

Current high-visibility industrial biotechnology products (Future Prospects for Industrial Biotechnology)

It has often been said that one of the reasons why investors are reluctant to invest in industrial biotechnology is the lack of tangible products and "blockbusters". This chapter describes some of the recent products that are emerging from industrial biotechnology. One of these has been predicted to be the first industrial biotechnology blockbuster in terms of sales. As the products become more visible, the investor climate should improve. It is worth noting that many of the products are components of everyday products, such as garments and tyres. Although consumers may not realise it, they purchase industrial biotechnology products in, for example, shirts which are a blend of cotton and bio-based textiles, and tyres containing bio-isoprene. Better recognition could greatly aid the market diffusion of bio-based products.

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