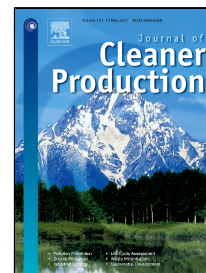


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Factors influencing the market diffusion of bio-based plastics: Results of four comparative scenario analyses



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**Highlights**

- Factors influencing the market diffusion of PLA, PHA, lignin and CNSL are identified.
- A normative scenario approach with effect and cross impact analysis is applied.
- The sales volume depends largely on the price and marketing activities.
- PLA and PHA mainly struggle with cost effectiveness.
- Lignin and CNSL require further technological innovations.

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