Market Potential of Green Forestry Biomass

Finding a pathway to enhancing circular economies and creating value for industries



Innovation in forestry biomass residue processing: towards circular forestry with added value products

Interreg Baltic Sea Region

Co-funded by the European Union

CIRCULAR ECONOMY CEforestry

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Introduction to Ceforestry Market Research



The **Ceforestry Market Research** focuses on understanding the potential of forest residues as sustainable raw materials for multiple industries.



Stakeholders from **biorefinery, cosmetics, nutraceuticals**, and other industries can identify opportunities to innovate and create eco-friendly products.



This research explores how forestry residues like bark, branches, and leaves can be converted into **biofuels, biochemicals, and high-value materials**.

Key Research Results



Forestry biomass shows strong potential in cosmetics, nutraceuticals, and pharmaceuticals.



Forest residues can be converted into **bio-based products** (biofuels and biochemicals), helping reduce reliance on fossil fuels.



Forestry residues have been successfully applied in bioactive compounds and sustainable materials (**biodegradable plastics** and **bio-based chemicals).**



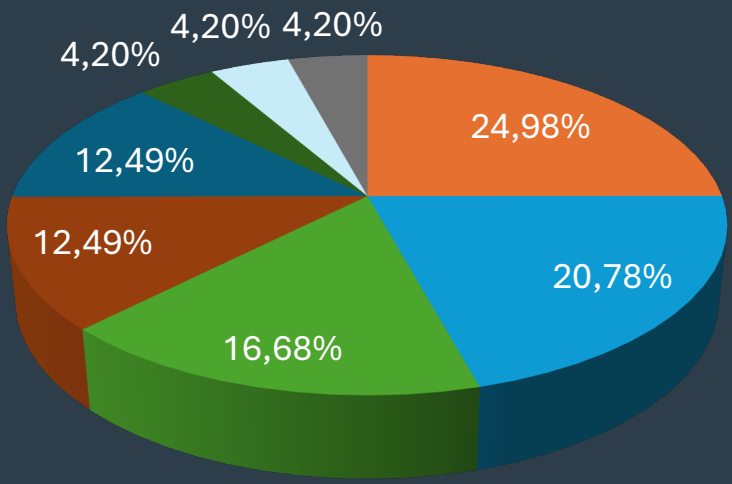
Challenges: scalability, high production costs and technological barriers. Additional **policy support** and **industry collaboration** are needed.

Survey results I

A survey conducted among industry stakeholders from the Baltic Sea Region countries revealed a nuanced understanding of green forestry biomass processing among respondents.

While familiarity with biomass processing is equally divided, all participants acknowledge that their countries actively produce biorefinery products, especially in the realms of cosmetics and food supplements.

Promising biorefinery products



Survey results II

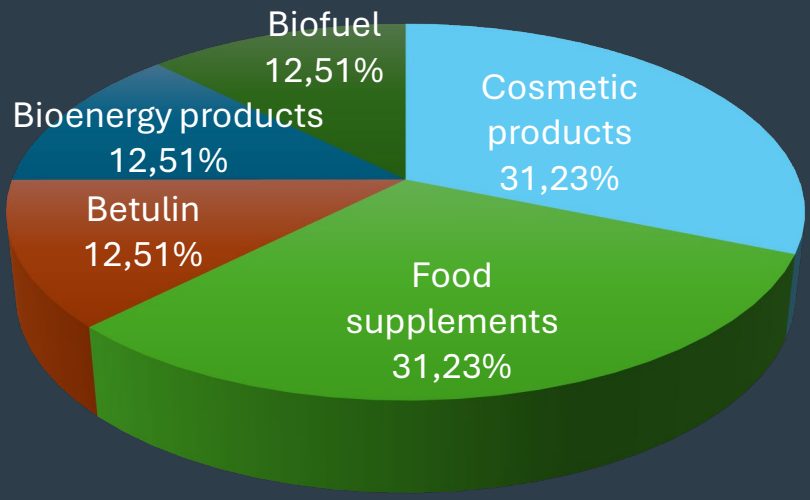
Stakeholders provided valuable insights into the most promising consumer products and the hurdles that need to be addressed to unlock their full potential.

Key Hurdles:

- Technological barriers in processing and scalability
- Complex and restrictive regulatory environments
- High production costs limiting market entry
- Fluctuations in consumer acceptance and demand.

Among the most anticipated consumer products are cosmetics, food supplements, and bioenergy solutions, aligning with significant consumption by the food and beverage, cosmetic, and pharmaceutical industries.

Promising consumer products



Unlocking the Potential of Forest Biomass

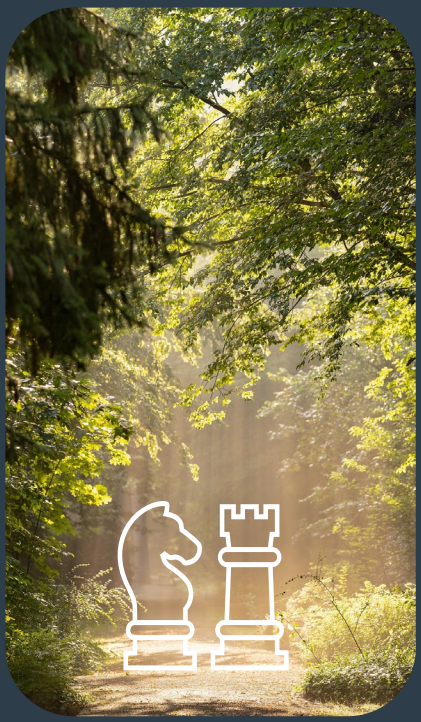


Forest biomass is a renewable resource with immense potential for creating sustainable, value-added products.

Tips:

- Utilize bioactive compounds (prenols, lignin, polyphenols) to develop natural antioxidants and skincare solutions.
- Explore proven extracts like Pycnogenol® for anti-aging and wellness markets.
- Upcycle forestry waste to reduce environmental impact and support a circular economy.
- Obtain certifications like COSMOS or ECOCERT to enhance eco-conscious brand credibility.
- Partner with research institutions to pioneer cutting-edge extraction techniques.
- Invest in green technologies (e.g., supercritical CO_2) to enhance product quality and eco-friendliness.
- Create plant-based anti-aging creams and natural exfoliants for the growing demand for sustainable beauty products.
- Focus on product differentiation to capture niche markets.

Commercialization Strategies for Forest Biomass Products



Achieving success in the commercialization of forest biomass products requires a strategic and multi-faceted approach:

1. Strategic Partnerships

Building collaborations with leading brands in the cosmetics, food, and pharmaceutical sectors is key to unlocking market potential. These alliances not only enhance credibility but also provide essential market access.

2. Branding and Marketing

Highlighting the sustainability, eco-friendliness, and health benefits of biorefinery products is vital. Effective branding builds trust in environmentally responsible solutions.

3. Driving Innovation

Continuous investment in research and development is critical to improving product quality, reducing production costs, and identifying innovative uses for forest residues.

Contact us:

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https://interreg-baltic.eu/project/ceforestry



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