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The renewable chemicals market continues to struggle as petrochemical prices remain low, investor interests waned, and expectation for demand has not materialized. Many start-up organizations have not gone past pilot scale, and for those who do, securing funding to cross that valley of death has been increasingly difficult. Bio-based building blocks aimed towards polymers application have especially been hit hard as petrochemical prices remain low despite rising crude oil price. While promoting renewable content is a marketing differentiator, premiums for renewable chemicals remain a challenge unless companies can offer disruptive technologies that delivers on key unmet needs. Some of these market demand are being found on niche low-volume, higher-value specialty applications such as in cosmetics and personal care, fragrances, flavours and other food ingredients, animal feed, lubricants, solvents, CASE, plastic additives, and other specialty chemicals markets.