

# Analysis of the potential of end use sectors for lead market creation

→ Fig. 4

	Building and Infrastructure	Automotive vehicles	Shipping	Packaging	Domestic appliances
Basic material intensity					
Influence of material cost on final product value			no data available		no data available
Consumer willingness to pay					

- **High suitability for lead market development.** Share of EU-wide basic material demand: *at least 20%* of consumption of at least one basic material (volume in percentages, per year); Influence of basic material costs on the value of the end product: *less than 3%*; Willingness to pay: High (*over 50%* of consumers according to survey-based reviews indicate that they would pay a price premium)
- **Medium suitability for lead market development.** Share of EU-wide basic material use: *at least 10%* of consumption of at least one basic material (volume in percentages, per year); Influence of basic material costs on the value of the end product: *5–10%*; Willingness to pay: Medium (*up to 50%* of consumers according to survey-based reviews indicate that they would pay a price premium)
- **Low suitability for lead market development.** Share of EU-wide basic material demand: *less than 10%* of consumption of at least one basic material (volume in percentages, per year); Influence of basic material costs on the value of the end product: *from 10%*; Willingness to pay: Low (*up to 25%* of consumers according to survey-based reviews indicate that they would pay a price premium)