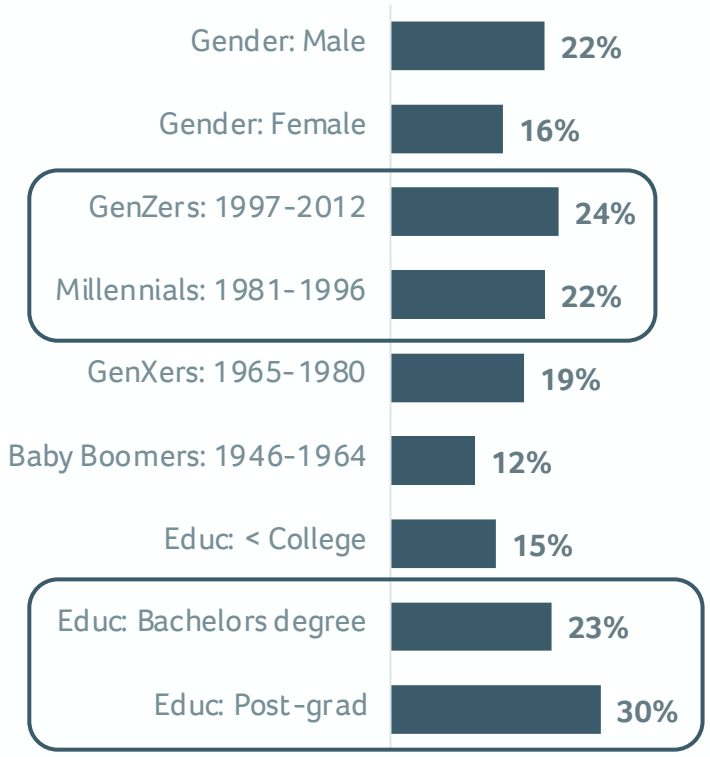
Adults (n=3,007), R&D and tech leaders (n=300)

Awareness and perceptions

Four-in-five consumers have not heard the term “green chemistry.” Awareness of green chemistry is more concentrated among younger and college-educated consumers.

Have you ever heard the term “green chemistry” before today?



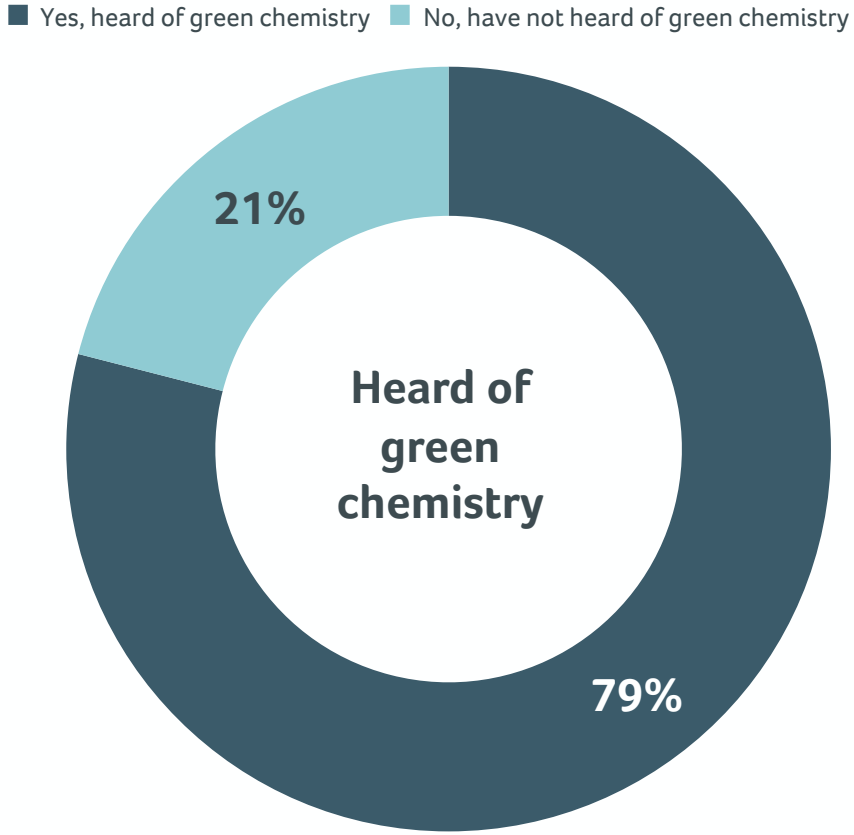


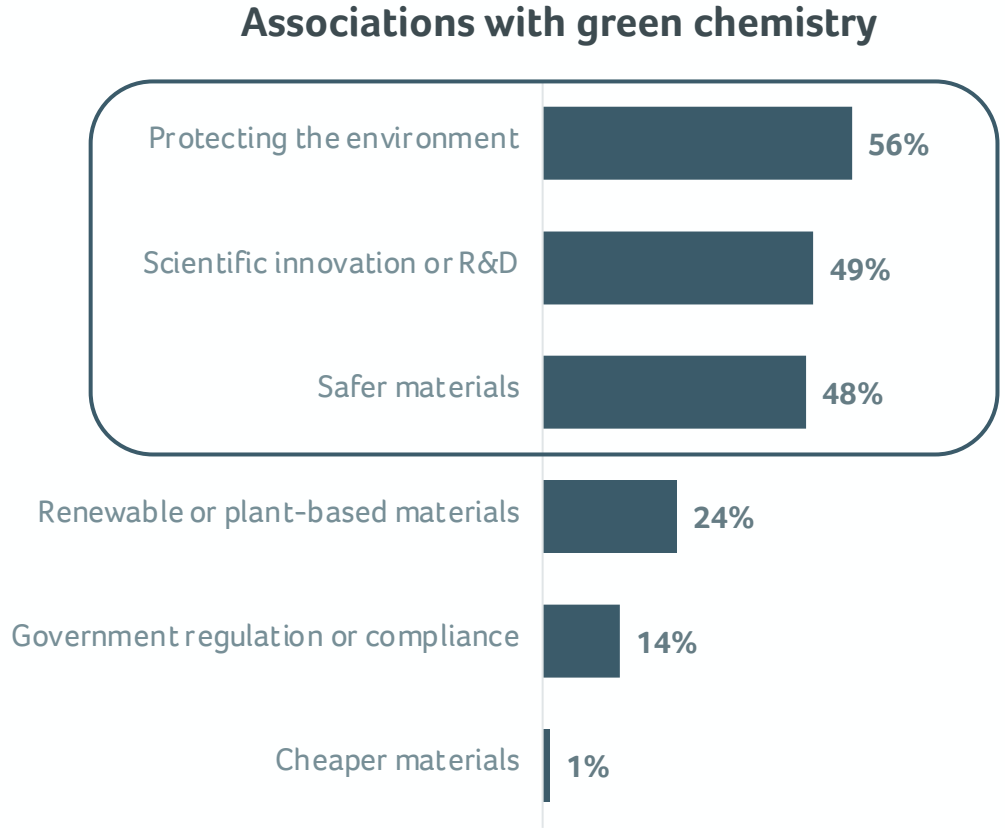
Adults (n=3,007)

Awareness and perceptions

The vast majority of R&D and tech leaders have heard the term “green chemistry” before today, and associate it most with protecting the environment, scientific innovation or R&D, and safer materials.

Have you ever heard the term “green chemistry” before today? | Even if you are unfamiliar with the term, which of the following ideas do you associate most with the term “green chemistry”? *Please select up to two.*





R&D and tech leaders (n=300)

Awareness and perceptions

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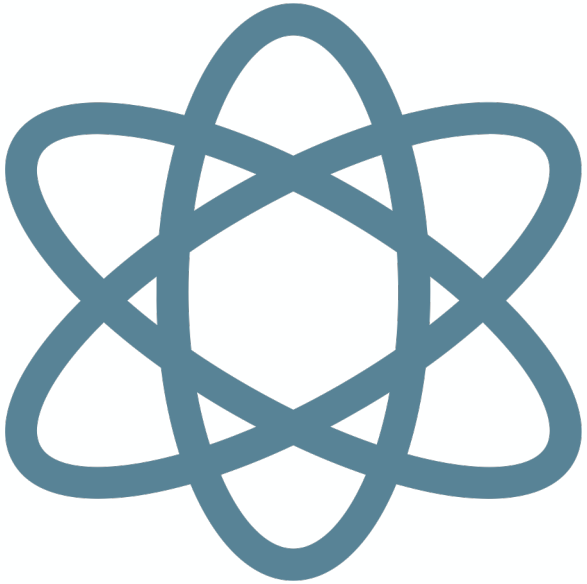
Consumers most often associate green chemistry with protecting the environment and renewable materials, while technical aspects like safety and innovation are less top-of-mind. Understanding is notably sharper among more educated consumers and those already familiar with the term.

Even if you are unfamiliar with the term, which of the following ideas do you associate most with the term “green chemistry”? *Please select up to two.*

% selected	Consumers	Gender		Generation				Education			Green chemistry	
		Men	Women	Gen Z	Millennials	Gen X	Baby Boomers	<College	Bachelor's Degree	Post-grad	Heard of	Haven't Heard
Protecting the environment	40%	40%	39%	30%	39%	38%	46%	36%	46%	48%	43%	39%
Renewable or plant-based materials	37%	37%	37%	35%	37%	34%	42%	34%	46%	40%	42%	36%
Safer materials	29%	30%	28%	31%	27%	28%	31%	27%	30%	35%	37%	27%
Scientific innovation or R&D	9%	11%	7%	10%	9%	9%	9%	7%	12%	14%	17%	7%
Cheaper materials	8%	9%	7%	14%	10%	7%	4%	8%	9%	7%	10%	8%
Government regulation or compliance	7%	8%	7%	6%	9%	7%	5%	8%	6%	5%	10%	6%
Don’t know / No opinion	19%	15%	23%	19%	20%	22%	17%	24%	11%	9%	3%	23%

Adults (n=3,007)

Green chemistry description shown to respondents



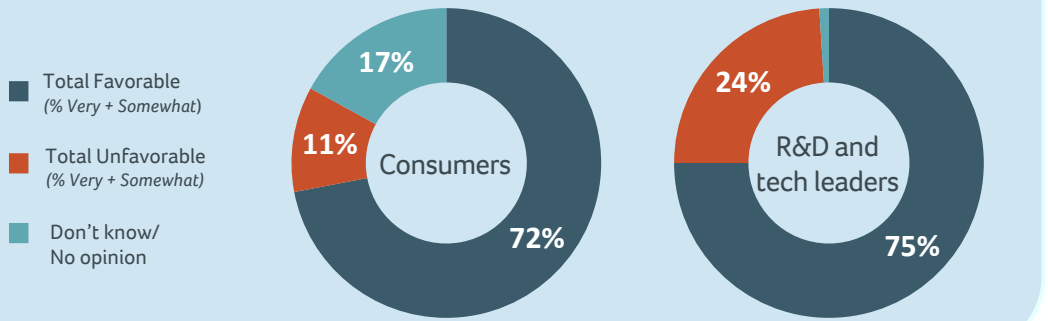
As you may know, **green chemistry** involves redesigning hazardous chemical products and materials to make them safer, more efficient, and more cost-effective, without releasing toxic substances that harm people and the environment. In addition, green chemistry can lead to innovative new ways for manufacturing products and more efficient processes while minimizing negative consequences.

Awareness and perceptions

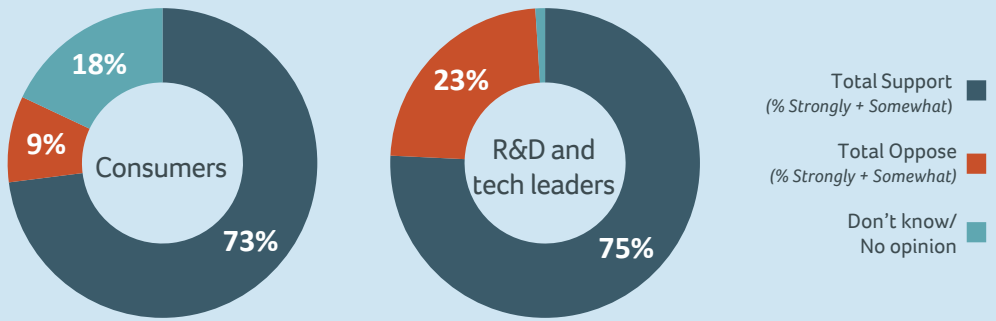
Three-quarters of consumers and R&D and tech leaders have positive opinions of green chemistry. They also support research and further investment into the field.

After learning more, do you have a favorable or unfavorable opinion of green chemistry? | After learning more, do you support or oppose the research efforts into green chemistry? | How much do you agree or disagree with the following statement? *There should be more investment and funding across industries to support research and innovation in green chemistry.*

Favorability of green chemistry

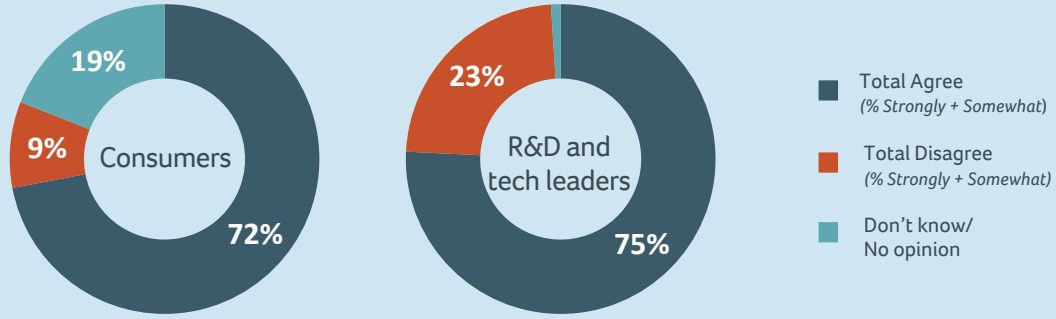


Support for Research into green chemistry



Agree there <u>should be more investment</u> and funding across industries to support research and innovation in green chemistry.

Support for Investment in green chemistry



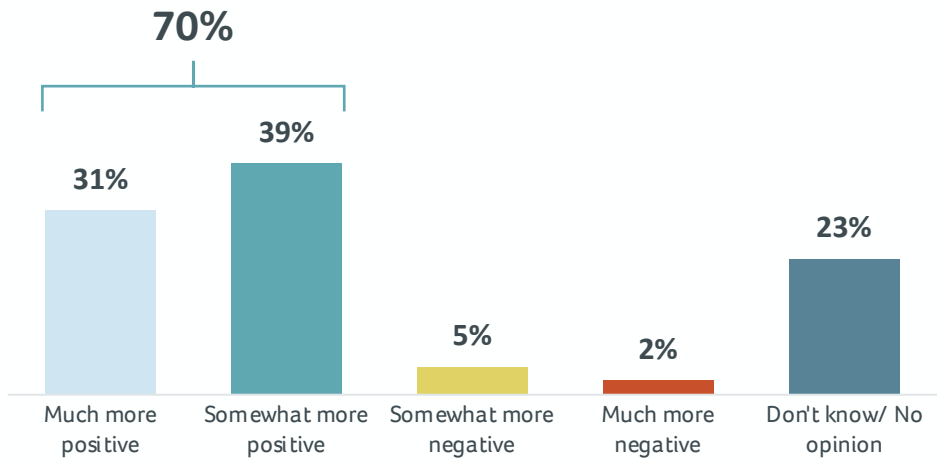
Adults (n=3,007), R&D and tech leaders (n=300)

Awareness and perceptions

Knowing a company invests in green chemistry improves corporate reputation among both consumers and R&D and tech leaders.

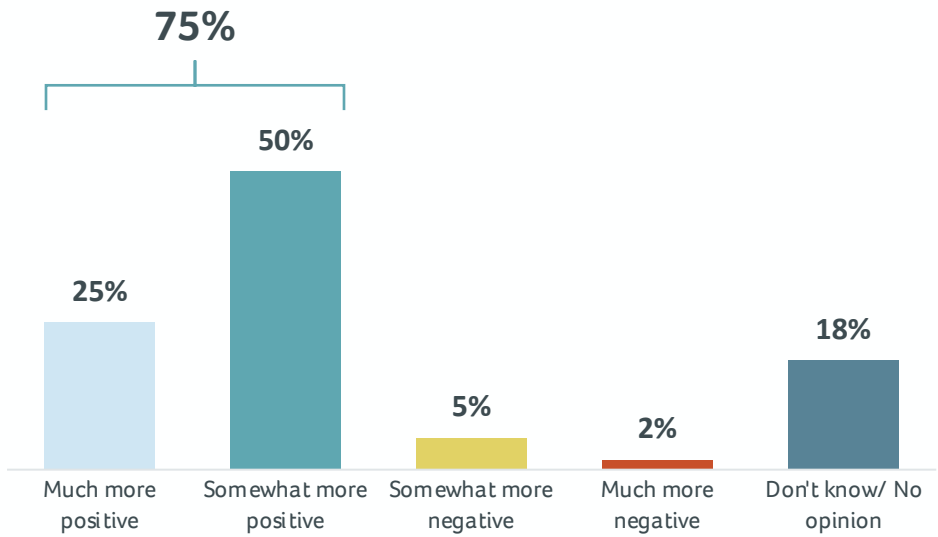
Would knowing that a company invests in green chemistry make your opinion of that company more positive or more negative?

Consumers



Consumers with bachelor's (**79%**) or post-grad (**86%**) degrees, and those who have previously heard about green chemistry (**87%**) are more likely to view companies that invest in the field more positively

R&D and tech leaders

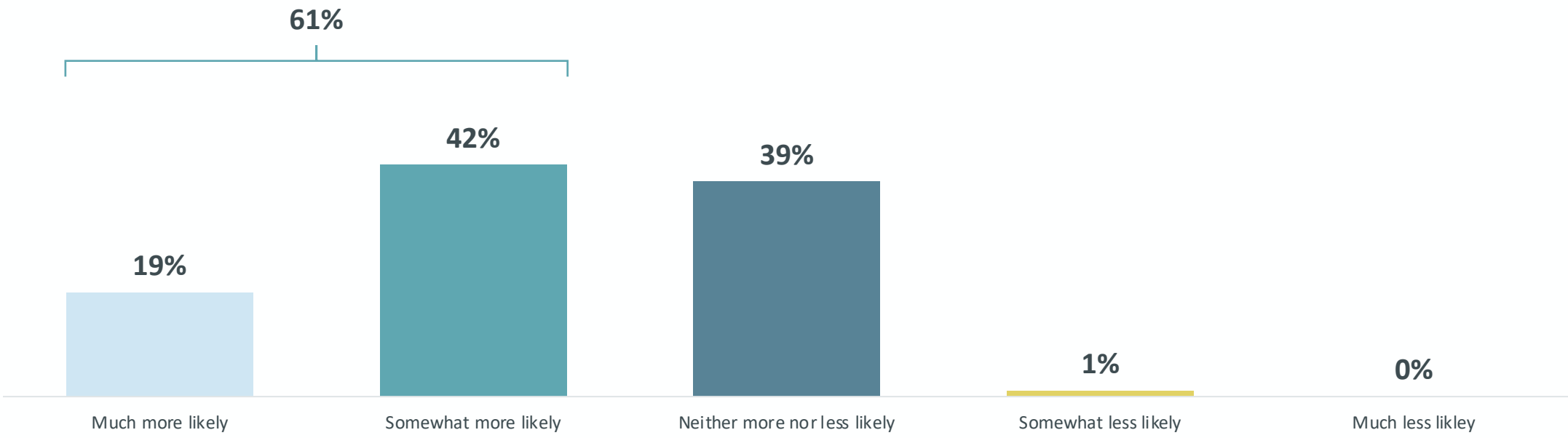


Adults (n=3,007), R&D and tech leaders (n=300)

Awareness and perceptions

Three-in-five R&D and tech leaders also say a company's commitment to and investment in green chemistry positively influences their desire to work there.

When considering potential employers, would a company's commitment to and investment in green chemistry make you more or less likely to want to work there?



R&D and tech leaders (n=300)

Agenda


Awareness and perceptions
Adoption and investment
Benefits to green chemistry

Adoption and investment

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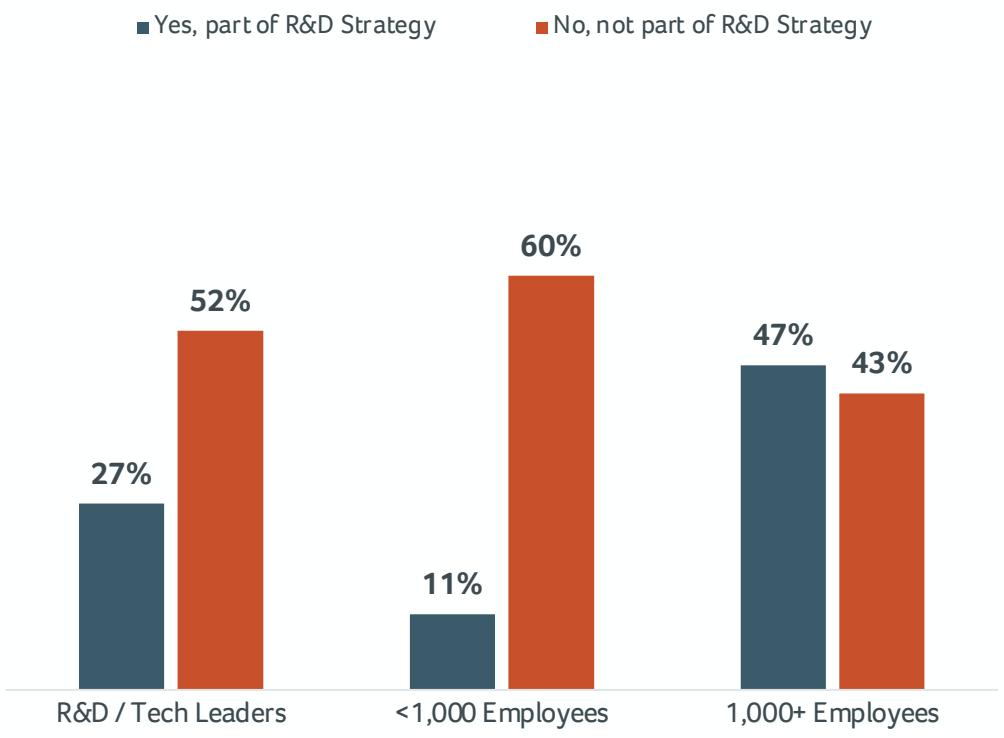
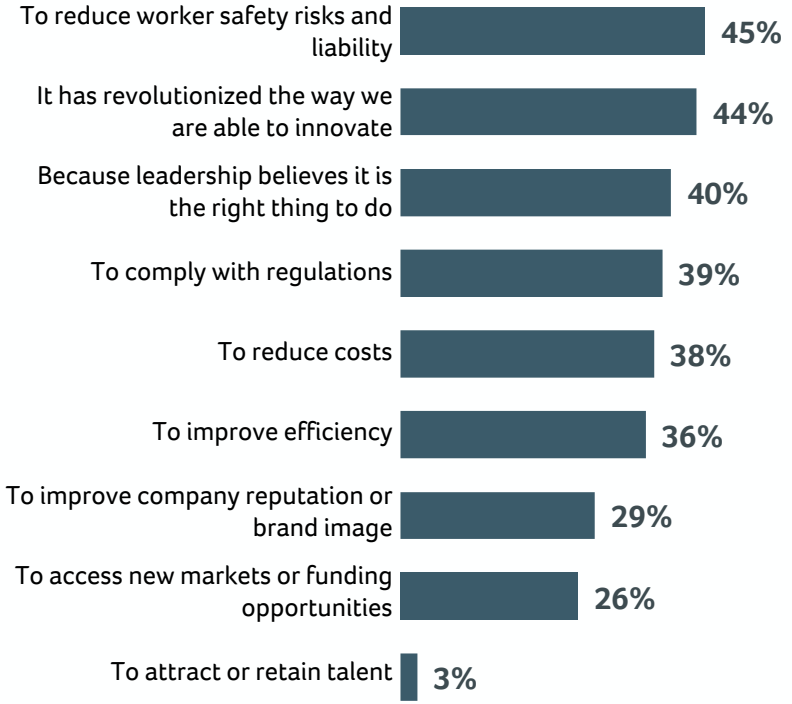
Green chemistry practices are not widely adopted, though half of R&D and tech leaders at larger organizations say it is part of their R&D strategy. Safety and innovation drove these organizations' decision to adopt green chemistry practices.

Have you ever heard the term "green chemistry" before today? | You previously mentioned that green chemistry is part of your company or organization's R&D Strategy. Which of the following best describes **why** your company has adopted green chemistry? *Please select up to three.*

Green chemistry part of company R&D strategy



Reasons for green chemistry adoption

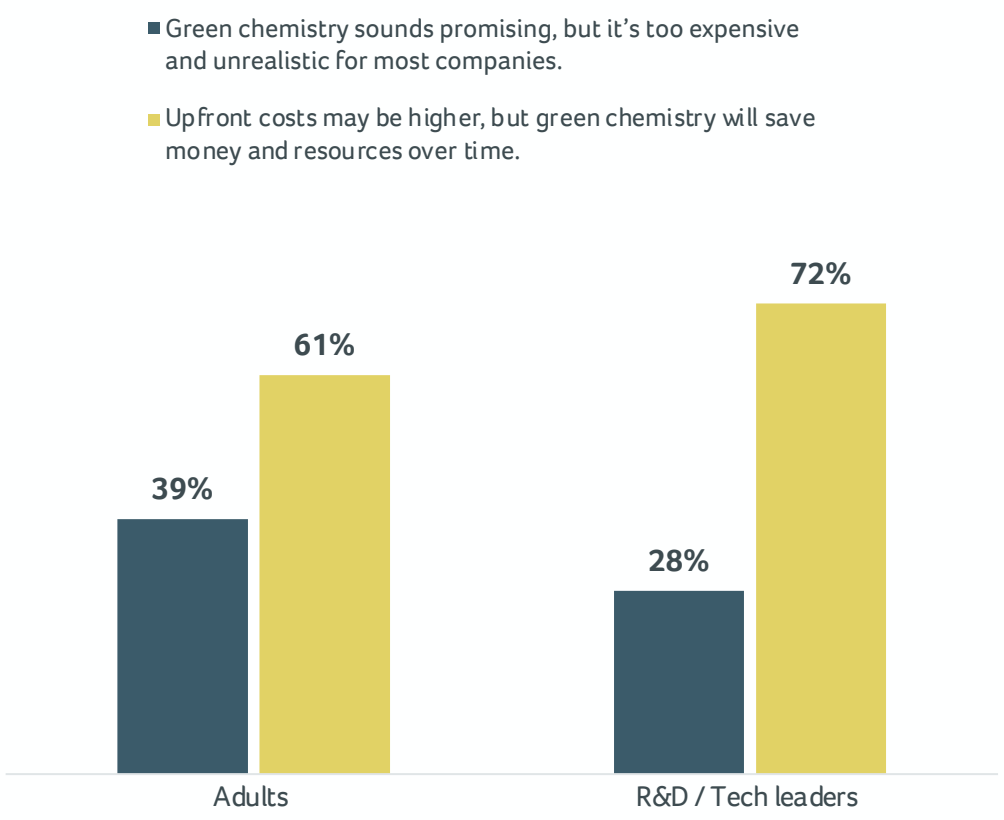


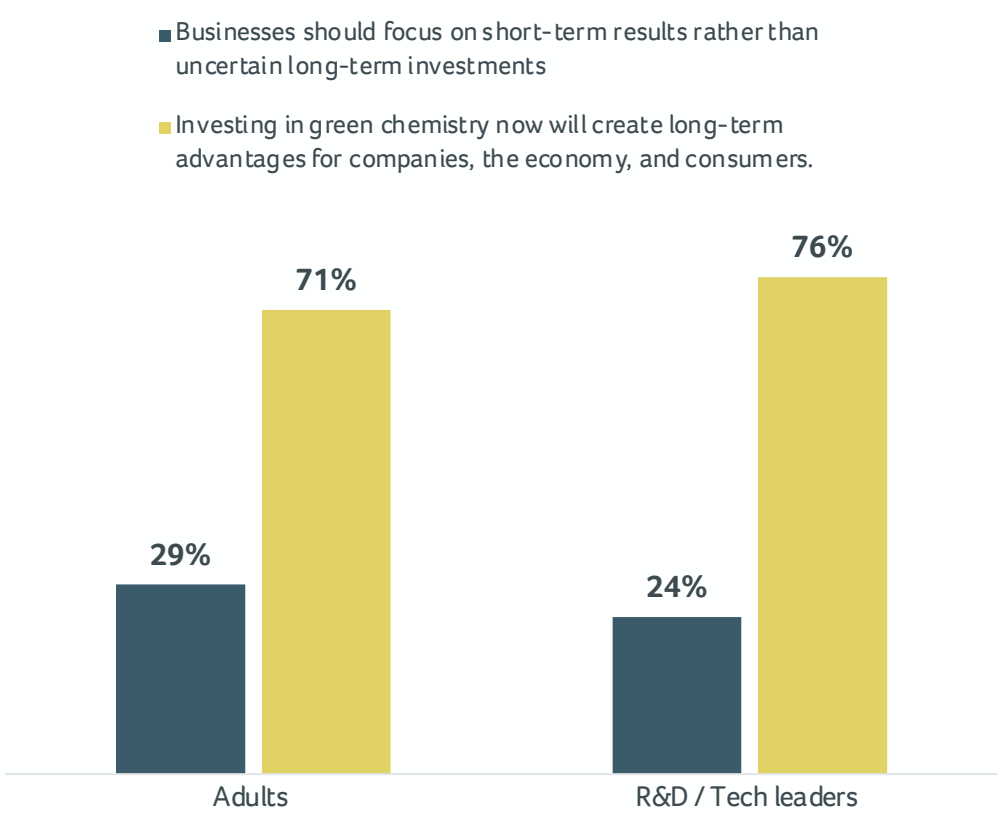
R&D and tech leaders (n=300), R&D and tech leaders who said green chemistry is a part of their organization's R&D strategy (n=80)

Adoption and investment

There is broad agreement among consumers and R&D and tech leaders that investing in green chemistry now will create long-term advantages for companies and save money and resources over time, even though the upfront costs are higher.

Which of the following statements comes closest to your point of view, even if neither is exactly right?





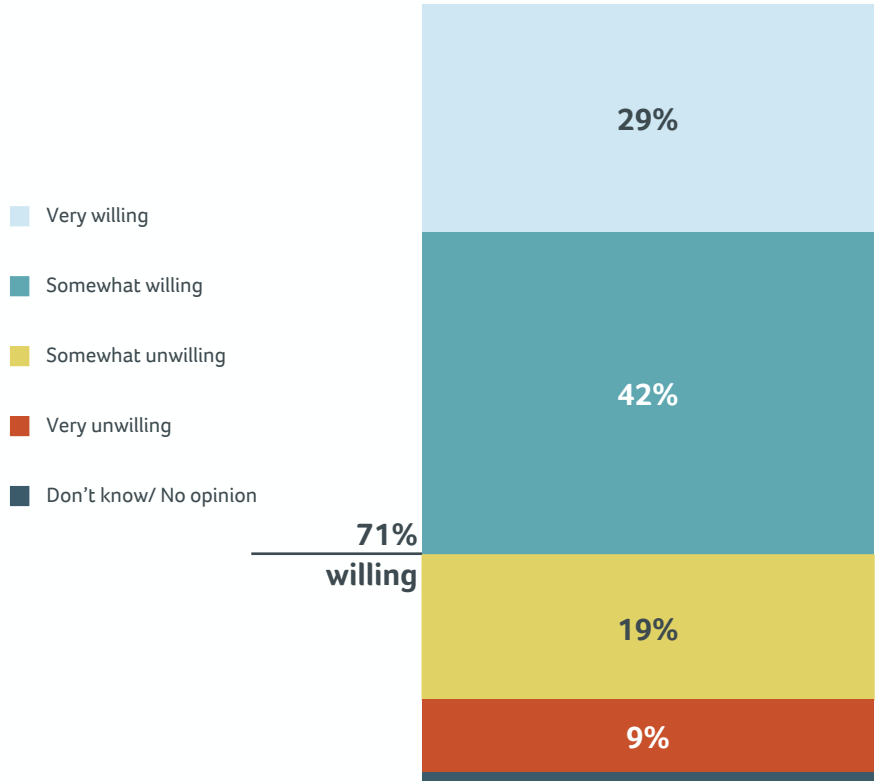
Adults (n=3,007); R&D and tech leaders (n=300)

Adoption and investment

Most R&D and tech leaders report that their organization is willing to invest in or partner on green chemistry research and innovation, driven primarily by the desire to promote innovation and gain a competitive advantage.

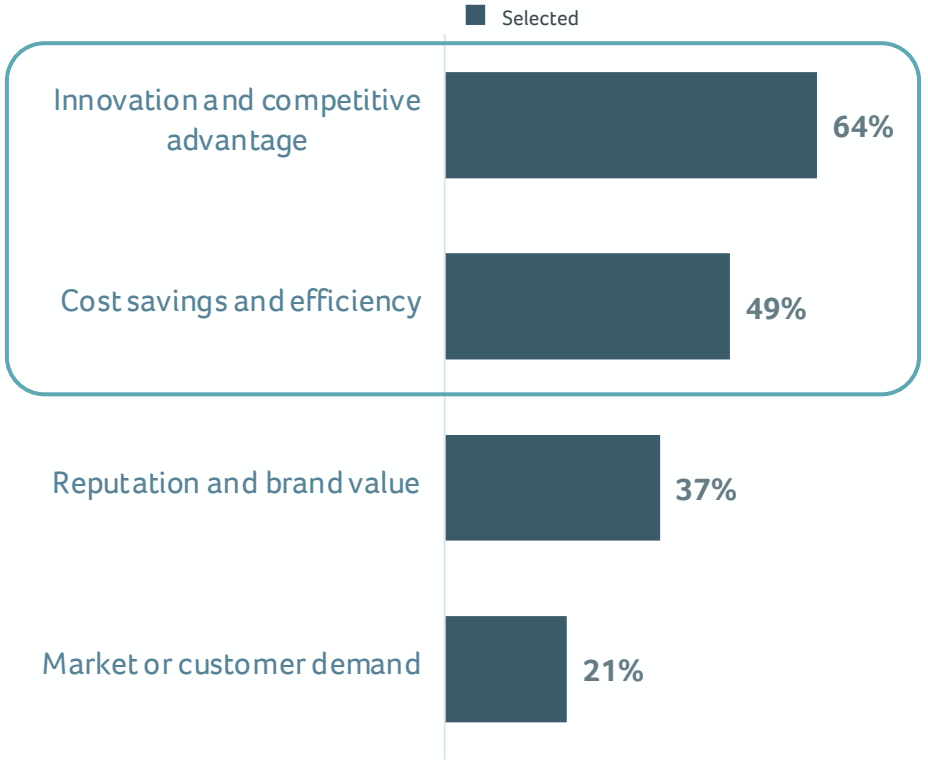
How willing is your organization to invest in or partner on green chemistry research and innovation in the next few years? | What is the main reason your company or organization is willing to invest in green chemistry research and innovation? *Please select two.*

Company's willingness to invest in green chemistry



Reasons for investment

among those willing to invest in green chemistry (n=213)

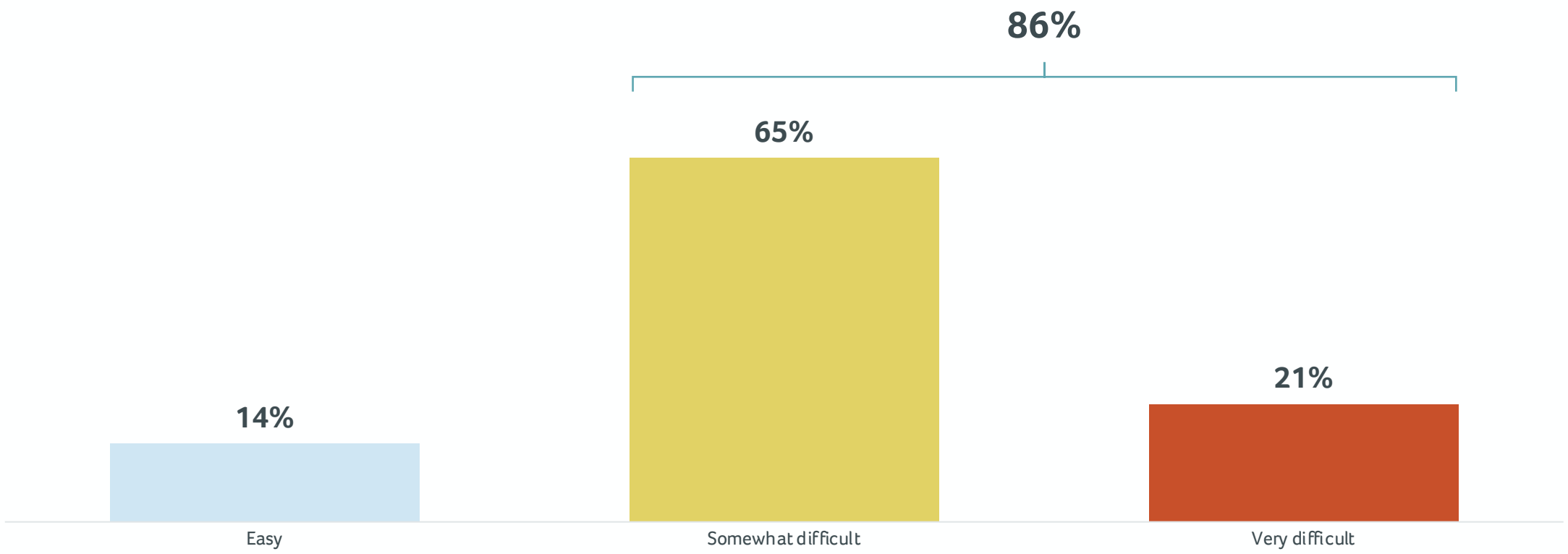


R&D and tech leaders (n=300)

Adoption and investment

The vast majority of R&D and tech leaders whose organizations have already adopted green chemistry said the implementation of these practices was challenging.

Based on what you know, how easy or difficult was it to implement green chemistry practices within your organization? *Among R&D and tech leaders who indicated green chemistry is a part of their organization's R&D strategy.*

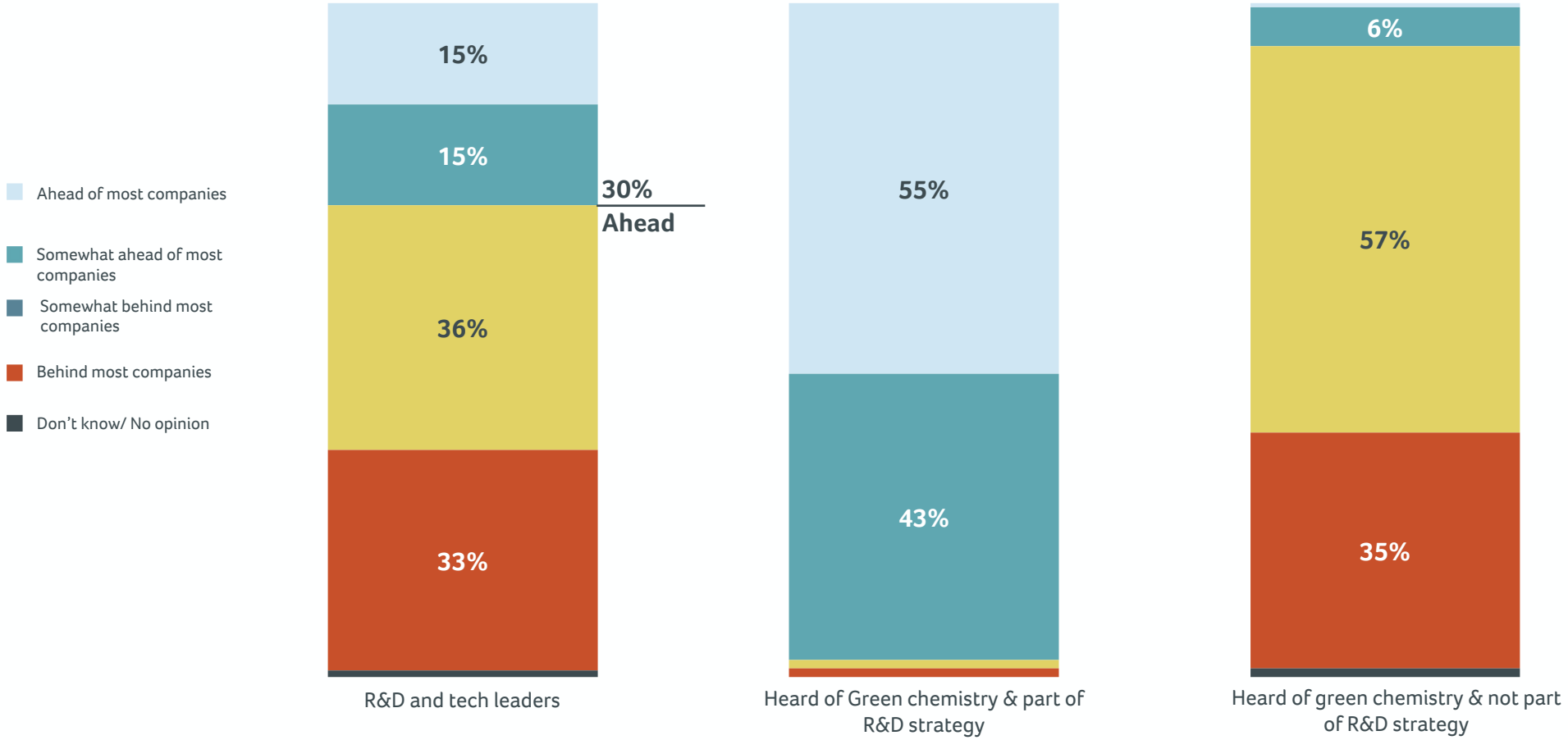


R&D and tech leaders who said green chemistry is a part of their organization's R&D strategy (n=80)

Adoption and investment

About one-third of R&D and tech leaders believe their company is ahead of others regarding green chemistry adoption. Those who indicate green chemistry is already a part of their R&D strategy believe their organization is on the cutting edge and has a competitive advantage.

Compared to other companies in your industry, how would you describe your company's progress in adopting green chemistry practices or principles?

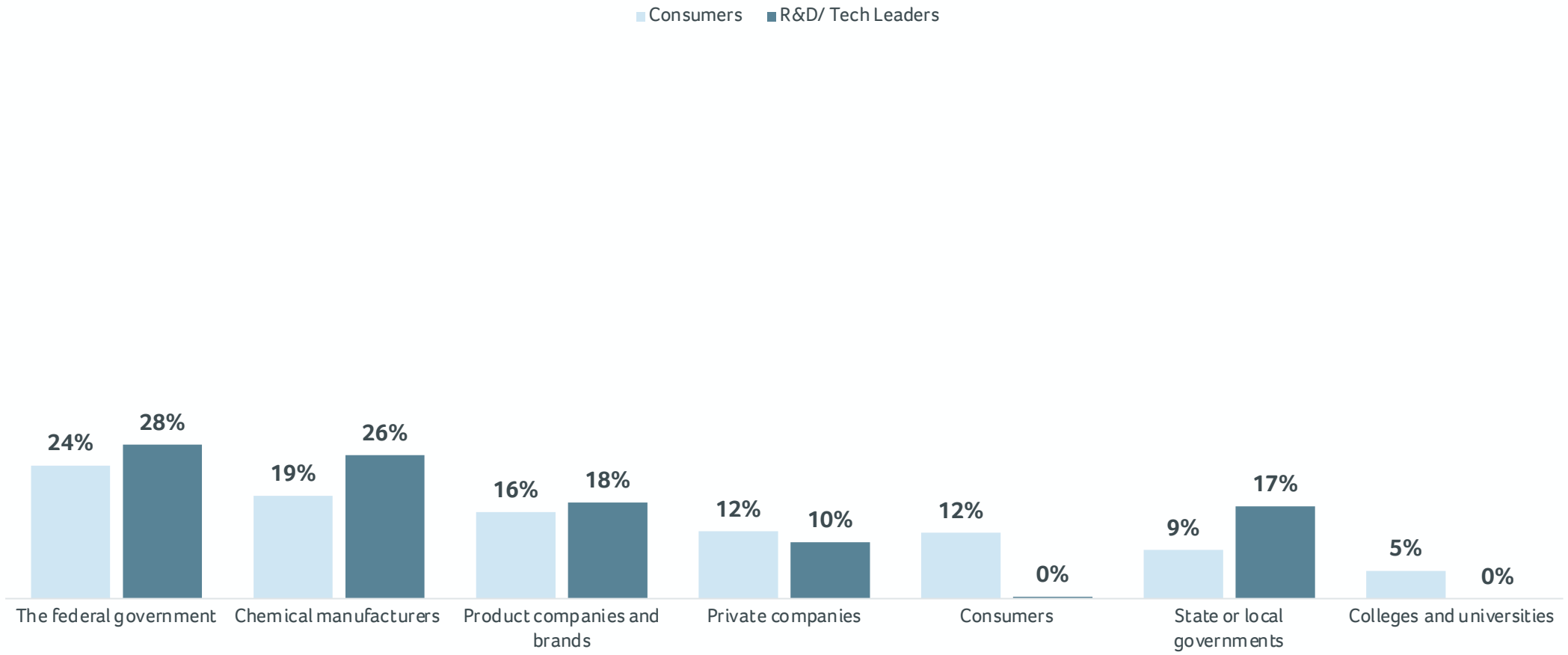


R&D and tech leaders (n=300); Heard of green chemistry and part of R&D (n=80); Heard of green chemistry and not part of R&D (n=157)

Adoption and investment

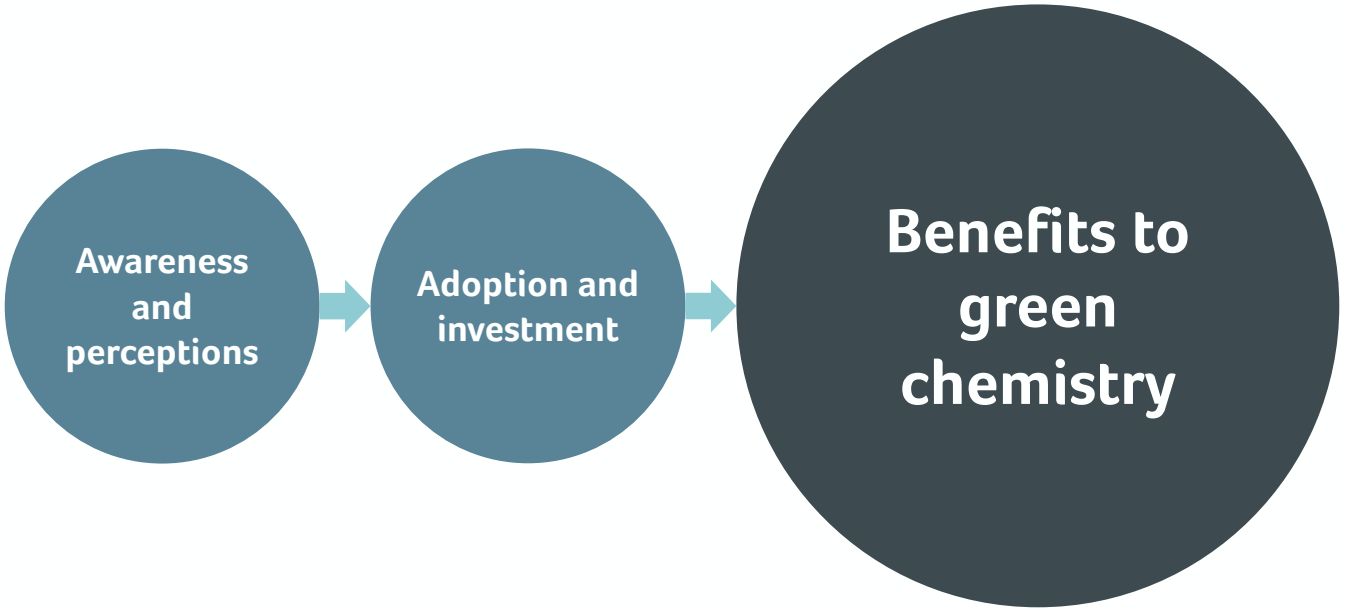
Both consumers and R&D and tech leaders believe the federal government or chemical manufacturers should play the biggest role in supporting green chemistry developments.

Who do you think should play the **biggest role** in supporting the development and advancement of green chemistry?



Adults (n=3,007), R&D and tech leaders (n=300)

Agenda


Awareness and perceptions
Adoption and investment
Benefits to green chemistry

Benefits to green chemistry

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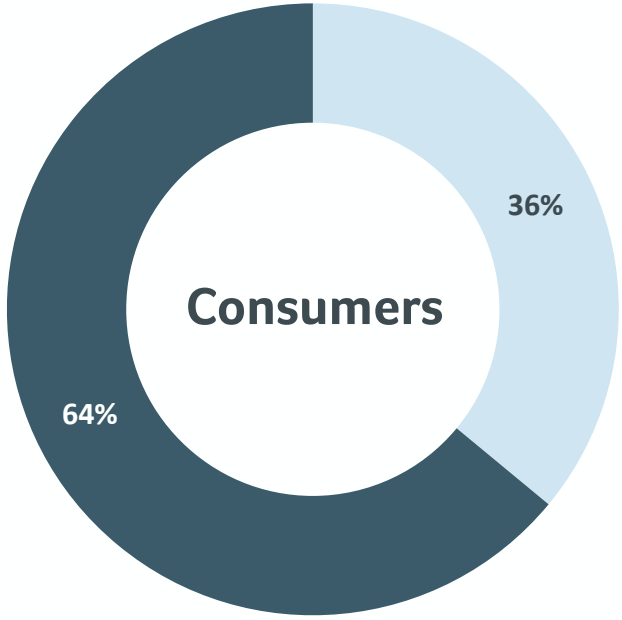
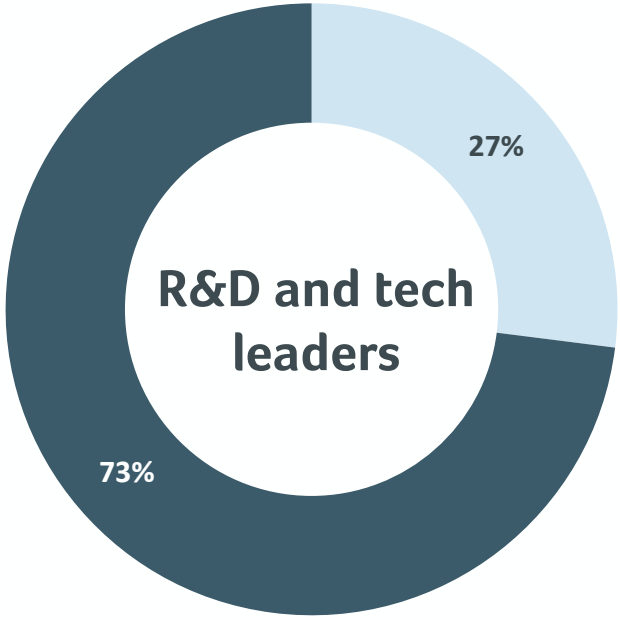
Both consumers and R&D and tech leaders see the long-term benefit of green chemistry to innovation and improving efficiency and safety.

Which of the following statements comes closest to your point of view, even if neither is exactly right?

Green chemistry may slightly improve some processes, but I do not expect there to be any long-term impact of these type of investments.

The most promising thing about green chemistry is the long-term innovation that will result as a product of these improvements in efficiencies and safety.





71% of post-grads believe the most promising thing about green chemistry is the ***long-term innovation*** that will lead to improvements in efficiency.

87% of R&D and tech leaders at larger companies (1,000+ employees) believe the most promising thing about green chemistry is the ***long-term innovation*** that will lead to improvements in efficiency.

Adults (n=3,007), R&D and tech leaders (n=300)

Benefits to green chemistry

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Consumers tend to associate green chemistry with environmental benefits — whether through safer products or innovation. R&D and tech leaders also recognize benefits to the environment, but emphasize safer, cleaner, and more efficient products.

In your own words, what do you think is the biggest benefit of green chemistry?

Consumers

Safer environment / products

"It will help the environment be safer for us as people to consume and use products that are manufactured using green chemistry."

"It reduces harm at the source. Designing chemicals and processes that are safer cleaner and more efficient from the very beginning."

Protect the environment

"I think green chemistry will protect our environment through cleaner production practices."

"The biggest benefit is that it is innovative and moving forward with protecting the environment."

Affordability

"I think the biggest benefit is safety and cost effectiveness."

"Making things more affordable while cutting back on dangerous chemicals."

"The biggest benefit is that it will help save money and the environment."

Need to learn more

"Honestly, I still don't fully understand green chemistry"

"They should push more learning about green chemistry. I think it would go a long way [...] and it's good if people know more about it so they know what's going on."

* Many consumers associate green chemistry with the environment, even when mentioning innovation, efficiency, and cost reduction benefits.

R&D and tech leaders

Waste reduction

"With a focus on minimizing waste, it drives cleaner and more efficient production practices that can increase profits."

"Waste management is drastically improved due to sustainable chemical choices."

Efficiency

"It encourages smarter design pushing companies to create efficient eco friendly solutions that perform just as well as traditional ones."

"It appears to make operations more efficient over time because materials are used more wisely."

Safety / hazardous chemicals

"A major plus of green chemistry is that it reduces hazardous activities, allowing work to move faster and more efficiently"

"Less release of hazardous chemical wastes to water leading to cleaner drinking and recreational water."

"Delivering safe products in a compliant way within the cost targets."

Affordability / cost reduction

"It may help in reducing overall cost and gain competitive strength in market."

"I believe long term benefits like overall reduced costs."

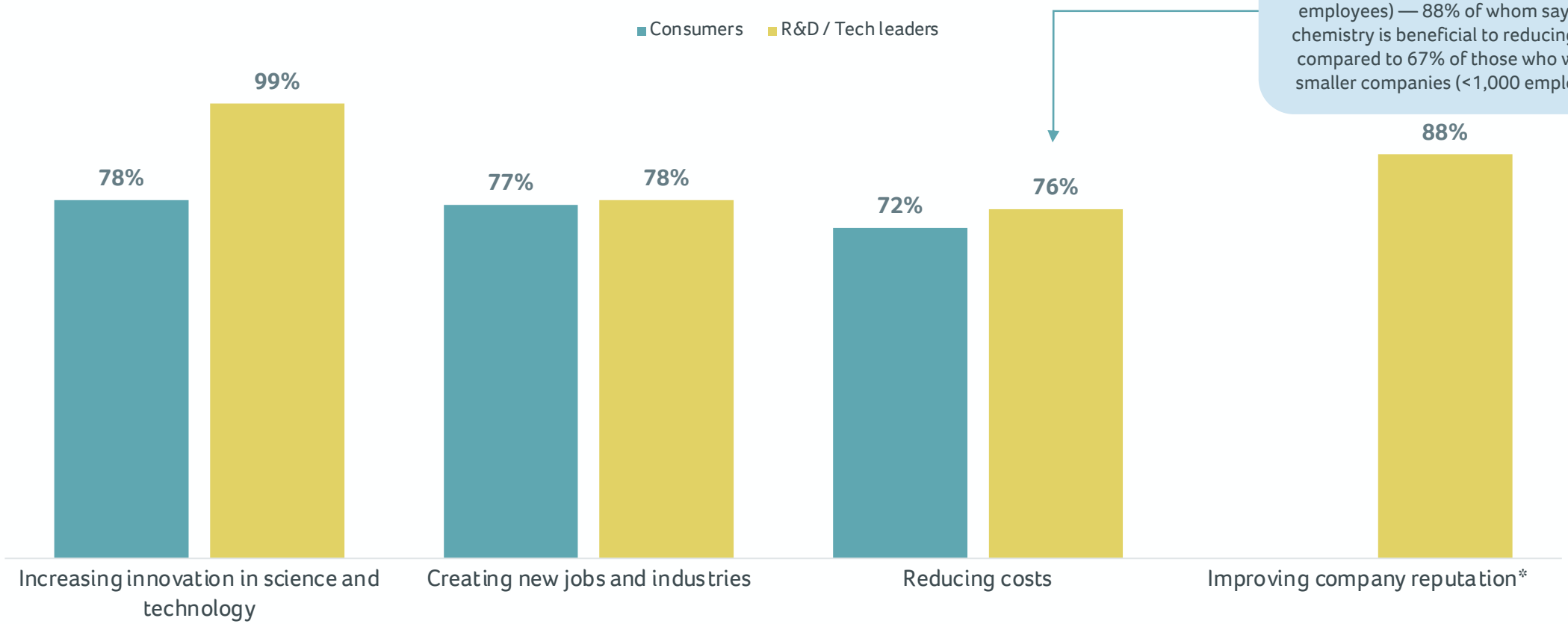
"Improve the operational functionality and reduce cost which results in higher profit."

Adults (n=3,007), R&D and tech leaders (n=300)

Benefits to green chemistry

There is broad consensus about the benefits of green chemistry. Both consumers and R&D and tech leaders believe green chemistry will create new jobs and industries, reduce costs and increase innovation into science and technology.

Based on what you know, how beneficial could green chemistry be for each of the following?



Cost reduction is seen as more of a perk of green chemistry among R&D and tech leaders at larger companies (1,000+ employees) — 88% of whom say green chemistry is beneficial to reducing costs, compared to 67% of those who work at smaller companies (<1,000 employees).

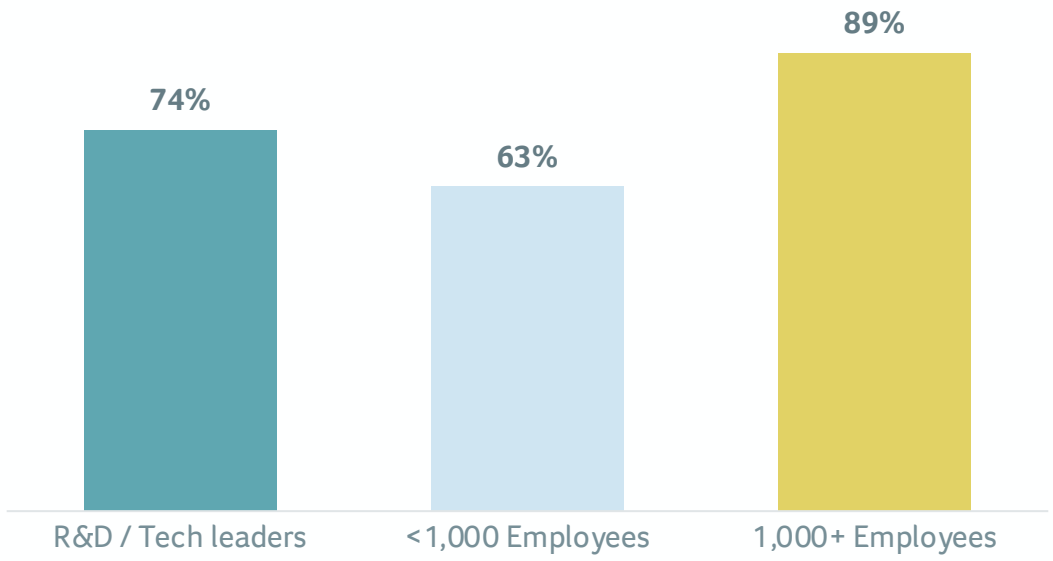
Adults (n=3,007), R&D and tech leaders (n=300) | * asked only among R&D and tech leaders

Benefits to green chemistry

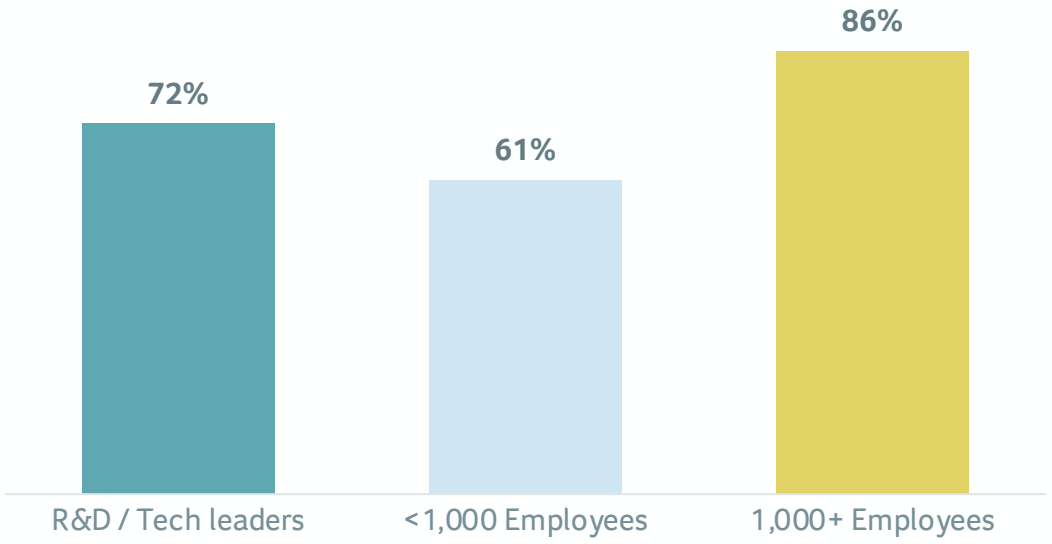
Three-quarters of R&D and tech leaders see green chemistry as important to their industry's future and their own company's strategy and competitiveness, with this belief even stronger among leaders at larger organizations.

How important, if at all, do you believe green chemistry will be for the future of your industry? | How important, if at all, is green chemistry to your company's future strategy or competitiveness?

Future of Your Industry
Total Important (% Very + Somewhat)



Company's Future Strategy/ Competitiveness
Total Important (% Very + Somewhat)



R&D and tech leaders (n=300)

Benefits to green chemistry

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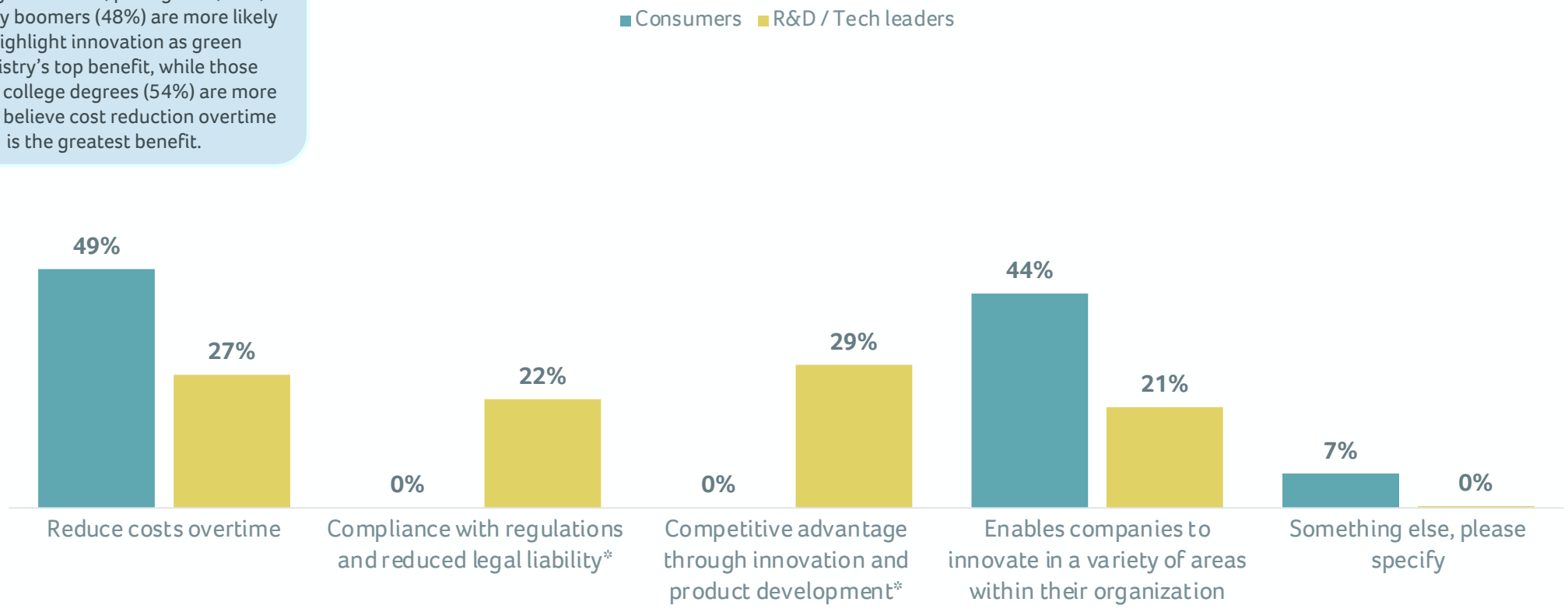
Consumers are split on green chemistry's top benefit, with half pointing to long-term cost reduction, while 44% highlight innovation. R&D and tech leaders are also divided, though they lean more toward competitive advantage and long-term cost savings.

Which of the following do you see as the greatest benefit of adopting green chemistry?

Among consumers, post-grads (56%) and baby boomers (48%) are more likely to highlight innovation as green chemistry's top benefit, while those without college degrees (54%) are more likely to believe cost reduction overtime is the greatest benefit.

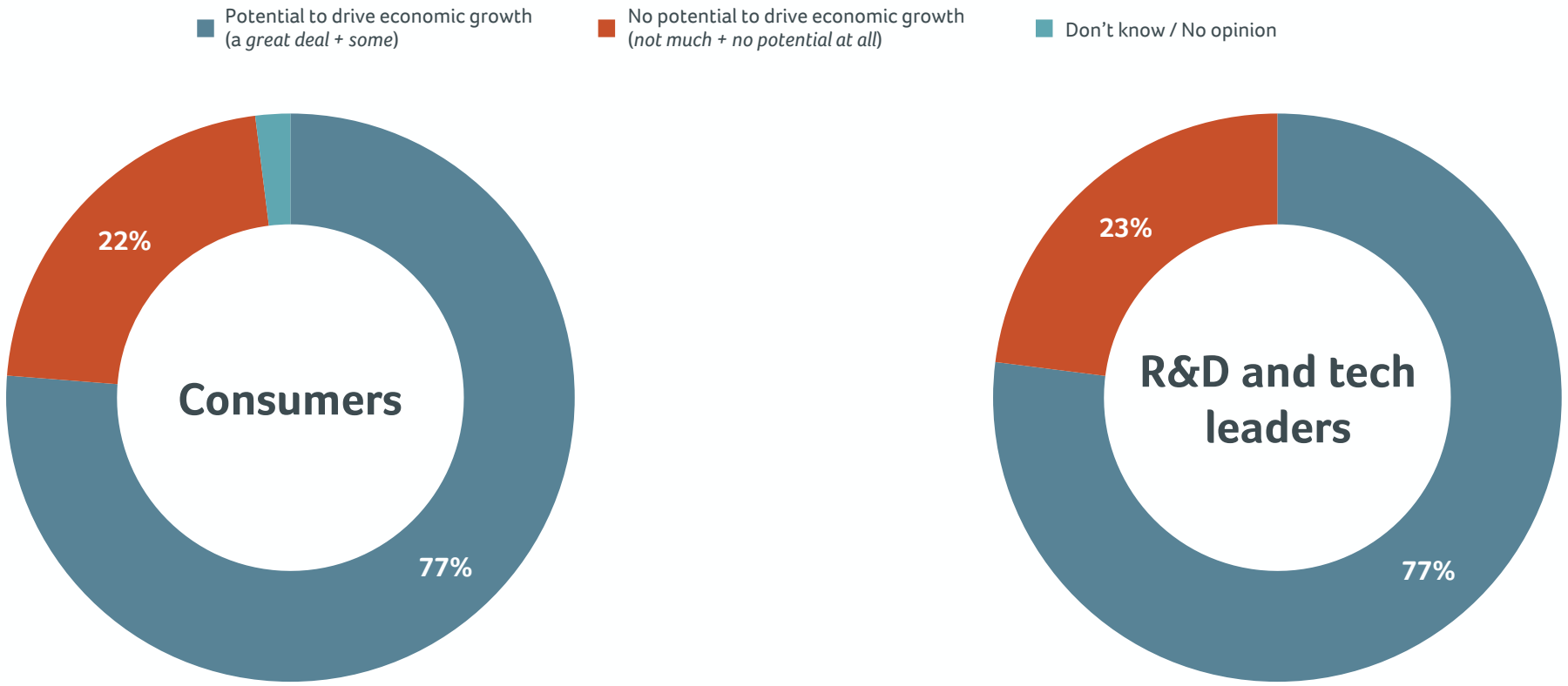


Adults (n=3,007), R&D and tech leaders (n=300) | * asked only among R&D and tech leaders

Benefits to green chemistry

Three-quarters of consumers and R&D and tech leaders believe green chemistry will drive innovation and economic growth in the next decade.

How much potential do you believe green chemistry has to drive innovation and economic growth in the next decade?



90% of post-grads and 83% of those with bachelor's degrees believe **green chemistry will drive innovation and economic growth** in the next decade.

90% of R&D and tech leaders working at larger organizations (1,000+ employees) believe **green chemistry to drive innovation and economic growth** in the next decade, compared to 67% of those who work at smaller organizations (<1,000 employees).

Adults (n=3,007), R&D and tech leaders (n=300)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