## 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)

Agora Industry (2024) based on Eurofer (2023), Cembureau (2023), CRU (2022), Plastics Europe (2023), Accenture (2019), Ecorys SCS Group (2009), ETC (2018), UNFCCC (2023), SBTi (2023) and Sandbag (2024), BCG (2023), BCG (2022), Statista (2023)