The Global Market for Organic Food & Drink

by

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Company Background

- UK-based business research firm, established in 2001
- International analysts / consultants
- Largest publisher of market research reports
- Range of business consulting services
- Global contacts & information database

More information…. www.organicmonitor.com
Global Market

- Market Size (2005): US $33 billion
- Market Growth: 16% (YOY), 43% (2002)
- Leading Regions: Europe (52%), North America (45%)
- Leading Markets: USA, Germany, UK, France, Italy
Revenue Breakdown

North America, 45%
Europe, 52%
Others, 3%
North America, 45%
Europe

Market Size: US $17.2 billion

Market Growth: 15%

Largest Market: Germany

Major Channels: Supermarkets

Developments: Mass distribution, Supply shortages
North America

Market Size: US $14.9 billion

Market Growth: 16%

Largest Market: United States

Major Channels: Supermarkets

Trends: Retail Penetration, Undersupply
Asia

Market Size: US $750 million
Market Growth: 10-15%
Largest Market: Japan
Major Channels: Specialist Retailers
Trends: Growing Investment, Rising Awareness
Oceania

Market Size
US $300 million

Market Growth
15%

Largest Market
Australia (82%)

Major Channels
Supermarkets

Trends
Less Export Focus
Retailer Interest
Global Trends

- Production increasing globally but demand is concentrated
- Demand is outpacing organic food supply leading to shortages
- Increasing investment (state, private, int. bodies)
- Growing number of state and private organic standards
Future Outlook

1. Demand concentrated where consumers have purchasing power
2. Supply-demand imbalances to remain a feature
3. Differences to remain between producer and consumer countries
4. Standards becoming impediments to global trade of organic products
Thank You

More Information

Report: Global Market for Organic Food & Drink
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